



*John Vasquez, President, Hispano Chamber of Commerce de Las Cruces and Carolyn Kubn, President and Board Chair, High Tech Consortium of Southern New Mexico; Photo: © Ken Stinnett*

# WILDERNESS IS OUR COMMON GROUND

As business people, we are excited about the historic change we are experiencing in New Mexico. But we realize that now, more than ever, it is critically important to protect our culture and quality of life by enacting permanent wilderness protection for our spectacular, natural areas. The Organ Mountains and the vast open space that surrounds Las Cruces truly define what makes our community and New Mexico unique. These special places are what attracted a record number of visitors to New Mexico and pumped over \$5 billion into our economy last year. Enacting a bold conservation vision for our community will not only protect our quality of life, it will provide a long-term boost for business, tourism and our overall economy. Protecting wilderness is about more than just protecting New Mexico's special places, it's about creating possibilities for everyone.

**HELP PROTECT NEW MEXICO'S WILDERNESS  
VISIT [WWW.COMMONGROUNDNM.ORG](http://WWW.COMMONGROUNDNM.ORG) OR CALL THE  
NEW MEXICO WILDERNESS ALLIANCE AT 505-527-9962.**

