

# MEMBERSHIP PROPOSAL



"I have been a member with my small business in Albuquerque NM Brief Relief and I got to tell you it was one of the best decisions I made in my career. Not only are the people GREAT but they are truly amazing in there skills to create opportunity for many."

– David Valdez



- Business Owners
- General Liability
- Commercial Property
- Commercial Auto
- Workers Compensation
- Umbrella
- Renters





# Who We Are

## MISSION

The AHCC is organized to promote economic development, to enhance economic opportunities and to provide business and workforce education with an emphasis on the Hispanic and small business community in Albuquerque and New Mexico.

## OUR WHY

We believe in contributing to a greater cause

**60%** Members  
Hispanic-Owned Businesses

Established in  
**1975**

**40%** Members  
NON-Hispanic Owned Businesses

## MEET OUR TEAM



**Ernie C'de Baca**  
President & CEO



**Roberta Ricci**  
Chief Experience Officer



**Rocky Cruz**  
Director of Membership



**Kiana Yamada**  
Membership  
Relationship Manager



**Lora Motley**  
Membership  
Engagement Specialist



**Hugo Solis**  
Membership  
Engagement Specialist



**Darlene Pohl**  
Membership Navigator



**Laura Chavez-Schierman**  
Membership Navigator

# Membership Benefits

- Access to our campus facilities 4 boardrooms, computer lab, classroom, and court-yard.
- Business exposure in our database directory and social media platforms.
- Networking & business connections at exclusive Chamber events, exposure at over 100 events throughout the year.
- Monthly newsletters with happenings in the business community and highlights from our members.
- Sponsorship opportunities through our signature events & monthly networking events
- Workshops Workforce development training, Import/Export training, procurement series & summits, seminars, in person, virtual or hybrid (subject to change), and webinar series.
- IT platform including a landing page that is connected to Google Search, community calendar access (to upload events), job & volunteer board & press release, podcast opportunities coming soon, and free on-campus Wi-Fi.
- Ribbon Cutting Celebration for your Grand Opening, Re-branding, or new location with our Membership Team and Chamber Ambassadors to support this moment. We will bring the big scissors and ribbon!
- Customizable marketing and networking strategies and initiatives to attract a captive audience in your industry.

# *Lines of Business*

## **MEMBERSHIP AND MARKETING:**

The AHCC currently has approximately 1,400 members and provides more than 100 networking events each year. The goal is to provide the business community with the opportunity to meet other business owners and exchange ideas. The focus is to simply help members do more business.

## **CONVENTION & TOURISM:**

The AHCC is charged with bringing conventions to Albuquerque, with a focus on the Hispanic and Native American markets (world-wide). The AHCC has brought large conventions to Albuquerque throughout the past 30 years. Organizations like LULAC, WIBF, NLBHA have come to Albuquerque because of our Convention and Tourism Department. The result has been millions of dollars in economic impact each year. The AHCC also produces trade missions all over the world, places like Spain, Brazil, and Argentina.

## **EDUCATION**

The AHCC is an advocate for education and believes that success depends on having a skilled workforce. We have been providing scholarships to deserving students since 1985. Over \$1.2 million has been raised during that time and we have served hundreds of students each with a \$1000.00 scholarship and more importantly with the opportunity to education.

## **WORK FORCE TRAINING**

Our Campus, the BEOC is a state-of-the-art facility that serves a wide variety of clients. All classes are free as in the use of the facility that serves a wide variety of clients. Our training consists of Microsoft Office, Quick Books, Photoshop, English as a Second Language, interviewing skills, Resume Writing, with specific programs like digital connectors and math camps strategically designed for the youth in our community. In addition, the BEOC offers programs geared to help the seniors in our community.

# *Signature Events 2025*

**La Noche Encantada- Gala-** February

**Education Excellence Golf Classic-** May

**Education Excellence Awards-** June

**Legacy Day-** August

**Hispanic Heritage Awards Ceremony-** October

## **CHAMBER 2025 EVENTS**

**Youth Summit and Futures Fair -** April

**Buen Vecinos Golf Tournament -** October

**X Marks the Spot -** October





# Monthly Networking Opportunities



The Member Orientation hosted by the Albuquerque Hispano Chamber of Commerce (AHCC) is a monthly event designed to help both new and existing members fully utilize the Chamber's resources and benefits. Held every third Friday of the month from 10:00 AM to 12:00 PM at the AHCC headquarters at 1309 Fourth Street SW, Albuquerque, NM 87102, this orientation offers an in-depth overview of the Chamber's operations and the various services available to members.

## What to Expect at Member Orientation

**Understanding Chamber Operations:** Learn how the AHCC functions and how you can leverage its offerings to benefit your business.

**Accessing Member Benefits:** Discover the tools and resources available to members, including networking opportunities, digital marketing support, and more.

**Engaging with Programs:** Gain insights into various programs and initiatives that can help you grow and connect within the community.

**Interactive Q&A:** Bring your questions and receive personalized guidance to navigate your membership effectively.

This orientation is a valuable opportunity to understand how the AHCC can support your business endeavors. Whether you're new to the Chamber or seeking to make the most of your membership, attending the Member Orientation can provide you with the knowledge and tools to thrive.



The Biz Gratis is a signature networking event hosted by the Albuquerque Hispano Chamber of Commerce (AHCC) that takes place on the last Wednesday of every month. This event serves as a dynamic platform for professionals, entrepreneurs, and community members to connect, collaborate, and foster new business opportunities in a relaxed and welcoming environment.

## Key Features of Biz Gratis

**Networking Opportunities:** Each event attracts more than 100 attendees, providing ample opportunities to meet fellow business leaders, share insights, and build meaningful relationships.

**Raffles and Prizes:** Attendees can participate in raffles featuring exciting prizes, adding an element of fun and engagement to the evening.

**Celebration of Local Businesses:** Biz Gratis often includes ribbon-cutting ceremonies to celebrate new business milestones, such as grand openings or expansions.

**Free Admission:** The event is free to attend, making it accessible to a wide range of individuals interested in expanding their professional networks.

Whether you're a seasoned entrepreneur or new to the business community, Biz Gratis offers a valuable opportunity to connect with like-minded professionals and explore potential collaborations.

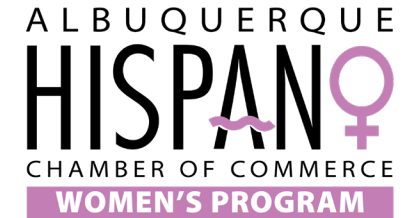
# Industry Programs



**2ND WEDNESDAY  
OF THE MONTH**



**1ST FRIDAY  
OF THE MONTH**



**1ST FRIDAY  
OF THE MONTH**



**3RD WEDNESDAY  
OF THE MONTH**

## PROGRAMS



# *Business Investment*

**MEMBERSHIP FEES ARE BASED ON THE NUMBER OF FULL-TIME EMPLOYEES IN YOUR COMPANY/DIVISION.**

**LOG ON TO OUR MEMBERSHIP PORTAL TO SIGN UP  
WWW.AHCNM.ORG/JOIN-US-TODAY OR CONTACT  
THE MEMBERSHIP TEAM.**

**ROCKY CRUZ: 505.980.6696 | ROCKY@AHCNM.ORG**

**LORA MOTLEY: 505.306.2036 | LORA@AHCNM.ORG**

**HUGO SOLIS: 505.318.5939 | HUGO@AHCNM.ORG**

**KIANA YAMADA: 505.910.3056 | KIANA@AHCNM.ORG**

**DARLENE POHL: 505.263.9383 | DARLENE@AHCNM.ORG**

**LAURA CHAVEZ-SCHIERMAN | 505.818.7513 | LAURA@AHCNM.ORG**

## **EMPLOYEES | COST**

*1	\$300.00
2-10	\$400.00
11-20	\$500.00
21-30	\$600.00
31-40	\$800.00
41-60	\$1000.00
61-100	\$1250.00
101-150	\$1500.00
151-200	\$1750.00
201-250	\$2100.00
251-300	\$2400.00

300+ employees is based on an increase of \$500 for every 50 employees.

\*This fee (\$300) is only for: self-employee/ entrepreneur, solo artist, and independent representative/associate.

Non-Profits - \$325.00

**\*A \$25 one-time application fee applies to each new membership.\***