



Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • JANUARY 2021 • WWW.LASCRUCES.ORG

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Listening to the echoes

By **DEBBI MOORE**
GLCCC CEO/President

Contemplating my article for this, the very first Bottom Line of 2021, I remembered an article written many years ago. I believe it was January 2009 and I in Santa Fe during the session. Walking from one hotel to another for an event, surrounded by snow on the ground with snow softly coming down, in the quietness of the moment, I listened to the echoes of my footsteps on the cobblestone sidewalk. At that time I spoke to the importance of listening to the echoes of those who have gone before us and building on their foundations in our communities.

Remembering that speech, I realized that over this year we have been creating echoes of our own in so many ways. Taking this quite person-



COURTESY PHOTO

Debbi Moore

ally, I pondered the question, "What are my echoes that future generations will build upon or history will remember and value?"

Both collectively and individually, we have, and will continue to navigate this uncharted journey. As often when a new year arrives, reflection of the past year always comes to the forefront of our minds. Reflection on

the impact of this pandemic includes grief, loss and profound sadness. My heart aches for those who have lost loved ones this year, as I know all too well this grief journey. We salute, and continue to do so, our healthcare workers and first responders who have been there for our community from the very beginning of this pandemic.

And yet, in the middle of so much sadness, we witnessed our community rise to the challenge. We are a phoenix rising in the midst of it all to create those echoes of resilience, of hope, of gentleness and genuine kindness creating the ultimate echo of love that will long transcend this pandemic. We've talked in previous articles about the giving nature of our community to help those in need, to promote shopping among our local businesses,

to donate funds, to help our children...over and over during this year we have created the echoes of community, our giving, wonderful community.

My echoes...my echoes...I hope my echoes will be ones of servant leadership, of inspiration in the darkest of times and of a listening ear. I trust my echoes will give confidence that no matter how dire, how impossible, the situation seems to be, there is always hope. Echoes of the simple power of working together as a team can move mountains and make our community stronger than ever. Echoes our future generations will look back and say those are echoes, those foundations, are ones we can build upon.

I wish I could say that this

See MOORE | 2

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FROM THE CHAIR

New chair ready to serve

Happy New Year to everyone! As much as we were all ready to put 2020 behind us, I believe the challenges of the year did much to bring out the best in all of us. The beginning of a new year prompts us to reflect on the year we just completed. As I think about how our Las Cruces business community adjusted and adapted in so many ways for so many months, it makes me proud to call Las Cruces home!

It has been my pleasure to serve on the Greater Las Cruces Chamber of Commerce Board of Directors for the last several years, and I look forward to serving our membership as Chairman for 2021. I want to recognize and thank Sabrina Martin for her leadership as Chair of our board during 2020. She and our President and CEO Debbi Moore, along with the support of our entire board, were effective in leading the Chamber through the unusual year of 2020. Under Sabrina's leadership, Debbi, with the support of her very capable staff of Brandi Misquez, and Cyndi Armijo, adopted the theme of "Pivot. Navigate. Reset. Recover" to deal with the impacts of COVID-19. The objective was to provide current and critical information and resources to our membership as they dealt with the effects of the pandemic to their busi-

nesses. Based on feedback from members, I believe our chamber achieved those goals. Throughout the hectic year that none of us will forget, the Greater Las Cruces Chamber of Commerce also continued to advocate with law makers regarding policies that were important to business owners, and through various leadership programs also developed skills and talents that will make businesses and our business community stronger.

Looking into 2021, I am personally honored to be leading our board for the year. For those of us that have the privilege of doing business in our community, I feel strongly that we have a responsibility to do what we can to make the community better. Being part of the Greater Las Cruces Chamber of Commerce is in my view an effective way to fulfill that responsibility. In the way of a brief introduction, I'll share a little about my background. My wife Susan and I are both native New Mexicans, and we are the proud parents of a son and a daughter, and proud grandparents to three grandkids. I am a graduate of NMSU, and I serve as President and CEO of Citizens Bank of Las Cruces. I've spent most of my 35 year banking career in New Mexico, and much of that has been right here in Las Cruces. As

a community bank that is locally owned, Citizens Bank has for 50 years been an avid supporter of Las Cruces, and in many ways has helped this community grow. We are a firm believer that in addition to our employees and customers, the communities we serve are key stakeholders that deserve our resources and energy. Supporting our Chamber is an effective way to give back and to help make Las Cruces a better place to live and work.

Our Greater Las Cruces Chamber of Commerce is committed to our membership and this special community of Las Cruces and Doña Ana County. I look forward to the positive difference we can make as we enter 2021, which will hopefully be the year we beat this pandemic and come out even stronger than we were before.



JED FANNING
Chairman of the Board
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MOORE from | 1

is all behind us and 2021 will find us back to normal. Unfortunately, I cannot. I can say that the light, the horizon before is brighter than before. There is still much more navigation of these uncharted waters to be done. We still don't know what our "new normal" will look like. I do know, with great confidence, the echoes of this community, our home, will continue to echo resilience, agility, gentleness and kindness. We are, of course, now more than ever, #lascrucesstrong.

the bottom line

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Looking back with love, forward with hope

Dear Community Partners,

I hope you all had a blessed Holiday Season. I want to take this opportunity to thank my Chamber Family for the opportunity to serve as the Chair of the Greater Las Cruces Chamber of Commerce Ambassadors. Also, my Aprendamos Family for their continued support.

As we look forward to 2021, it's important that we look back with love and forward with hope. 2020 was a challenging year. There were many losses, loss of connection, life, and

business. With the bad also comes the good. In 2020 I spoke to my friends and family over video chat more than ever before. I sent more random text messages to friends than ever before. I also became quite skilled at ordering take-out and jumping on a Zoom call. And I became the best stay-at-home dog mom I could ever be.

Many businesses had to become more creative

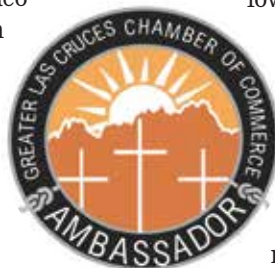
and innovative than ever before. Creativity such as building social media followings, adding ordering options to a website, organizing curbside pick-up, and delivery options. To me, innovation means getting comfortable in the uncomfortable, embracing new ideas and ways of doing things, and exploring different avenues of growth and learning.

In the new year of 2021,

I believe prosperity will be the embrace of change through creativity and innovation. As the Ambassadors Chair, I see our Ambassadors continuing to support our local business. Of course, we'll get creative, and we'll continue to highlight success stories in our community. And we'll continue supporting our local non-profit organizations, and we'll continue learning, innovating, celebrating, and growing together as the Greater Las Cruces Chamber of Commerce Ambassadors.

I want to thank Diana

Peru, who is now our Immediate Past-Chair, for her friendship and guidance. Also, thank our new Executive Council for their continued support of the Ambassadors and Greater Chamber. Also, to the Board of the Greater Chamber, we look forward to our continued collaboration. I must also add a particular moment of gratitude to Debbi Moore, Cyndi Armijo, and Brandi Misquez for their continued guidance and support. We are looking forward with hope to an excellent 2021. Happy New Year!



CAROLINE ZAMORA

Chair of the Greater Las Cruces Chamber of Commerce Ambassadors

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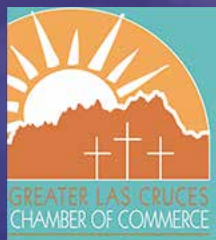
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