



PLACITAS CHAMBER OF COMMERCE

Welcoming A New Chamber President

Greetings Chamber Members and Friends,

This announcement is sent on behalf of the board of directors of the Placitas Chamber of Commerce.

The board is pleased to announce a change of board leadership at the Placitas Chamber. Ruth Bouldes has accepted the position of President of the chamber's board of directors, effective immediately. Ruth has been an active chamber community support member, and in 2023 established the chamber's first Welcome Bag program for new Placitas homeowners.

Ruth succeeds Jennise Phillips, who has served as the chamber's president since 2016. During her tenure, Jennise has been responsible for re-establishing the Placitas Chamber, after an eight-year hiatus. Jennise is an advocate for community events such as Placitas Appreciation Day, created and hosted regular Meet and Greet networking events for chamber businesses, and hosted several Chili Cookoff events to raise funds for local charities. The board wishes to thank Jennise for her years of service as president; she will remain on the board of directors for the foreseeable future.

A well-known Placitan, Ruth Bouldes was a sales, marketing and PR executive with General Motors and likes to refer to herself as a corporate gypsy because she worked in Europe, as well as, in several domestic locations for GM. Should you visit the Corvette Museum in Bowling Green, Kentucky, you will see her caste-in-life there, acknowledging her professional contribution to the creation of the museum. She was comfortable with four foreign languages during her overseas assignments. In 2005 she had her dream home built in Placitas and became involved with the Placitas Library where she oversaw the capital campaign for the library's addition. Ruth remains active with several other non-profits in the greater Albuquerque area. She loves dancing, traveling and appreciates art and music.

The board will continue to provide updates and more information about this transition. The chamber offices will continue to be housed at La Puerta Realty LLC, and a new direct phone number for the chamber is coming soon. Should members need to contact Ruth or the board, please email to info@placitas-chamber.org.

With our sincere thanks for your continuing support,
The Placitas Chamber of Commerce Board

webmaster@placitas-chamber.org

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