



Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • JUNE 2020 • WWW.LASCRUCES.ORG

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PIVOT. NAVIGATE. RESET. RECOVERY.



By **DEBBI MOORE**
GLCCC CEO/
President

PIVOT. NAVIGATE. RESET. RECOVERY. Pivot: Moving into to re-opening phase; Navigate: Navigating the “new normal”; Reset: Strategic changes in business model and Recovery: achieving business success.

These four key words and definitions are essential to our business community as re-openings happen after closures in mid-March. This pathway will not always be easy, but I am confident that our businesses will triumph and succeed. As much as we would like the “openings” to be this magical pathway back to normality, the reality is that we are on our way to defining a new normal for all of

us. Over the past 10 weeks, the Chamber has worked diligently to provide relevant educational tools to the business community through various virtual meetings. Topics of these meetings covered topics such as financial loan assistance, assistance for their employees and preparing for their re-openings. Particularly, our “5 Ways to ReOpen” booklet gives them a blueprint to achieve an effective re-opening.

From the beginning of this pandemic and disruption of businesses, and often the dream of our entrepreneurs, the Chamber has consistently said, “We are here for you,” and now we say, “We’re still

here for you.” We will continue to provide educational tools and support on the passageway to recovery. It is and will continue to be a priority for us to stay on top of the

most current information provided by all sources and pass it on.

Working in partnership with 14 other agencies and organizations around

the community, the LC Opens Task Force, the Chamber facilitates and leads an open dialogue of communication and sharing of information that will continue to guide us on this journey. The commitment of this task force is to stay the course for as long as we are needed and remain relevant. Unpredictable as it

may be, we know that is only through these partnerships we will achieve restoration and recovery of our economy

And so, a new part of the voyage begins. Balancing this new work and business environment with the virus is the biggest challenge they face immediately. Safety in the workplace is foremost. Businesses are going above and beyond the requirements established by our State Public Health Orders. The goal is to provide a safe environment for their employees and customers. As a customer or client, you will notice availability of masks, gloves and hand sanitizers throughout the businesses. More than likely you will notice a cleaning schedule posted for you to see. You will also possibly see a commitment from the business to their customers and vice versa.

“And so, a new part of the voyage begins”

See RECOVERY | 3

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FROM THE CHAIR

'Back to normal' will take time

I would like to start by taking a moment to recognize our southern New Mexico healthcare community for the amazing work it has been doing during this Public Health Emergency.

From every Environmental Services employee to bedside Respiratory Therapists to Physicians to healthcare business leader and EVERYONE in between, we have all done a phenomenal job working together to take care of our community during this vulnerable time. The months of preparation for our first Covid-19 case and our continued dedication to keeping our healthcare facilities safe and working together have proven to be very successful.

That being said, I can't think of a better time to bring up the Greater Las Cruces Chamber's Healthcare Awards banquet. Our committee is working diligently on plans for a potential in-person event versus a hybrid virtual/live event depending on the status of the pandemic and state's orders. Most importantly, as we finalize the logistics,

is recognizing all of our valued healthcare employees by nominating them for our prestigious annual awards.

Nomination forms will soon be available through the Chamber's website, so please watch your email and social media for more information. I might be somewhat biased as a member of our healthcare community, but I can think of so many people who should be nominated. We're hoping the selection committee will have their work cut out for them with lots of nominations to review, once they are in.

As our community continues to move forward into the recovery phase of this pandemic, the Chamber is eager to be part of the City's Economic Recovery Panel. Our Business Recovery Committee continues to get daily feedback from our membership, as well as all businesses, and are ready to continue to advocate for safe, but quick actions allowing for all business to start to turn the corner.

As we all know, this won't be a quick pivot where everything will be "back

to normal" so our biggest challenge, yet most exciting opportunity, is to grow beyond what was are our normal expectations. We have to stand together as a community, pick each other up off the ground, and capitalize on the fact that we have been, and can continue to be, more connected and more supportive than ever before. Let's not let things like the Facebook page "Las Cruces Curbside Food and Restaurants" come to an end. By adding to the survival efforts we have seen, we can support each other through the long road to recovery and come out better on the other side of this, together.



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RECOVERY FROM PAGE 1

The health and safety of our citizens is at the forefront of all decisions made. It is important to remember that while many businesses are open, there are more businesses to open. To achieve this, on a timely basis, we must remain diligent on remaining at home as much as we can, respect social distancing, wear a mask out in public & wash our hands.

Several years ago we launched the slogan, "LasCrucesStrong." This was not as a slogan for the Chamber, but rather a community slogan that simply meant our community is ready to work together no matter what comes our way. Over the past ten weeks, I've seen many, many communities around the nation adding

the word "strong" to the name of their community. I'm proud of how I've watched our community embody that strength during this time. Strong and strength can be defined as many things, but this is how I've seen this strength exhibited over the past months. Strength shown as our restaurants providing lunches for our children & food items to our most vulnerable citizens. Strength exhibited as many donated dollars to non-profits to give to those who needed financial assistance and volunteering to deliver meals to our seniors. Over and over we watched as our community supported our local restaurants. Strength in watching our teachers adapt to a new way of teaching their students & parents

evolving in teachers as well.

Being strong. Being kind. Being giving. Being supportive. Being available. Being a community. Perhaps in the scheme of things, we should simply say "#lccommunitystrong." I for one have no doubts that the strength of community is just that, our community. Our wonderful, special community which, while we often have differences, comes together to overcome. Together we will turn challenges into opportunities. Together we will all find the new normal. The key is that we will do this...TOGETHER!

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LAS CRUCES YOUNG PROFESSIONALS

Healthy five ingredient watermelon mint popsicles

Well, it is summertime in Las Cruces and you know what that means... extreme heat! So, I wanted to share a really simple, refreshing, healthy, fruity popsicle recipe! Let's dive in.

Here is a list of ingredients needed:

- 4 cups of freshly cut watermelon slices
- 1 handful of fresh mint leaves
- 2 tablespoons of lime juice
- 1.5 cups of coconut water (if you have it on hand) if not, regular water works fine also
- 1 tablespoon of your choice sweetener (I like agave or honey)

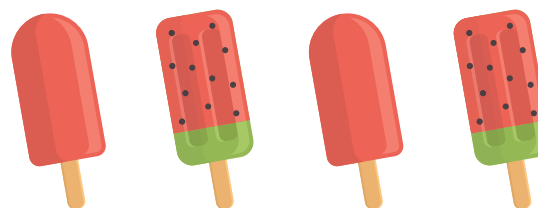
Instructions:

- In a blender, add 3 cups of your freshly cut watermelon slices, some of your mint leaves, lime juice, coconut water and sweetener. Blend to your liking. I pulse mine because I like it chunky.
- With the leftover watermelon, dice it into small cubes and add them equally into your molds and add a few mint leaves as well.
- Add watermelon mixture into your molds until full to the top.
- Insert popsicle sticks to each mold and freeze for 7 hours or overnight. Once ready, run the molds under warm water for a few seconds until your able to remove each popsicle from mold.

Enjoy your delicious, refreshing watermelon mint popsicle!



JEANNELL MONTAYA
2020 Las Cruces Young Professionals Chair





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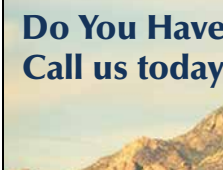
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CHAIR OF THE CONQUISTADORES

Plans change, but keep swimming

I have had a lot of time to look out my back window over these many weeks. What I have learned from this is that it is OK to take a time out and enjoy creation. That having been said, there is still a special intensity that is required from working at home. It has taken discipline—waking at a certain hour, maintaining a schedule, keeping up with tasks at hand...all at the kitchen table, home office, or whatever little hamlet we can find. I admit that at times it has been overwhelming.

Before COVID, each member of my family had a plan. And every single one of those plans has been dashed. It is disappointing to say the least. But I had two high school coaches—Mrs. Sosa (track) and Mr. Kawachica (swimming)—who gave me some good advice that rings true to this day. Mrs. Sosa always reminded me to get myself up and dust myself off when I fell putting shot

or throwing discus. Mr. Kawachica always said to just swim my own race. Many of your plans have fallen to the wayside. Change them.... but keep swimming your own race.

Over the next weeks, as our country awakens from its deep sleep, we must ask ourselves what our true personal and professional priorities are. What's the plan? The beauty of it is that we have been given an entirely blank canvas, on which we may paint whatever new picture we choose. We are unsure as to what that means for the Conquistadores, but I can promise you that our executive committee has pledged to make sure that the new canvas is something spectacular. Something that will contribute to the Chamber and the community. I look forward to seeing you all again in the coming weeks, and rebuilding ourselves from the ground up. The focus is returning in 2020.



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5 Ways to Prepare to Re-Open



Simple steps to assure when your doors are once again back open, you will be prepared and ready.

For more tips & strategies on how to prepare to re-open visit lascruces.org under COVID19, Re-Opening Businesses

#1 Build a Covid-19 Plan

Take a few moments and write down your plan of action. This plan will later be used in marketing efforts when you are showing you are serious about customer and staff safety. Call it your COVID-19 Safety Plan and review, as necessary. Include material needed checklist, new protocols, safety procedures, social distancing and marketing.

#2 Respect Social Distancing

By now you have been to a store that has placed the stickers on the floor on where to stand, saw the signs that say no more than 10 people or less, noticed some doors are marked entry and some are exit and even seen plastic shields in front of the counters. You need to consider similar procedures. Start gathering necessary supplies and signage to accommodate your COVID-19 plan.

#3 Create a Cleaning Schedule

Consumers will notice if your store is clean, organized and safe to enter. Make sure you are rebuilding your cleaning plan and have all the necessary items needed to do so. Build a new schedule and add it to your daily calendar and make sure your staff is fully aware of the new procedures. Build in inspection times and checklists for quality control.

#4 Market Your Covid-19 Plan

As businesses begin to re-open, consumers will look for those locations who have clearly marketed their COVID-19 safety plan. Big franchises as well as other small businesses who have already remained open have executed this very well and for some it has really increased their numbers. When you begin to market your back open for business, follow it up with your plan and protocols. Consumers will notice and will make sure they are entering a safe environment.

#5 Respect the Process

This process of re-opening will constantly adjust as our leaders evaluate the current environment. Just as many people who are ready for business to be as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious the more open consumers will respect those procedures. The lack of "COVID-19 Safety Plan" will undoubtedly lose some consumers. The faster we adhere to safety protocols, the faster we all will get back to business as usual.



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