

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Re: Mendoza Joins Chamber Staff

LUBBOCK, Texas – The Lubbock Chamber of Commerce is happy to announce the hiring of Laura Mendoza as the Director of Membership Development. She began her official duties at the Chamber on Sept. 24.

Mendoza is no stranger to the Chamber world as she spent the last five years working for the Canton Chamber of Commerce where she ran the daily operations, communications, recruitment, and coordinated Chamber activities. Prior to her work in the Chamber realm, Mendoza was the Public Relations Director for eight years at AZ-Tech Radiology in Arizona.

Mendoza received her Bachelor's in Communications, Journalism and Public Relations from the University of New York at Brockport and throughout her career has worked closely with Chambers of Commerce in her various positions.

As the Director of Membership Development, Mendoza will cultivate membership growth and promotional sales, research and evaluate creative and effective affinity programs, while working to enhance the overall Chamber member experience.

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The Lubbock Chamber of Commerce represents almost 1,900 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.