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## News From The Chamber

Rio Rancho Regional Chamber of Commerce &lt;susan@rrrcc.ccsend.com&gt;

Fri, Jun 20, 2025 at 11:56 AM

Reply-To: lisa@rrrcc.org

To: pbrenner@southwestpolicy.com

### NEWS FROM THE CHAMBER



Dear Chamber Members,

We want to bring to your attention a **phishing scam** targeting chambers of commerce and their members nationwide. Recently, an email has circulated falsely offering access to a "Rio Rancho Regional Chamber of Commerce Member List." The sender, "Larissa Jade" from [larissa@leadfocus.in](mailto:larissa@leadfocus.in), is **not affiliated** with our Chamber or any legitimate partner.

#### Excerpt of Scam Email:

*From: Larissa Jade [larissa@leadfocus.in](mailto:larissa@leadfocus.in)*

*Subject: The Rio Rancho Regional Chamber of Commerce Member List*

*"I'm confirming to make sure you wish to receive the Distribution/Member List... Please let me know your thoughts so I can provide you the cost and other information."*

#### What You Should Know:

Information from Google and multiple credible sources confirms that **Lead Focus Data** and similar entities are involved in phishing scams:

- **Chamber of Commerce warnings:** Chambers across the U.S. have issued alerts about these emails, which falsely imply an affiliation to sell member lists.
- **Invalid or spoofed domains:** Related domains, like [leadfocusdata.net](http://leadfocusdata.net), have been identified as invalid or used to spoof legitimate organizations.
- **Phishing tactics:** The solicitations are designed to trick recipients into sharing information or making payments for lists that are either free to members or never sold externally.
- **Nationwide scam:** This is not isolated to Rio Rancho. Other chambers have reported similar fraudulent outreach.

#### The Chamber's Position:

- We **never sell, rent, or distribute** member contact information externally.
- Member visibility is limited to what you have chosen to make **public** through your business profile.
- We have systems in place that prevent mass emails or list downloads. External communications must be sent **one-by-one**, not in bulk.
- As a **public-facing organization**, our name can unfortunately be misused by scammers to appear legitimate. These scams often exploit names of trusted institutions and

businesses you know.

**What You Should Do:**

- ✓ **Be cautious** of unsolicited emails offering Chamber lists or services.
- ✓ **Do not respond, click links, or provide personal information** to senders like "Lead Focus Data."
- ✓ **Report suspicious emails** to the Better Business Bureau via [bbb.org/scamtracker](https://bbb.org/scamtracker) and notify our Chamber office.
- ✓ **Verify information directly** by contacting us through official Chamber channels.

Your trust and security are important to us. Please feel free to reach out directly if you have any questions or concerns.

Thank you for your attention to this matter.

Best regards,

Jerry Schalow  
President/CEO  
Rio Rancho Regional Chamber of Commerce  
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