

**Preeminent Leadership Organization, Girl Scouts of New Mexico Trails,  
Proudly Announces Rebecca Latham as New CEO**

**FOR IMMEDIATE RELEASE**

**For media inquiries**

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ALBUQUERQUE (February 25, 2020) -- Today, Girl Scouts of New Mexico Trails, the preeminent leadership development organization for girls in Central and Northern New Mexico, announced Rebecca Latham as the new Chief Executive Officer effective March 2, 2020. Latham succeeds longtime CEO Peggy Sanchez Mills, who retired in January after ten years with the organization.

"After a comprehensive nationwide search, we are pleased to have found the best person to assume leadership of Girl Scouts of New Mexico Trails right here in Albuquerque," said Maribeth Thornton, Board Chair. "Rebecca has a track record of leadership success in New Mexico, and her passion for the future of both our organization and the state is evident in everything she does."

Latham, a Brownie Troop Leader and former New Mexico Cabinet Secretary, will depart American Mothers, Inc. at the end of February. She has served as the CEO of the DC-based nonprofit for 14 months. Prior to that she led the New Mexico Tourism Department for four years as Cabinet Secretary and CEO, overseeing the development and expansion of the highly successful New Mexico True brand advertising campaign, and served for eight years as the Tourism and Economic Development Director in Red River.

"My earliest lessons on leadership and civic responsibility came during my time as a Girl Scout," said Latham. "I've enjoyed passing those lessons on to my daughter and her peers, and I look forward to expanding my love for this organization from our troop of 20 girls to a council of thousands."

With offices in Albuquerque, Santa Fe, Aztec and Clovis, Girl Scouts of New Mexico Trails serves approximately 6,000 girls and adults across Central and Northern New Mexico. The council serves these 23 counties: Bernalillo, Catron, Cibola, Colfax, Curry, De Baca, Guadalupe, Harding, Los Alamos, McKinley, Mora, Quay, Rio Arriba, Roosevelt, San Juan, San Miguel, Sandoval, Santa Fe, Socorro, Taos, Torrance, Union, and Valencia.

Girl Scouts of New Mexico Trails is a subsidiary organization of Girl Scouts of the USA. Together, along with more than 100 other Girl Scout councils, their mission is to build girls of courage, confidence, and character, who make the world a better place.

Find a troop near you at [NMGirlScouts.org](http://NMGirlScouts.org).

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