

NEW MEXICO HERITAGE SERIES OF COMMEMORATIVE PLATES

CELEBRATING THE SECOND CENTURY OF STATEHOOD

HB 625 By Rep. Tim Lewis and others

A series of Heritage Registration Plates with logos designed to encourage tourism, minimize cost to the consumer, direct income to improve DMV operations, and symbolize and commemorate some of the major factors, events, persons, and natural resources that have ushered the state into its second century of statehood.

Design Details:

Red on yellow background. Red border. Like 1959/ 1965 series NM plates.

All designs are standard pattern.

Five letters/ numbers. May be personalized.

Heritage Design about 1/3 of plate, on left.

Simple. Clean. No other design details:

Land of Enchantment, New Mexico, registration decal.

PLATES TO BE OFFERED

Agriculture:

A red or green chili or ristra. Honoring the importance of agriculture and small farms in New Mexico.

Alien, The Space Age:

A humorous depiction of an alien figure. Recalling the Roswell Legend, Dr. Robert Goddard and all the space pioneers of the state, and the City of Roswell.

The Atomic Age:

A circular representation of orbiting molecules, celebrating the efforts and contribution of Los Alamos, Sandia, White Sands, Trinity Site, NMSU, and others.

Aviation, A Quest for Flight:

In honor of all New Mexico aeronauts, but especially the accomplishment of Maxie Anderson, Ben Abruzzo and Larry Newman of the Double Eagle 2, and

the first recorded flight in New Mexico, a gas balloon demonstration by Park Van Tassell on July 4, 1882 in Albuquerque.

Bighorn Sheep:

A depiction of a Mexican Bighorn sheep as is indigenous to New Mexico. This image is also celebrating the efforts of countless conservationists and conservation groups, including the Boy Scouts of America , in preserving and protecting numerous species of animals who might have become extinct without their efforts.

Butterfly:

Honoring A Park Above, All Abilities Park in Rio Rancho, and representing the environment and commitment to encourage all children to fly free, to spread their wings and to become all they can be, where opportunity abounds, where creativity and individualism are encourage, where all possess the freedom to succeed , and where only the sky is the limit.

The Cattlemen:

The logo of the New Mexico Cattlemen's Association .

The Cowboys:

Celebrates the vaqueros and cowboys who worked the ranches and grasslands, Teddy Roosevelt and the Rough Riders, as well as the City of Las Vegas. Two boots with a cowboy hat or lariat, or, a depiction of Teddy Roosevelt or similar Rough Rider logo.

The Duke:

A head and upper torso of a helmeted figure, as traditionally shown to represent the Duke of Albuerquerque and other Spanish Conquistadores. The Director shall consider usage of a traditional design if trademark permission can be obtained, from the BNSF for the El Capitan, from the De Anza Motel, from the Isotopes Baseball team, from the City of Albuquerque, or other such source. Besides the Spanish Heritage, the figure also represents Albuquerque, the Duke City.

Gambel's Quail:

An accurate Gambel's quail, or head thereof, of larger and different design than the depiction currently used on NM special plates..

Horn Toad:

A Horned Toad depiction.

Las Cruces:

An historic depiction of three grouped crosses as traditionally used to represent the City of Las Cruces and the burial of the Mexican military and missionary caravan party. The plate thus symbolizes the efforts of the missionaries of many

faiths who came to NM, and were an integral factor in the European settlement of New Mexico.

The Lawmen:

Traditional six pointed star badge, with the words "Sheriff, 1881, Lincoln County, New Mexico" written thereon, recognizing Sheriff Pat Garrett and the badge of solid gold he was reportedly given after the shooting of outlaw William H. Bonney in 1881, and the efforts of all lawmen who have toiled to make the state safe for the citizenry.

Merriam's Wild Turkey

A Merriam's wild turkey, such as is indigenous to New Mexico, as designed or selected by the Director.

The Oilmen:

A derrick, pump jack, or similar design as selected by the Director, with particular input from the oil industry

The Railroader:

The blue and white circular Santa Fe cross mark of the ATSF RR, if copyright permission can be obtained from the BNSF or other owner. The plate not only recognizes the role of the railroads in building the state, but also the City of Santa Fe as the terminus of the Santa Fe trail, and an initial goal of the railroad pioneers. If copyright permission cannot be obtained, the logo of the Railrunner will be used.

Roadrunner:

The state bird. The logo of the NM Railrunner, unless this design is utilized for the Railroader plate, in which case a depiction of a roadrunner bird as selected by the Director shall be used.

Route 66:

The black and white Route 66 sign as currently used on special NM plates. The current plate will be discontinued once existing stock is exhausted, although the two plates may be simultaneously issued. The words "Sunshine State" shall replace "the Land of Enchantment" on this plate only, as this was used on NM plates during the early years of Rt. 66, or the words "The Mother Road" .

Smokey:

Honors our entire forestry, recreation, and grassland management and conservations efforts; and also the Town of Carrizozo. The logo of "Smokey Bear" will be used, or if not, the NM Game and Fish Department logo.

Yucca:

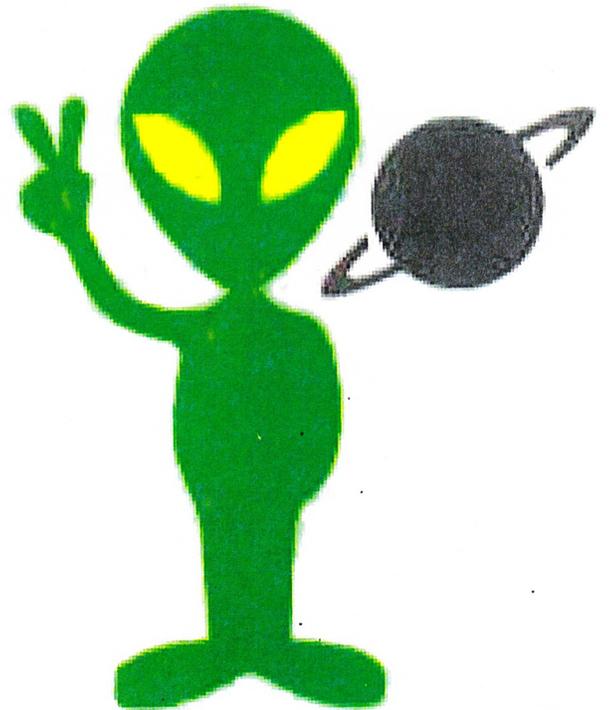
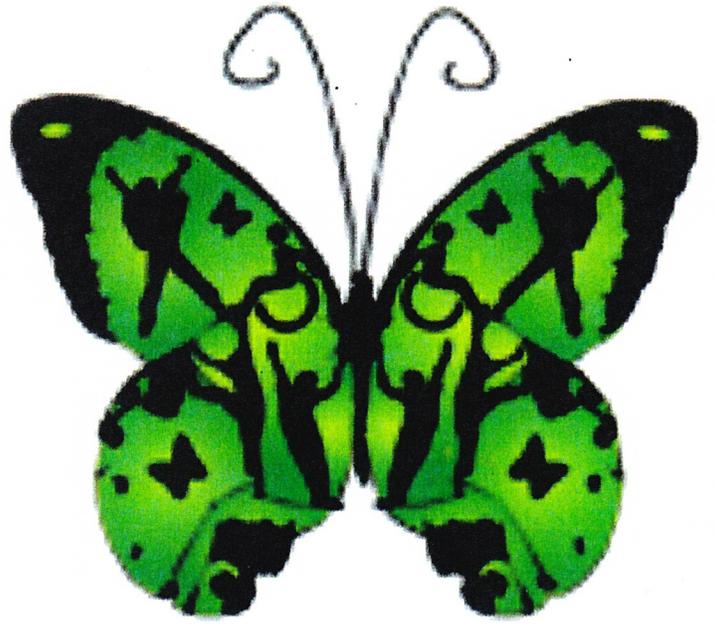
A flowering yucca, the state flower.

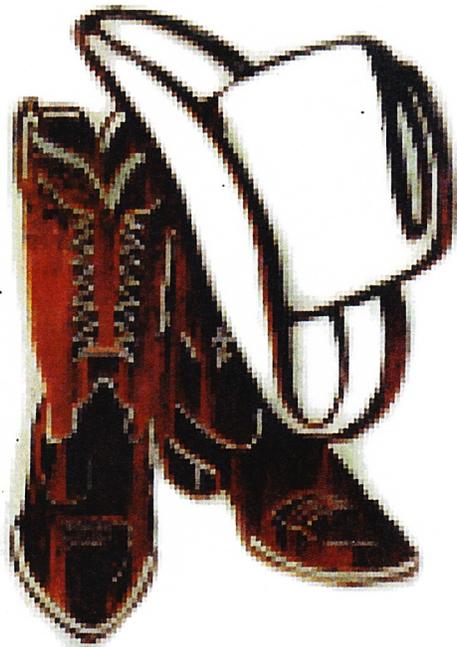
Zia:

A large red Zia symbol, of the size and design as used on the Centennial plates. This not only symbolizes the Native American heritage of NM, but also the unity, peace, and friendship of all peoples in our state.

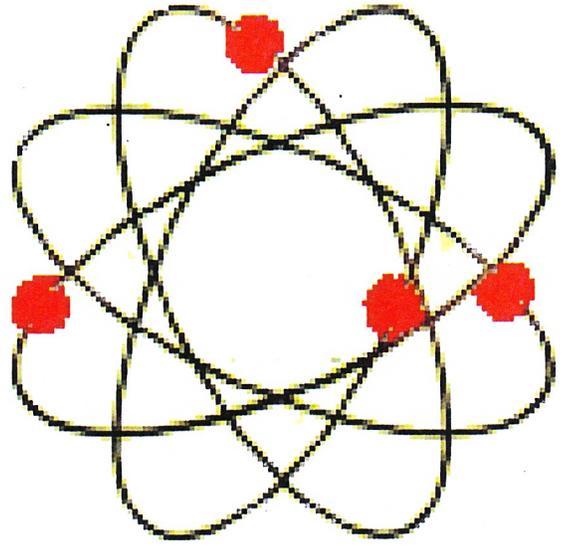
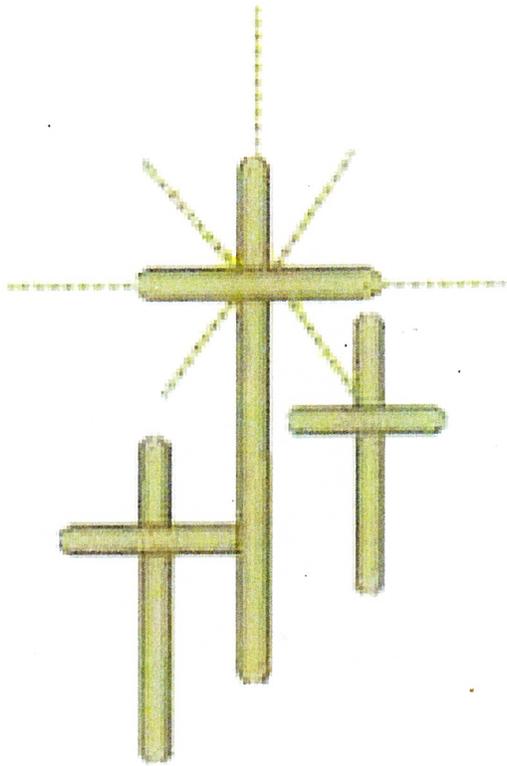
ADDITIONAL HERITAGE SERIES DETAILS

1. Besides honoring our Heritage, the plates are designed to support tourism. They are eye catching, and will make good advertising for the state. Also, people from other states could order the souvenir plates.
2. Proceeds from the Peoples Heritage Series plates shall go to the DMV (the state treasury), as opposed to private organizations. The fees are low, to make it possible for even modest incomes to afford the.
3. The Director shall consult with other states to determine the most efficient, inexpensive, cost effective method to implement this bill, with a goal of making the plates affordable to all citizens, and with proceeds to benefit the DMV and not private organizations. The Director may develop a system to “poll” DMV users, so as to better ascertain the potential popularity of a plate design , and thus make efficient the introduction schedule. (see Virginia DMV site). After the first ten plates are produced, no further designs may be ordered until at least 100 persons have indicated an interest in a purchase.
4. The fee for the plates shall be \$17 for issuance. The fee for personalization shall be an additional \$10. Each, a one time charge. (See the Virginia DMV site for an example of how plates are inexpensively sold, easily viewed, personalization chosen and vetted, and the process is inexpensively accomplished on line without assistance from DMV personnel. A recent study ranked the Virginia DMV as the best, and the NM as the worst, in the country. <https://www.dmv.virginia.gov/dmvnet/online.asp>)
5. A souvenir plate may be offered for each design. The issuance fee for the plate shall be the same. (See the Virginia DMV site for an example of how this is easily accomplished.)





enlarge image



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Heritage Design about 1/3 of plate, on left (see Texas plate for appx. size) .

Simple. Clean. No other design details:

Land of Enchantment, New Mexico, registration decal.



LAND OF ENCHANTMENT

65. NEW MEXICO.

LAND OF ENCHANTMENT

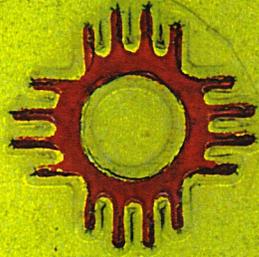
7 17820

SS NEW MEXICO

NEW MEXICO
1967
REGISTERED
NO. 2119123

STATE SENATOR

15



DISTRICT

1919 NEW MEXICO USA 70



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Marketing & Communications

To New Mexico Legislators,

The Albuquerque Dukes support Representative Tim Lewis' HB 625 Heritage Series of Commemorative Plates. If passed, we would be pleased to grant permission for use of our Registered Trademark of the Albuquerque Dukes logo. Albuquerque Dukes baseball has been a part of the State of New Mexico's heritage since 1915.

We believe the Heritage Series captures the traditions and cultures of our unique State.

Fred Matteucci

Steve Palmisano

PLATE NAME	PLATE CODE	FY13	FY12	FY11
Pearl Harbor Survivor	A	0	2	2
Adopt Child	AC	25	29	25
Active Duty	AD	9	5	12
Street Vehicle	B	6	0	9
Breast Cancer Awareness	BC	318	311	251
Bass Fishing	BF	179	119	160
Boy Scout	BS	58	56	180
Collegiate NMHU	CH	122	119	175
Collegiate NMSU	CS	1053	1002	1116
Collegiate NM TECH	CT	507	571	609
Collegiate UNM	CU	4589	4147	3441
Collegiate WNMU	CW	33	58	50
Dealer Plate	D	477	371	321
Disabled Vet Mtrcycle	DM	158	157	74
Emergency Medical Tech	EM	55	46	55
Collegiate ENMU	EU	96	123	129
State Vehicle	F	618	597	1207
Farm & Ranch Heritage	FR	265	242	123
Governor	G	0	1	1
GOLDSTAR	GF	9	23	12
GOLDSTAR	GS	3	4	8
Purple Heart	H	377	322	370
	HU	0	0	1
Tribal Vehicle	I	304	301	392
Judicial	J	0	0	2
Child Art	K	198	210	198
Kid's Motorcycle	KM	24	11	22
Handicap - Regular	L	519	388	390
Las Cruces	LC	73	64	121
Organ Donor	LF	192	188	157
30 Year Classic	M	80	292	99
Collegiate NMMI	MI	28	34	32
Motor Cycle Veteran	MV	270	269	307
NATO Registration	NT	213	444	382
Frat Order of Police	OP	16	24	19
Balloon Plate	P	10072	17743	46314
Patriot	PA	6797	5901	4129
Centennial	PC	156473	159767	142527
Representative	R	27	9	8
Retired Law Enforcement	RL	6	0	0
Retired State Police	RS	16	18	18
Senator	S	23	5	11
Santa Fe 400	SF	73	161	257

Santa Fe Neuter	SN	210	237	235
Secretary Of State	SS	0	1	0
Horseless Carriage	T	228	118	298
Horseless Carriage Center	TC	188	70	0
United Blood Service	UB	9	14	0
Veteran Plate	V	558	571	560
Army Veteran	VA	720	718	907
Coast Guard Veteran	VC	19	15	26
Air Force Veteran	VF	361	376	488
Marine Veteran	VM	295	298	368
Navy Veteran	VN	327	388	445
Wildlife Artwork Plate	WL	208	207	152
County Vehicle	X	906	775	592
City Vehicle	Y	1755	1251	1264
Fire Fighter	Z	260	244	283
Volunteer Fire Fighter	Z1	190	217	206
Retired Fire Fighter	Z2	32	30	22
Not Special Plate	0	192236	179516	174853
Veteran Amputee	1	97	117	63
National Guard	2	229	247	311
X Prisoner of War	3	6	11	13
Disabled Veteran	4	3626	3775	1708
4-H	4H	23	26	26
Ham Radio	5	98	125	141
New Mexico Ranger	6	6	5	8
Route 66	66	156	122	80
Mounted Patrol	7	2	9	24
Prestige	8	3695	3966	4996
Cumbres and Toltec	9	160	148	68
Totals		390961	387731	391853