



# Bottom Line

*YOUR Business is OUR Business!*

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

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## We are here for you!

**By DEBBI MOORE**  
GLCCC CEO/President

It goes without saying that the definition of “business as usual” and “normalcy” have taken on brand new meaning over the past six months as we have navigated COVID19. First and foremost, the health of our neighbors always is foremost in our minds and on our hearts. We have learned that life is fragile in so many, many ways. We continue to stare at the future with anxiety, bracing ourselves for our journey into the unknown. We know these are challenging times for many businesses and families. We are committed to working for you during this recovery process. As stated, “We are here for you.”

As we have begun, and

continue, to see businesses reopen we know that feeling safe is so very important. This is so important to businesses, their employees and their customers. As a member of the Las Cruces Economic Recovery Board, I am proud of our first initiative approved by the Las Cruces City Council, is LasCruceSafePromise. This promise core belief is: As citizens of Las Cruces, we As will stay safe ourselves and keep each other safe and healthy as we

combat the spread of Covid-19 in our community. We will re-open our city and re-engage with our families, our shops, stores and restaurants. The very things that make Las Cruces a very special place to live, work, visit and thrive. The Las Cruces Promise is who WE are as Las Cruces. It's how WE live. It's how WE make it through these difficult times. It's how WE care about each other and our community.

The Las Cruces Safe Prom-

ise is this:

- I promise to act as if I carry the coronavirus
  - I promise to maintain social distancing of at least six feet
  - I promise to wear a face covering, wash my hands, use sanitizer
  - I promise to buy from local businesses that also make this promise
  - I promise to practice patience, compassion, empathy, connection, respect & love
- If we work together, we'll come out of this time of challenge stronger, united, resilient and confident in our ability to stand together. We'll come through this safe, healthy, open and resilient. And we will do it all together. We are #LAS-CRUCESSTRONG. And we

See MOORE | 3



## Your Health Can't Wait

We know you are concerned about your health. We are, too. That's why we are taking extraordinary measures to make our care environments safe for every patient. Whether you have a chronic health condition that requires ongoing medical care with a physician or you are experiencing sudden symptoms of a serious, life-threatening condition, like heart attack or stroke, please don't delay your healthcare. Your life may depend on fast action. We're here and ready to help you - now.

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## FROM THE CHAIR

# Hats off to educators, parents

A couple weeks ago I would have said I was actually exhausted, tired and bored with the pandemic. Well, something changed in the last couple weeks that definitely altered things from being dull and monotonous to being eventful, to say the least ....children returning to school.

I would guarantee, there are not any “bored” parents, teachers or children at this point. I am in absolute awe of everyone involved in trying to give our children the best education possible during these trying times. For all of us parents, no matter what choice we made (private school, online only, public schools, homeschooling), congratulations on making the best choice for our families. Not one of these options are perfect and absolutely none of them are easy, but choices had to be made and we need to celebrate and support each other regardless of the path we chose. I applaud the “armies” of people it is taking for children to learn at home. Parents, babysitters, relatives and even older siblings are taking on roles never asked of them before. I could not dis-

cuss return to school without mentioning our heroic teachers. As a parent of a 1st and 3rd grader, I can attest that these teachers are working day and night and through their weekends to not only step over their own logistical barriers, but also fixing every obstacle in the book for their students and parents. Hats off to each and every educator for giving it your all to make the best of the current situation. As employers, this affects all of us either directly or indirectly. I hope all business owners are being as flexible as possible within the constraints of their operations as the proper education of our youth will definitely impact all of us in the future.

In other news, the Chamber is excited to be finalizing our plans for our annual Healthcare Awards. We are planning some fun and new ways to celebrate our healthcare heroes this year, more now than ever. Please look out for emails from the Chamber and nominate a healthcare professional that deserves to be recognized in our community.



**SABRINA MARTIN**

Chairman of the Board  
Greater Las Cruces  
Chamber of Commerce

# Introducing the new 2020 Ambassador Chair

I would like to introduce myself, my name is Diana Peru and as of July I was voted in as 2020 Ambassador Chair of the Greater Las Cruces Chamber of Commerce. I have been involved with our Chamber since 2016. I have volunteered at numerous events with the Ambassadors such as Thanks Team WSMR and Bataan Death March. I have been part of Executive Council for the Ambassadors holding Secretary/Treasure position and being Chair of Las Cruces Day in Santa Fe. I am an alumni of Leadership, Class of 2016 and have been a facilitator for the past three years.

When I am not volunteering, you can find me

at the Holiday Inn Express North, I have been the General Manager for the past five years. I have been in the Hospitality Industry for over 25 years now. Before the Holiday Inn Express, I worked at Hotel Encanto for 10 years and left as Director of Operations. In my free time I enjoy spending being with my family and friends. I’m an avid basketball fan and truly enjoy watching my two daughters play as I have been known to be “that crazy mom up in the stands”. I look forward to leading our Ambassadors through the remainder of 2020 and work side by side in supporting our Chamber during these difficult times that we are facing.



**DIANA PERU**

Ambassador Chair of  
Greater Las Cruces  
Chamber of Commerce

the  
bottom line

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will do this together: Safe. Healthy. Open. Resilient. All together. WE encourage everyone to take the LC Safe Promise at <https://www.las-cruces.org/2202/Las-Cruces-Safe-Promise>

Beginning May 1, as we began to move through the phases of re-opening, the Chamber will published and promoted a “Five Ways to Prepare to Re-Open” booklet, along with having a series of videos on each area. This include tools and tips of being safe. To further the safety of businesses, the State of NM has endorsed the NM Safe Certified program. We encourage all businesses in Las Cruces to become certified. To access the program, go to <https://nmsafecertified.org/>. Here you will find categories of 14 industries. Each program is made up of a series of videos designated to these specific industries. Once completed by the owner/manager and designated employees, you will receive a certificate. The videos are well-done and the entire certification process takes less than 15 minutes. The Chamber proudly displays our certificate in our offices. This is another step for businesses to take as we reopen.

To assist businesses with navigating the journey to the “new norm” the Chamber is partnering with several other agencies in our community to provides educational and informational tools to businesses. These organizations include, but not limited to:

- City of Las Cruces
- Small Business Development Center
- WESST
- Las Cruces Hispanic Chamber
- Las Cruces Green

Chamber

- NMSU Arrowhead Center
- PTAP
- Dona Ana County
- The Bridge of Southern New Mexico
- MVEDA
- DACC

These organizations are working collaborative to provide seminars such as social media, defining your new business plan, Friday Zoom Educational seminars, business retention plans, job training, to name a few. The future will include a “one-stop resource webpage” and a community business resource calendar. Watch for future details in this regard. As we continue on this journey, our goal is to ensure that we are all, working together, will do can to help our community prosper in the changing environment.

Science and history tell us we’ll be dealing with the Coronavirus for quite some time. This invisible enemy will be in our midst until enough people become immune, and no one knows for sure how long that might take. Our economy, therefore, must learn to co-exist with the virus – and thrive once again in spite of it. At the Greater Las Cruces Chamber of Commerce, we understand this won’t be easy. It’s a high-stakes conundrum, to be sure, but not an unsolvable one. Fortunately, we are an innovative, resilient nation that has learned a great deal over the past few months – about the virus, ourselves, and our work – that we can draw on as we begin to reopen the economy.

Over the past weeks, we’ve learned that working from home can be chal-

lenging, but not impossible. In fact, it’s clear that not all jobs require people to be continually present at an office for them to be well-connected with co-workers and successful. We’ve also learned that in-person meetings are necessary in some situations, but phone calls or videoconferences generally suffice. We’ve learned how to more safely sell goods, patiently wait in lines to enter stores, erect barriers between cashiers and customers, and deliver products to cars waiting curbside.

We’ve learned to touch things less and keep our hands away from our face. Handshakes and hugs are nice, but not necessary. And, we’ve re-learned hand-washing and how to disinfect virtually everything. We’ve learned that to-go meals from our favorite restaurants still taste great, and eating them at home or at a park with loved ones is a real treat. We’ve discovered how to teach and learn in new ways, and we’ve learned to wear – and even make – masks. We could go on and on...

Businesses in Las Cruces and the Mesilla Valley are totally up to the challenge of quickly and safely returning to more “normal” levels of economic activity, understanding this will likely occur under “abnormal” circumstances. No one wants to protect our customers, clients, and employees more than we do, and we’re ready to problem-solve and innovate around reasonable, tailored restrictions and requirements – in partnership with our city, state, and national leaders.

Getting back to business



is in the public interest. When the private sector thrives, our community is better off. Though the steps we’ve outlined above might be inconvenient, they will be necessary – for a time – to save lives, save jobs, and save businesses. Under

these restrictions, many companies will be able to operate and grow, and for those businesses or sectors that, by their nature, will continue to struggle, we urge our government partners to continue providing targeted relief.

A strong economy can co-exist with the Coronavirus. It may not be comfortable or easy, but it must happen. Las Cruces’s business community stands ready to play its part. The time for this work is now. #LASCRUCESSTRONG



## DOWNTOWN LAS CRUCES PARTNERSHIP

# Downtown Las Cruces: A destination for determination

For those who have taken a recent evening drive down Main Street, the energy and atmosphere cannot go unnoticed. The New Mexican flag flying in front of Organ Mountain Outfitters, the doors of Dwell Yoga open wide after a class, the racks of books on the sidewalk in front of COAS, the beautifully decorated windows of Mew & Co., the patios full of diners at the Bone Yard Cantina, Little Toad Creek, and the Amador project, all whisper the “new normal” isn’t so different from the old. But underneath the surface of the active downtown, lies an iceberg of determination, resilience, community strength, hard work, and creative and collaborative problem solving.

Not only on Main Street, but also

district-wide, the small businesses of downtown quickly adapted and pivoted to what seemed like an impossible set of circumstances. Beck’s Coffee returned to their roots of bagged coffee delivery, Life in Balance Studio posted their Pilates classes on YouTube, woman-owned maker’s spaces Sol Y Luna and Mew & Co. teamed up with other woman-owned business to create at-home crafting and learning nights on Instagram, and countless other businesses changed their hours, business models, and means of delivering goods and services safely to customers.

When asked about her COVID-19 strategy, Teresa Dahl-Bredine, owner of Little Toad Creek stated, “We feel very fortunate to pivot quickly and get our lovely back

patio open and start canning our beers and ready to drink cocktails.” Little Toad Creek, like other downtown breweries and restaurants have expanded their patios to accommodate more diners, in addition to their expanded to-go and curbside offerings. Retail, too, has emerged more resilient on the other side of quarantine, Patricia Gamez Torres, owner of Sol Y Luna summed up a district-wide attitude: “these tough times have made us stronger,” she said.

Submitted by Downtown Las Cruces Partnership and for more information we can be reached at 575-525-1955



Patio of Little Toad Creek Brewery & Distillery COURTESY PHOTO

## OUR COMMUNITY IS DEPENDING ON YOU. COMPLETE THE 2020 CENSUS TODAY!



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- > Medicare Part B
- > Children's Health Insurance Program
- > School Breakfast Program
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- > Community Development Block Grants

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# Is it Fall yet?

Fall is in the air! And that means I get to enjoy some of my favorite things about Fall, including pumpkins and incredible weather.

I love the first chills of Fall. I'm a born and raised Las Cruces girl so anything below 70 degrees is cold for me. But there's something about that first chill when you walk out of the door in the morning. It feels almost cozy. Let me explain why- it reminds me of the warm socks on my feet, the beanie covering my ears, and the warmth of my boots and sweater. It reminds me of how blessed I am.

Another thing I look forward to in the Fall is pumpkins. I love me some pumpkin. The sugar pumpkins are my favorite because I do a

whole lot of baking-pumpkin pies, pumpkin bread, pumpkin cookies - you name it. I also enjoy having pumpkin decorations in my home. Hobby Lobby has some cute finds. You'll also be surprised by what you find at Dollar Tree.

Also, the beginning of Fall is when my family camps the most. One of our favorite spots is in Cloudcroft. (Speaking of Cloudcroft, there's this little local restaurant called Mad Jack's - the best barbeque you'll ever have in your life.) We always enjoy a nice hike out in the mountains and cooking out in the woods. It's so peaceful.

What do you look forward to in the Fall?



**JEANNELL MONTAYA**  
2020 Las Cruces Young Professionals Chair

## NMSU, City of Las Cruces are one community facing COVID-19 together

By **RUTH A. JOHNSTON**  
NMSU Vice Chancellor and Chief  
COVID-19 Officer

After a summer spent planning and preparing, New Mexico State University welcomed more than 1,900 resident students, thousands more commuter and online students, our outstanding faculty, and a limited support workforce back to the university last week for the start of the Fall 2020 semester. Every fall, our university brings thousands of new residents to the Las Cruces community, where they contribute to our local economy and become involved with organizations and programs. Many of our students find their long-term home here in our city, joining our

workforce and raising their families here.

Our campus community and our city have always been closely connected, and our efforts to reduce the spread of COVID-19 are intertwined. The city of Las Cruces, the Greater Las Cruces Chamber of Commerce and NMSU share the same goal: to keep ourselves, each other and our shared community as healthy and safe as possible during this crisis.

The leaders of our university and our city are in frequent communication on these efforts, sharing

information and ideas that benefit both organizations. We continue to explore opportunities to share innovations our researchers are developing in the areas of contact tracing, wastewater testing and increasing the COVID-19 test processing capacity for our region.

Our city created the Las Cruces Safe Promise, which asks residents to commit to showing we care about our community by remembering the actions we must take to reduce the spread, such as behaving as though we are carrying the virus,

wearing a mask in public, maintaining appropriate distance from one another, and washing our hands frequently. Importantly, it also asks that we practice compassion, empathy and respect for one another, and continue to patronize local business that are also following these guidelines.

Similarly, NMSU created our Crimson Safety Commitment, an education and training program that everyone on campus - not just students - is required to take, so we are all aware of how we can help protect our community from COVID-19. We've established new rules on campus that everyone is expected to follow, and these mirror the actions outlined in the Las Cru-

ces Safe Promise.

As NMSU's Chief COVID-19 Officer, I signed the Las Cruces Safe Promise, and I'm asking our campus community to do the same. While we're confident the majority of our students will continue to behave responsibly both on and off campus, we commit to work with you, our business and community partners, to ensure our students are complying with public health orders, meeting the expectations that we've set for them and ourselves, and respecting the guidelines you have in place for your businesses.

We're all members of the greater community, and it takes the participation and commitment of everyone to reduce the risk of COVID-19 to

Las Cruces and our local economy. I encourage you to take a look at our NMSU Ready return-to-campus plan, available at [ready.nmsu.edu](https://ready.nmsu.edu), for more information about the steps we're taking to protect our students, employees and community. Please reach out to our NMSU COVID-19 Rapid Response Team at [covid19@nmsu.edu](mailto:covid19@nmsu.edu) if you have any questions, concerns or ideas.

From all of us at NMSU, thank you for your partnership in making sure we are #NMSUready and #LasCrucesStrong.

*Ruth A. Johnston, Ph.D., is vice chancellor of the New Mexico State University system and the university's chief COVID-19 officer.*





# Celebrating the 75th anniversary of WSMR

By JIM ECKLES

During the past 75 years, White Sands Missile Range has earned a reputation as a secret military installation with thousands of missile launches and weapons tests that we rarely hear about. But here is another secret -- living amongst us in Las Cruces are THOUSANDS of current and retired missile range employees. They rent apartments, buy homes, raise families, send their kids to school here, family members work in our businesses, teach in our schools, they volunteer in dozens of organizations and have served in the community as city councilors and mayors. These well-paid employees have helped make Las Cruces into the modern city it is today.

Known at first as White Sands Proving Ground, it was established on paper on July 9, 1945. Following almost three months of hectic construction, the



BG David Trybula and CSM Christopher Prosser COURTESY PHOTO

commanding officer, Lt. Col. Harold Turner, christened the facility with the first flag raising at noon on Sept. 29. The public was invited to attend and Las Cruces residents got their first look at what would eventually become one of the leading military test ranges in the world.

The very next month, WAC Corporal rockets made by the Jet Propulsion Laboratory in California were being fired and U.S. Highway 70 was being blocked for the first time. Suddenly we could send weather instruments straight up over 40 miles. German V-2 rock-

ets followed in the spring 1946 and mankind was able to touch the edges of space with payloads reaching 100 miles.

Simultaneously, defensive weapon systems began testing at White Sands. Most of the missiles developed at the range were never used in conflict but they gave our country the technological edge needed in the long Cold War. The Nike Ajax and Nike Hercules anti-aircraft missiles were tested and perfected at White Sands in the 1950s and 60s. They were then deployed to protect cities and bases all over Amer-



First Flag Raising on July 9, 1945 COURTESY PHOTO

ica giving us a solid deterrent to Soviet aggression.

When LTC Turner commanded White Sands, the workforce was a few hundred soldiers. It quickly became apparent that more personnel were needed in the sciences, engineering, math and other specialties. In the 1950s and 60s, the workforce quickly evolved and added the required civilians and contractors. By 1961 the White Sands workforce totaled over 11,000 people. The breakdown was: 4,100 military, 5,100 civilians and 2,200 contractors. Today, the workforce is almost totally civilian gov-

ernment employees and contractor employees.

Initially most employees were fairly evenly split between Las Cruces and El Paso. In the past few decades that distribution has shifted in favor of the Las Cruces area with more than half living in the Mesilla Valley. It is impossible to estimate the exact economic impact White Sands has had on Las Cruces, but just looking at salaries and contracts, the total over the past 75 years must be in the hundreds of millions of dollars.

Although White Sands is a "missile range," the

longest-running program has been the non-stop work of space exploration. In the 1960s White Sands supported NASA's manned space programs and has continued to do so through all of the space shuttle missions to the tests being conducted today on the next American space launch vehicles. On March 30, 1982, the space shuttle Columbia landed on White Sands after traveling 3.3 million miles during its mission. And just last year, in December, Boeing's Starliner spacecraft landed at White Sands after its attempt to rendezvous with the International Space Station.

The people who have worked at White Sands Missile Range have made tremendous contributions to our country's defense and in discovering what is above the thin layer of atmosphere we call home. Just as importantly, they and their families are now a rock-solid, constructive part of our community.

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## NEW AND RENEWING MEMBERS

### NEW MEMBERS

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111 W. Lucero Ave Suite 6  
Las Cruces, NM 88005  
575-222-1834  
[www.medicinadpc.com/](http://www.medicinadpc.com/)

### RENEWING MEMBERS

**American Red Cross**  
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[www.donaanacounty.org](http://www.donaanacounty.org)

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Las Cruces, NM 88011  
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**Good Samaritan Society - Las Cruces Village**  
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**La Casa Inc.**  
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[www.lacasainc.org](http://www.lacasainc.org)

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575-528-2000  
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**Metal Craft Company**  
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[www.metalcraftco.com](http://www.metalcraftco.com)

**New Mexico Department of Agriculture**  
PO Box 30005, Dept. MSC 3-LD  
Las Cruces, NM 88003-8005  
575-646-1551  
[www.nmda.nmsu.edu](http://www.nmda.nmsu.edu)

**New Mexico Educational Assistance Foundation**  
7400 Tiburon NE  
Albuquerque, NM 87109  
505-761-2030  
[www.nmstudentloans.org](http://www.nmstudentloans.org)

**Orange Air, LLC**  
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575-323-1620  
[www.scrtd.org](http://www.scrtd.org)

**Southern New Mexico Society for Human Resources Mgmt.**  
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575-650-2477  
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**Spectrum Reach**  
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[www.youknowsuncity.com](http://www.youknowsuncity.com)

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[www.foundationlcm.com](http://www.foundationlcm.com)

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[www.va-architects.com](http://www.va-architects.com)

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## Cash Flow Budgeting During Uncertain Times

**WEDNESDAY  
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6:00 PM MST**

Join us for this  
FREE virtual event!

The City of Las Cruces and LiftFund have partnered to support small businesses during this uncertain time.

Join us for an overview of financial considerations as we jump into the remaining of the year and a walkthrough of a cash flow budgeting template to plan for and strategize ways to continue growing your business in the long run.

**RSVP today! [bit.ly/budgetingduringuncertaintimes](https://bit.ly/budgetingduringuncertaintimes)**



## Small Business Funding Options During Uncertain Times

Join LiftFund and the City of Las Cruces for a virtual Lunch and Learn with Lupe Mares, LiftFund's Vice President of Lending for the Southwest Region.

You'll learn about the different types of funding available during times of crisis, and what steps small business owners can take now to be successful in accessing crucial capital.

**WEDNESDAY, SEPTEMBER 23 | 11:30 AM MT**

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## Opciones de Financiamiento para Negocios Pequeños

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Durante esta clase usted aprenderá sobre los diferentes tipos de financiamiento disponibles durante tiempos inciertos los pasos que puede tomar para tener éxito en el acceso a capital crucial.

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