

# What you need to know about a growing crisis in New Mexico ... before it's too late!

There is a growing crisis on the horizon ... and this crisis is gaining momentum because a series of very vocal and well-organized special interest groups have decided the Land of Enchantment is an easy target for their reckless agendas ... and they think we have become easy prey.

## Special Interest Groups Are Determined to Control Our New Mexico Businesses

It seems like a never-ending nightmare ... special interest ACORN-like groups funded by vast amounts of out-of-state money are constantly trying to tell us how to run our businesses.

These groups want to “rush-in” and make us the epicenter of their misinformed belief systems on key issues such as:

- Anti-fossil fuel
- Anti-growth
- Anti-progress
- Anti-business

Over the last 20 years, New Mexicans have experienced the destabilizing shockwaves from unpredictable economic swings. We have persevered during the nauseating downturns and then waited in patient anticipation for a coming revival ... that never really happened.

### The sad part is ... *we have allowed them to succeed!*

HOWEVER, a growing group within the New Mexico business community has grown tired of their misguided concepts of “socialized justice” and “environmental awareness” ... and **WE** have decided to confront this threat like no other group has before.

We believe that New Mexico is an amazing place with so much to offer. If we can assemble the right minds with the right ideas, we believe we can transform the current state of fear to one of abundance and opportunity. But to accomplish this, we need to become ACTIVE, not re-active.

### As Ronald Regan said, “*If you're explaining, you're losing.*”

If we want to preserve our way of life and our way of doing business within New Mexico, we need to drastically reevaluate our strengths and weaknesses. This can only be done if we:

- **Change** the way we think about these groups
- **Modify** our methods of dealing with the misleading propaganda they produce
- **Improve** how we educate the public, our appointed officials, and especially our elected representatives

We see a New Mexico that is still valued not only for its strongholds in history and culture, but is also fertile ground for ideas, growth, and vision.

The **New Mexico Business Coalition** is pleased to announce the rollout of a unique coalition membership initiative. What does that mean?

We are looking to bring together a large group of dedicated people willing to be the catalyst for change ... a SHIFT ... a “shift” in position is all it would take.

# The New Mexico Business Coalition Initiative

By definition, a “SHIFT” is an incremental move. That may sound like something minimal, but that’s the beauty in numbers. If we get enough people to join us, we will reach a tipping point and it suddenly becomes transformational!

This transformation must include a change in:

- **Our frame of reference:** Looking at the opportunities and not the obstacles.
- **Our momentum:** We are accelerating, but in the wrong direction. If we get enough people to instigate this change, it won’t take much effort to make it!
- **Our perspective:** As New Mexicans, we have been conditioned to expect very little out of progress. (That way we won’t be disappointed.) This has to change!
- **Our time horizon:** We’re frequently referred to as the “Land of Mañana”. This is a self-imposed limitation. We have to start thinking about several generations down the road and planning to execute in that direction.
- **Our operating methods:** We have to stop behaving as if we can solve the problems by attending enough meetings.
- **Our time to act!!** It’s time to stand up and take part in the transformation before it’s too late to do anything about it ... and that time is near!

Quite frankly, your success within the New Mexico business community sets you apart from many other New Mexicans and makes you a valuable **Coalition Initiative** advocate and ally. You have received this letter because we believe you can play an important role in our coalition’s transformation.

## Now it’s your turn!

If you like what you read and agree with our premise, we would like you to commit to becoming part of the most empowering force this state has ever experienced. Please review our Statement of Commitment and **sign where indicated** to join us and help us control our future.

## Our Statement of Commitment

- I believe it is time to take action in New Mexico.
- I want to see New Mexico preserve its cherished quality of life.
- I will not sit back and let it become ground zero for ideas and regulation that is combative, restrictive to free enterprise, and is destructive to individual growth and our constitutional freedom.
- I believe it is time to take back and defend New Mexico ... for my fellow New Mexicans!
- I believe it is time to stand up not only for what is important today, but also for the generations to come.

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**Signature**

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**Date**