



Jerry D. Geist is a civic leader and businessman who has been described as “a ready volunteer who never said no when it came to serving his state or city.”

Jerry’s civic involvement has been extensive. Just a few of his contributions to the community and government include serving as President of the Albuquerque Chamber of Commerce, United Way, the National Symphony Orchestra, the Institute of Public Law, the Santa Fe Opera and the UNM Foundation. He was a founding trustee of the Albuquerque Community Foundation, and chaired the American Lung Association’s first Gold Medallion Award Dinner.

He was a member of the Albuquerque Charter Revision Commission and the Governor’s State Highway Task Force. He saw a need for an organization where executives could come together to discuss issues and subsequently was instrumental in organizing the Economic Forum. Jerry was a member of the Business Roundtable and a director of the Federal Reserve Bank of Kansas City. At the same time he chaired the Montezuma Castle Restoration effort and he co-chaired New Mexico’s committee for the National Holocaust Museum.

As a businessman, he rose through the ranks at Public Service Company of New Mexico to become President, chairman and CEO, retiring in 1990. During that time, his focus on cooperative relationships between PNM and environmental groups, earned him the name “New Mexico’s Environmental Peacemaker” from Industry Week in May 1982.

Most recently, Jerry served on the Tricentennial committee helping to organize the city’s activities related to the event.
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