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Subject: [EXTERNAL] Cover Letter and Resume
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Attachments: [REDACTED]

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Dear NMPRC Nominating Committee Members:

My name is Ernie C'deBaca, and I recently retired after serving as President & CEO of the Albuquerque Hispano Chamber of Commerce for nine years. I am excited to submit this application for consideration for appointment as Commissioner for the soon to be open seat at the New Mexico Public Regulation Commission (NMPRC).

As a life-long New Mexican and one who has worked in the public policy arena of an investor-owned electric utility company and in the public sector as CEO of a non-profit business organization, I understand the importance of fair and equitable regulation of our public utilities and telecommunications companies. It is of paramount importance to balance affordability and reliability of service to customers while maintaining a financially healthy utility which is the backbone of economic development for the state of New Mexico. This role is important not only for gas, electric, and water utilities and the telecommunication industry but for all New Mexicans.

Regarding the qualifications for appointment, I have a bachelor's degree in economics from the University of New Mexico. I worked for 35 years at PNM Resources serving the last 15 years as Vice President for Governmental Affairs. While in that role and under my direction, we worked collaboratively with many environmental groups, industries, and other stakeholders to support and pass legislation including the original Renewable Energy Act which established renewable portfolio requirements for utilities, the Efficient Use of Energy Act, and enabling legislation for the New Mexico Renewable Energy Transmission Authority. Under my direction, we led efforts to assist low-income rate payers and to deter copper theft which affects the small business community throughout the state, among other initiatives.

In my capacity as CEO of the Albuquerque Hispano Chamber of Commerce, one of the largest Hispanic chambers in the United States (a state-wide organization with business membership throughout the state of New Mexico and internationally) this role allowed me to become intimately familiar with the importance of public policy and its effect

on businesses throughout the state. Chief among these concerns are energy related issues which the NMPRC has a critical voice in shaping. As an energy state, New Mexico must be open for business to attract jobs while providing outstanding reliability at reasonable rates, protect New Mexico's pristine environment and safe living conditions for our families and businesses, in order to be competitive within the region. Because over 95% of employees work for small businesses in New Mexico, it is incumbent upon us to protect our families and our workforce, so that New Mexico successfully moves forward.

My policy experience on working with a public utility and hands-on knowledge with a large nonprofit Chamber on how to grow and scale businesses, consequently attracting investments and talent to New Mexico, makes me an asset to the Commission.

Consequently, as a board member of the United States Hispanic Chamber of Commerce and CEO of the Albuquerque Hispano Chamber of Commerce we established an Annual Energy Summit in Santa Fe the past five years. Throughout that time we have had sessions on Regulatory Commissions with presenters from state commissions throughout the nation.

As per the requirements for Commissioner, I have no financial interest in any utility company and have not worked for a commission regulated entity within the past 12 years. Regarding party affiliation, I am registered as an independent. Attached is my resume for further information.

Please let me know if you have any questions or need additional information. I look forward to participating in this very important process and thank the Nominating Committee for considering my inclusion as a possible appointee to the NMPRC.

Ernie C'deBaca

[REDACTED]
[REDACTED]



Ernie C'deBaca

[REDACTED]
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CORE COMPETENCIES

- Strategic Business Planning and Execution
- Fiscal Accountability and P&L Management
- 35 Years of Utility Experience in Various Capacities
- Staff Professional Development
- Governmental Relations

PROFESSIONAL EXPERIENCE

President / CEO, Albuquerque Hispano Chamber of Commerce

June 2017 – July 2026, Albuquerque, NM

Achievements:

- Developed policy department, including an internal position and external paid lobbyist, to advocate for our membership at state legislature and local governments.
- Developed overall organizational management and long-range strategic planning for the Chamber.
- Managed fiscal operations through budget and control operations; create new revenue sources.
- Work with board and senior management to develop and execute policy and economic development strategies.
- Maintained accurate membership aging status.
- Strengthened and increase strategic partnerships and alliances with local, regional, and state partners.
- Oversaw small business, membership, marketing, policy, and education development to accommodate evolving industry changes.
- Supported legislative and cultural advocacy in New Mexico to stimulate industry needs.
- Promoted civic improvements in the Albuquerque area.
- Provided staff direction to effectively motivate employee performance and meet Chamber's future needs; restructure staff placement to improve productivity.
- Brought the U.S. Hispanic Chamber of Commerce annual National Conference to Albuquerque in 2019.
- Brought the World Indigenous Business Forum to Albuquerque in 2024.
- Advocated for regulations to improve the business climate in New Mexico.

Vice President of Conventions & Tourism, Albuquerque Hispano Chamber of Commerce

February 2016 – May 2017, Albuquerque, NM

Achievements:

- Led effort to keep largest Native American Pow Wow in the United States in Albuquerque.
- Led effort to bring several large conventions to Albuquerque.
- Developed strong international trade affiliations.
- Led effort to successfully secure a Conventions & Tourism contract with the City of Albuquerque.

Vice President of Governmental Affairs, PNM Resources

1999 – January 2016, Albuquerque, NM

Achievements:

- Responsible for governmental relations with the Federal Government, in the states of New Mexico and Texas, as well as local and tribal governments.
- Led many efforts to pass significant legislation that diversified power generation in New Mexico, including the Efficient Use of Energy Act and policies that benefitted low-income rate payers.
- Created the strategy and led the efforts to pass legislation creating one of the nation's first statewide Renewable Portfolio Standards.
- Worked with the Environmental Protection Agency, state government agencies, and environmental advocates to close coal burning generation while protecting customers from rate shock.

PNM Resources

March 1978-1999, Albuquerque, NM

Held numerous positions within the company prior to being named Vice President, Governmental Affairs of PNM Resources in 1999.

AFFILIATIONS, AWARDS

Honorary Base Commander, Kirtland Airforce Base, Albuquerque, NM. 2025 was inducted into Airforce Nuclear Weapons Center, Order of the Nucleus.

The Americas Conference of Mayors: received The Leadership Award for Promoting Business and Community Growth in New Mexico, November 2018.

Served as a member of the Board of Directors of the Albuquerque Hispano Chamber of Commerce 2002-2015.

Served as Chair of the Board of Directors of the Albuquerque Hispano Chamber of Commerce, 2006.

Served on the boards of U.S. Hispanic Chamber of Commerce (2019-2025), United Way, National Hispanic Cultural Center, the Utilities Executives for Change (University of Idaho), and the Bernalillo County/City of Albuquerque Unification Charter Commission.

Received the 2024 Small Business Administration's Legacy Award.

EDUCATION

BS in Economics, University of New Mexico 1976.

Los Alamos High School 1972.