

Asian Pacific Islander Native Hawaiian (APINH)

# HONOR

Magazine

City of Albuquerque  
Office of APINH Affairs

Vol. 1, Issue 3  
(Dec 2025, EN)



YOU Made Our Year

[cabq.gov/apinh](http://cabq.gov/apinh)



# HONOR Magazine

**Executive Editor-in-Chief & Creative Director**  
Jacky So

**Managing Editor**  
Coming Soon

**Content Director**  
Coming Soon

**Art Directors**  
Coming Soon

**Photographers**  
Albuquerque Community Contributions

**Contributing Writers**  
Coming Soon

**Cover Artist**  
Jacky So

## Internships Open:

Multimedia Storyteller  
Social Media Content Manager  
Community Engagement Coordinator  
Community Event Planner & Manager



Visit [oneabqvolunteers.com](https://oneabqvolunteers.com)

## About Our Team

**Carlo James Aragón**

### Office of APINH Affairs Liaison

Speaks Arabic, Spanish, & Nepali.

Previously, U.S. diplomat with the U.S. Department of State, completing diplomatic assignments in Lebanon & Nepal, leading multi-million-dollar public engagement portfolios & working closely with artists, educators, & civil society groups. Born & raised in New Mexico.

**Jacky So**

### FUSE Executive Fellow

Speaks Khmer & French.

Previously, scaled a digital health startup to increase multi-lingual healthcare access nationwide for over 10 million appointments.

## Contact

[cabq.gov/buildwithus](https://cabq.gov/buildwithus)



## Location

One Civic Plaza NW  
4th floor Suite 4072  
Albuquerque NM 87102  
[cabq.gov/apinh](https://cabq.gov/apinh)

ONE  
ALBUQUE  
RQUE

asian, pacific islander, and  
native hawaiian affairs



**Our vision is to create a digital third place that helps people move from online to in-real-life:** a hub that amplifies APINH voices, shares stories, connects residents to local resources, circulates local dollars, and helps shape city data to reflect our community's real needs.

We couldn't do this without you--so please, build and grow this magazine with us!



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## View APINH Business Directory Map



[bit.ly/apinh-biz-directory](https://bit.ly/apinh-biz-directory)

Tag APINH-Owned Businesses with **#APINHOwnedABQ** to be included in future guides!

## Looking for Gift Guide #1?



[cabq.gov/honor-magazine-gift-guide-01](https://cabq.gov/honor-magazine-gift-guide-01)



# HONOR Magazine's End-of-Year Updates

From the Editor



**Jacky So**

FUSE Executive Fellow &  
HONOR Magazine Executive Editor

**This year marked a meaningful first step** for Asian Pacific Islander Native Hawaiian (APINH) communities in Albuquerque. Through new platforms, events, and partnerships, we focused on visibility, trust, and connection--showing what's possible when community voices are centered. This issue reflects both our progress and what comes next.

**APINH communities have been part of New Mexico since the 1800s**, yet until now there has been no centralized civic resource. That changed with the City of Albuquerque's launch of the **Office of APINH Affairs**, led by our inaugural Liaison, **Carlo James Aragón**. While New Mexico does not yet have a state population office or APINH Chamber of Commerce, the **Asian Business Collaborative** reports that APINH businesses contribute **nearly \$3 billion** to the state's economy.

**That's why this work matters.** **HONOR Magazine** and our new website, **[cabq.gov/apinh](http://cabq.gov/apinh)**, help build the digital foundation for this effort. Together, they support transparent communication, responsible data practices, and systems that are increasingly **AI-ready**--ensuring our community is represented as technology shapes how decisions are made.

**Since our October launch**, your feedback has guided us. Our first **Community Impact Report** shows the **Progress & Trust score rising from 1.6 to 3.1 (out of 5)**. Many shared that cross-department collaboration and clear communication made them feel included. That partnership will remain central to how we work.

**HONOR Magazine is your platform.** With **three issues published**, we invite submissions for art, business profiles, career stories, photography, and resources. Our goal is **40 community contributions**--and we hope you'll share yours.

## Get involved:

**Carlo James Aragón**, APINH Liaison - [caragon@cabq.gov](mailto:caragon@cabq.gov)

**Jacky So**, FUSE Executive Fellow - [JacquelineSo@cabq.gov](mailto:JacquelineSo@cabq.gov)

Executive Editor-in-Chief & Creative Director

Scan this QR code to submit your APINH business for future issues of HONOR Magazine.

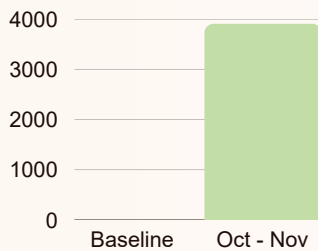




# Community Impact Report: 2025 at a Glance

## Total Website Visits

**3911**  
Almost 2k per  
month



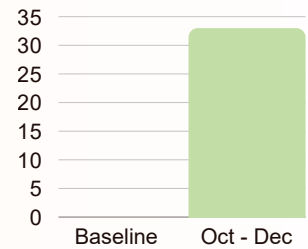
## Event Results

**300+**  
Attendance

- Office Launch Party
  - Baseline: 0
  - Goal: 100
  - Actual: 225
- Talin Market Holiday Carnival
  - Baseline: 0
  - Goal: 100
  - Actual: 300+

## APINH Businesses

**33**  
Featured

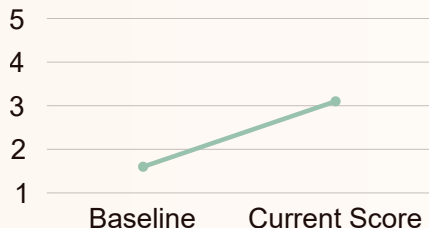


[cabq.gov/apinh](http://cabq.gov/apinh)



APINH-Owned businesses  
spanning 10+ cultural  
backgrounds

## Progress & Trust Score



**+ 94% increase**

Trust in City progress for APINH community  
has nearly doubled since Project BRIDGE  
(Building Resilient Infrastructure for Data,  
Growth, & Engagement) launch.

## What's Driving Trust?



City Leadership Presence  
(Mayor & Cross-  
Department Collaboration)



Dedicated APINH  
Liaison Authority



APINH-Owned Small  
Business Support

# What We Built Together: APINH Community Impact in 2025

Since we launched in October

In just a few months, the APINH Office launched new community infrastructure, reached hundreds of residents, and created new pathways for engagement and economic circulation.

This report highlights the milestones, partnerships, and outcomes that made 2025 a foundational year.

## You Shared / We Acted

### You Shared

You wanted visible, consistent City leadership and follow-through.

### We Acted

The APINH Liaison role was formalized, with ongoing cross-department collaboration and regular community engagement.

## What We're Improving Next

Based on community feedback, our next priorities are:

- Small business support & visibility
- Language access and inclusive communication
- Culturally centered events and spaces

## Have Your Say

Your feedback directly shapes this work.

Take the Progress & Trust Survey to help guide what we prioritize next.



[cabq.gov/progressandtrust](https://cabq.gov/progressandtrust)

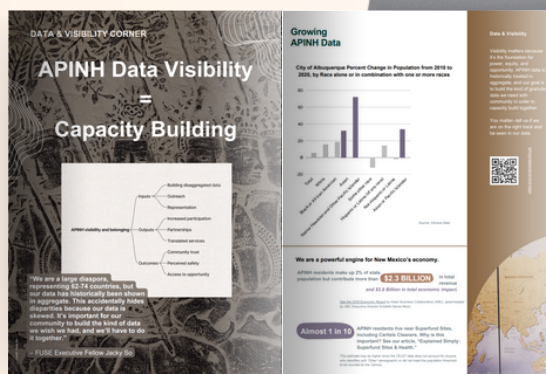
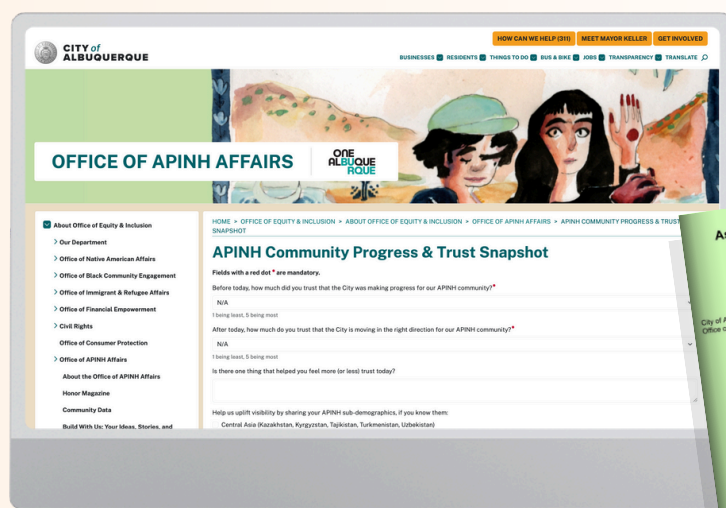
# From Launch to Everyday Engagement

## Engagement & Reach: How the Community Showed Up

From our public launch to pop-up events and digital platforms, APINH residents and allies showed up and stayed engaged.

Website visits, magazine readership, and in-person participation reveal growing interest in City resources and APINH-led initiatives.

Tell us what you want to see more of as we expand our digital hub in 2026.



[cabq.gov/progressandtrust](https://cabq.gov/progressandtrust)



# Health, Education & Civic Presence

## Showing Up Where It Matters: Health, Education, and Community Care

This year, APINH organizations and partners came together to meet community needs--through health fairs, educational events, and visible civic participation.

These moments reinforced a simple message: APINH communities belong in every civic space.



Clockwise from top left:

- UNM Asian American Pacific Islander Resource Center Ribbon Cutting
- Asian Business Collaborative x CABQ joint ideation session
- New Mexico Asian Family Center Community Listening Event
- UNM Asian Pacific American Medical Student Association Health Fair at Our Lady of Lavang

# Culture, Arts & Public Celebration

## Culture in the Public Square

From film festivals to heritage celebrations, APINH culture was visible, celebrated, and supported across Albuquerque.

These events created space for joy, storytelling, and intergenerational connection--while reinforcing that APINH culture is part of the City's shared identity.



Pista Sa Nasyon



New Mexico Asian American Film Festival Director, Lava Khonsuwon.

Congratulations to her production company, Raven Crow Entertainment, on winning two awards at the Shorty Impact Awards for the series UNSTAINED.



J P 제피 on the panel discussion for MY STORY IS GOLDEN.

- Screening by Sanctuary Cinema and NMPBS.

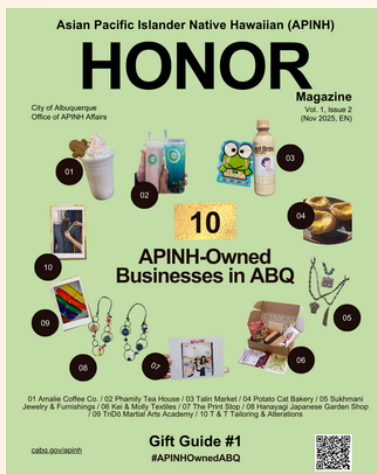
JP and Carlo at CABQ Gallery One, an art gallery open to the public in City Hall.

# Economic Circulation: Supporting APINH Businesses

## Keeping Local Dollars Local

HONOR Magazine spotlighted APINH-owned businesses to encourage community support and local economic circulation.

By increasing visibility, we helped residents discover new places to shop, eat, and gather--strengthening small businesses across the city.



**33 APINH-Owned businesses**  
represented in HONOR Magazine or outreach.



**View APINH Business Directory Map**

[bit.ly/apinh-biz-directory](https://bit.ly/apinh-biz-directory)



**Submit your APINH business** for  
future issues of HONOR Magazine.

**Use #APINHOwnedABQ** on instagram



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# Spotlight: Talin Market Holiday Pop-Up Carnival

## Community, Culture, and Giving Back at Talin Market

More than 300 people gathered at Talin Market for a holiday pop-up carnival that combined culture, commerce, and community care.

The event raised funds for Roadrunner Food Bank while showcasing APINH gathering spots as a central component to uplifting local vendors and partners.



Thank you to our volunteers!



Sunburst Crepes



Tea Lab ABQ



Potato Cat Bakery

### Why this matters:

This event demonstrated how APINH-Owned businesses, like Talin Market, have capacity to serve as a hub for civic presence, business visibility, and community joy.

# Innovation Updates

## Innovation Rooted in Community

Innovation this year focused on building tools and spaces that help APINH communities participate, create, and lead.

From digital platforms to in-person experimentation, these efforts lay the groundwork for future growth.

Jacky So



NM Tech Talks



**HONOR Magazine will feature the winners of New Mexico's largest sustainability hackathon next month!**



The next Desert Dev Lab Hackathon by NM Tech Talks is in **April 2026**, centered around using **Tech-For-Good** in the **food/agriculture** space.

RSVPs are already open!

Learn more and sign up:  
[nmtechtalks.com/desert-dev-lab](https://nmtechtalks.com/desert-dev-lab)



**Talin Market is looking for pop-up vendors.**

Any business idea is welcome!  
Contact them if you're interested:  
[contact@talinmarket.com](mailto:contact@talinmarket.com)



# What's Next: January Theme Preview



## Looking Ahead: Innovation & Renewal

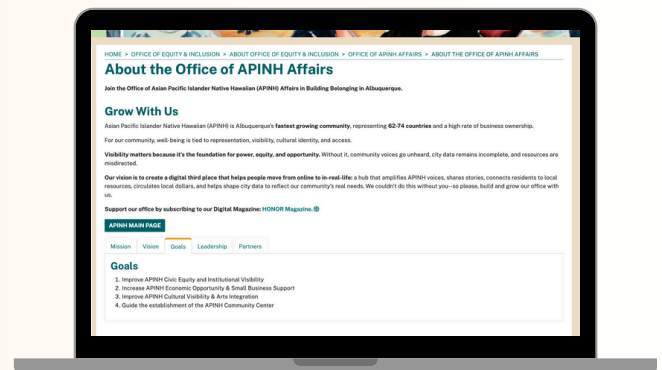
January's issue will focus on innovation, renewal, and the future of APINH-led solutions.

We'll feature winners from New Mexico's largest sustainability hackathon and invite the community to participate in upcoming opportunities--especially in food and agriculture.

## APINH Office Mission

The APINH Office is committed to improving civic equity, expanding economic opportunity, increasing cultural visibility, and guiding the establishment of a permanent APINH Community Center.

This mission will continue to guide our work in the year ahead.



[cabq.gov/apinh](https://cabq.gov/apinh)





# Carlo James Aragón

City of Albuquerque Liaison to the  
Asian, Pacific Islander, Native Hawaiian  
(APINH) Community



Connector



Advocate



Strategist

505-768-4256

[caragon@cabq.gov](mailto:caragon@cabq.gov)



## APINH Office Goals

Improve APINH  
Civic Equity and  
Institutional Visibility

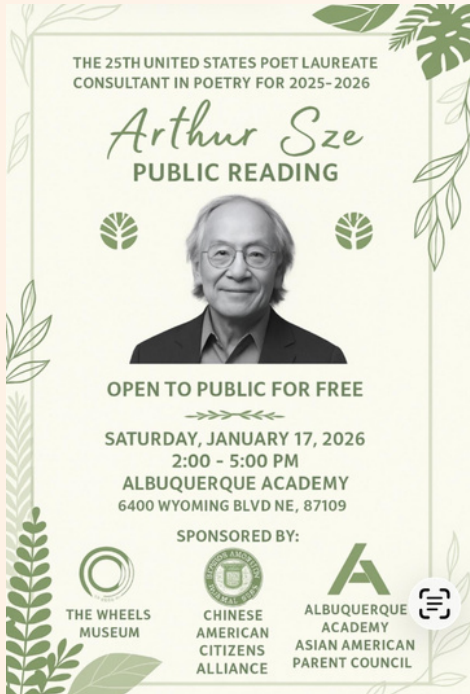
Increase APINH  
Economic Opportunity  
& Small Business  
Support

Improve APINH  
Cultural Visibility &  
Arts Integration

Guide the  
establishment of the  
APINH Center

# Future Community Events

## APINH Community Events in January



### Public Reading/Lecture by the First Chinese American US Poet Laureate

**When:** Saturday, January 17, 2026 from 2 - 5 pm MT

**Where:** Albuquerque Academy

- 6400 Wyoming Blvd NE, Albuquerque, NM 87109

**Contact:**

- Fay Yao - yaohm@hotmail.com
- Mamie Chan - abqmcc@gmail.com

### New mixed-media mural coming soon to Sunport Airport by J P 제피

Local bicultural and bigender artist, JP, recently had a screening of their soundscape video, MY STORY IS GOLDEN.

If you're traveling through Sunport, you'll soon be able to enjoy the new mixed-media mural in front of the TSA security line: "We are of the Mountain".

Learn more: "We are of the Mountain":

<https://www.jpisinfinite.art/post/we-are-of-the-mountain>



[cabq.gov/honor-magazine](http://cabq.gov/honor-magazine)



Know an APINH-Owned  
Business in  
Albuquerque that should  
be on our list?

Use these hashtags on social media:

**#APINHOwnedABQ**

**#HONORMagGiftGuide**

**#BuyLocalABQ**

WHAT'S NEXT

# How To Support HONOR Magazine & The Office of APINH Affairs

Submit Your Stories



[cabq.gov/buildwithus](http://cabq.gov/buildwithus)

**“This is a space built for us, by us.”**

– FUSE Executive Fellow & HONOR  
Magazine Executive Editor-in-Chief  
Jacky So



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website.

We're growing our network  
together.



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Cover Artist: Zahra Marwan

