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NEW MEXICO VETERAN CHAMBER OF COMMERCE

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Honoring Service Through Opportunity: New Mexico Launches Veteran Chamber of Commerce

RIO RANCHO, NM — A powerful new chapter begins for New Mexico’s veteran and military community. On **November 11, 2025**, the Land of Enchantment will celebrate the official launch of the [New Mexico Veteran Chamber of Commerce \(NMVCC\)](#) — a 501(c)(6) organization dedicated exclusively to empowering veterans and military spouses through business ownership, entrepreneurship, and leadership.

This moment represents more than the founding of an organization — it’s the birth of a movement rooted in service, opportunity, and legacy. The NMVCC was established in response to a growing call to honor New Mexico’s 175,000 veterans not only for their service to the nation but for their potential to lead the state’s next era of economic growth.

According to the U.S. Small Business Administration, veterans own nearly 13,000 small businesses in New Mexico, employing thousands and contributing billions in annual revenue. Yet many veterans face barriers to accessing capital, procurement opportunities, and entrepreneurial mentorship. The NMVCC seeks to bridge these gaps — transforming military discipline, resilience, and leadership into business success and community impact.

“Our mission is to empower veterans and military spouses to achieve business success and economic independence through advocacy, mentorship, and community leadership,” **said John Garcia, President of the NMVCC.** “We’re not just helping veterans start businesses — we’re building a sustainable ecosystem that honors service through economic strength.”

“As a disabled veteran, I firmly believe that when you come home, you should be on the front lines for wellness, health, education, employment, and business development,” **Garcia emphasized.** “We thank our veterans for their service to our country and for honoring our flag. This Chamber will serve as a one-stop resource hub — connecting veterans to the programs, tools, and opportunities they need to succeed.”



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The Chamber's founding is also aligned with a broader statewide legislative initiative aimed at creating a more veteran-centered New Mexico — one that prioritizes reintegration, wellness, healthcare, education, employment, and business development. As outlined in the state's Action Plan to Serve New Mexico Veterans, the establishment of the NMVCC fulfills a key policy goal: ensuring that every veteran and military family has the tools, connections, and opportunities they've earned to thrive in civilian life.

The creation of the NMVCC is rooted in a clear purpose — to harness the economic and leadership potential of New Mexico's veteran and military spouse community. Veterans are natural innovators, problem solvers, and leaders, yet too often lack access to the resources and networks that turn ideas into thriving enterprises. The NMVCC bridges that gap by connecting veteran-owned businesses with government agencies, corporations, and local communities through initiatives such as the Veteran Procurement Expo & Business Summit and the DoD SkillBridge Program. These programs open pathways for contracting, employment, and entrepreneurship, while statewide membership and sponsorship efforts build the Chamber's foundation for long-term growth.

As part of its mission, the NMVCC also champions legislative advocacy, working to increase state contracting opportunities for veteran-owned and service-disabled veteran-owned businesses — including a proposed 5% set-aside that would ensure veterans have a meaningful share of New Mexico's economic future. Together, these efforts reflect a single, unifying goal: to ensure that the skills and values veterans bring home from service — integrity, perseverance, and innovation — continue to strengthen New Mexico's economy and communities for generations to come.

"This Chamber represents a promise," **said Christopher Sweetin, Secretary of the NMVCC.** "A promise to the men and women who've worn the uniform that when they come home, their state stands ready to help them build their future — in business, in community, and in leadership."

Veteran-owned businesses, military spouses, and community partners are invited to join as founding members or sponsors and be part of building a stronger, connected community. For upcoming membership details, follow the New Mexico Veteran Chamber of Commerce on LinkedIn at [@NewMexicoVeteranChamberOfCommerce](https://www.linkedin.com/company/newmexicoveteranchamberofcommerce) and stay tuned for the debut of our official website.

About the New Mexico Veteran Chamber of Commerce

The New Mexico Veteran Chamber of Commerce is a statewide 501(c)(6) organization committed to advancing the success of veteran and military spouse entrepreneurs through advocacy, education, and collaboration. By fostering economic opportunity and honoring the enduring values of service, integrity, and innovation, the NMVCC strengthens New Mexico's economy while building a lasting legacy of service beyond the uniform.