



Bottom Line

YOUR Business is OUR Business!

GREATER LAS CRUCES CHAMBER OF COMMERCE • MARCH 2021 • WWW.LASCRCES.ORG

TABLE OF CONTENTS

Las Cruces Public
Schools Superintendent
Karen Trujillo 2

Chair of the GLCCC
Ambassadors 3

New/renewing
members 4

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CHAMBER OF COMMERCE
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LAS CRUCES, NM 88001
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Legislators: support local business

By **JED FANNING**

Chairman of the Board GLCCC

By **DEBBI MOORE**

GLCCC CEO/President

Dear Member/Investor/
Partner:

Entering the last half of this year's legislative session, we do so with high hopes that actions will continue to be taken which will benefit our business climate, thus benefitting our New Mexico families.

The challenges of a virtual session we've all faced during this session have often been overwhelming and unpredictable. As Debby's late husband always told me, "Challenges are full of hidden opportunities." While you may not see them at first glance, the opportunities are there. With each committee meeting and general session, every citizen



COURTESY PHOTO

Jed Fanning

in New Mexico has an opportunity to participate via Zoom to voice their opinion on legislation. Complimenting this is the long-standing opportunity to listen via the website. It also broadens and increases the opportunity for communication with our legislators.

In any given session, differences in ideologies and passions arise on different pieces of legislation. We discover that communication and con-



COURTESY PHOTO

Debby Moore

versations can be few and far between. We are appreciative to our Doña Ana delegation for their service, commitment to our region and willingness to have the delicate conversations, especially during this unique session.

Prior to and during this session, our main concerns have been mandatory paid sick leave, family and medical leave requirements and minimum wage increases, and their impacts on busi-

nesses.

In this time of recovery, additional financial burdens to businesses would indeed be devastating. We applaud Gov. Michelle Lujan Grisham for her comments via a KOB4 Albuquerque video story on concerns over the timing. We agree wholeheartedly with the governor and appreciate her leadership and sensitivity to the challenges our businesses, particularly our small businesses, are facing at the current time.

Additionally, we are so very grateful for the bipartisan efforts evidenced in both the House and Senate to advance COVID relief legislation, to include a large infusion of dollars to the unemployment insurance fund, expand zero-to-low-interest loans and LEDA-like grants for businesses, pro-

See FANNING/MOORE | 2



Chest Pain? Severe Abdominal Pain? High Fever?

**THEY'RE CALLED
EMERGENCIES
FOR A REASON.**

Symptoms of a medical emergency need quick treatment. And in some cases, fast care can be life-saving. So don't delay or be afraid to get help if you need it.

With limited entry points, screening for everyone, frequent deep cleaning and social distancing, we are taking extra precautions to keep you safe.

There's a good reason to get to a hospital fast in an emergency – **your life could depend on it.**

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If you are experiencing a medical emergency, call 911.





Board Members

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President & CEO

Brandi Misquez
Executive Assistant to the President

Cyndi Armijo
Coordinator of Finance & Special Events



LAS CRUCES PUBLIC SCHOOLS SUPERINTENDENT KAREN TRUJILLO

Chamber mourns loss of Trujillo

The Greater Las Cruces Chamber of Commerce has lost an important champion.

Karen Trujillo, superintendent of Las Cruces Public Schools, who died in a Feb. 25 accident, was instrumental in working with the chamber in coordinating educational plans and projects. Her passion for students was always evident in her work.

“The loss of Dr. Trujillo is not just a loss for the chamber, but certainly for the entire greater Las Cruces area,” said Jed Fanning, the chamber’s board chair. “Our community is poorer with her passing.”

Chamber President and



COURTESY PHOTO

Dr. Karen Trujillo

CEO Debbi Moore said, “Our whole city has been in a period of grief from all the different types of loss we’ve endured in the pandemic.

“Losing Karen reminds us

of how precious human life is, and the important impact people’s work can have on other people as well as a community,” Moore said.

Trujillo, 50, was appointed interim superintendent in September 2019 and the LCPS Board of Education made the appointment permanent in February 2020.

Trujillo grew up in Santa Fe and moved to Las Cruces at age 16. A graduate of Mayfield High School, she earned a BA in secondary education, a master’s degree in mathematics education and a Ph.D. in curriculum instruction, all from New Mexico State University.

Trujillo began her teaching career in Las Cruces in 1993, according to her LCPS biography. She taught math at Las Cruces High School for two years. She served as the administrator at Las Cruces Catholic School 2006-10 and also worked at Alma d’Arte Charter High School. From 2010-18, Trujillo worked at NMSU in various capacities, teaching courses, working with educators, writing grants and conducting research. During that time, she started Educators Rising NM and the Southwest Outreach Academic Research Lab and served as the interim dean for research.

FANNING/MOORE from | 1
vide special grant funding to revive and promote tourism and hospitality in our state, allow bars and restaurants to deliver alcohol, give bars and restaurants a four-month gross receipts tax holiday and provide some regulatory relief and stimulus payments for low-income families.

We are also thankful for initiatives to restore funding to New Mexico Small Business Development Centers (which have and continue to play such a vital role in business recovery), workforce training funding and continued sup-

port of education from public to higher education.

Along with movement to address programs and funding needed for mental health concerns, we are thankful and 100 percent support all of these efforts.

As we navigate forward to restoration and recovery, it is imperative that we continue to have conversations and dialogue to provide long-term assistance to businesses.

During this 2021 legislative session, we face the real possibility that actions could be taken that would make life harder for business. The combined impact of these

pieces of legislation could considerably increase the cost of running a business to the point of ultimate closure. And, with closures, workers lose jobs and their ability to provide for their families. We are concerned that the unintended consequences of these pieces of legislation saddle businesses with much higher long-term costs and other burdens. This is unacceptable.

Other issues we continue to follow and have deep concern about are higher unemployment insurance rates, sweeping new rights to sue businesses and or industry regulators, higher workers’

compensation payments (caused by a presumption of workplace COVID transmission), and higher health-care premiums due to a new tax on health insurance plans (highest state tax rate in the nation).

In health care, we’re looking at potential tax increases on doctors and allowing larger lawsuit awards against hospitals, physicians and other health care professionals. None of these actions would make it easier to attract and retain high-quality practitioners and health systems to a state that is des-

See FANNING/MOORE | 3

the bottom line

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GREATER LAS CRUCES CHAMBER OF COMMERCE

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Importance of Community

This month marks for many of us “one year working from home,” or our “one year of COVID life.” This is an excellent time to reflect on lessons learned over the past year, why I am so honored to be an Ambassador, and hopes for the future.

Over the past year, I have learned many things about myself and my community. As someone more introverted than extroverted, I have to admit that working from home has been great. I feel a lot of joy sitting in my home office listening to music, my dog sitting on his pillow next to me, and just working on a project. I also recognize that my friends with children or a spouse at

home may feel differently. I’ve also appreciated being more intentional about my meals at home, or taking daily breaks to walk through my neighborhood.

Through social media I’ve learned about so many businesses. I’ve also seen many small businesses working hard to keep their doors open, being creative and collaborating. I want to take this opportunity to tell our local businesses that many of you are inspiring.

I encourage everyone to support our local busi-



nesses. Make a point to order out or order curbside whenever you can. And, while I appreciate and acknowledge large online shopping organizations that employ and support many people, I also recognize our local and small businesses and the impact they make in our community.

Another lesson is that I really miss my Ambassador and Greater Chamber family. Before this time last year, I’d see my fellow Ambassadors several times a month at ribbon cuttings, business after hours, spe-

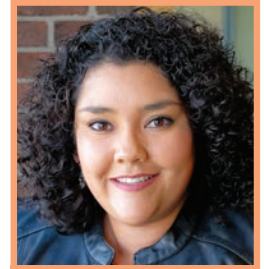
cial events, and committee meetings. Now seeing everyone looks a little different on a Zoom call, but I still love what being an Ambassador means, maybe now more than ever.

Being an Ambassador means representing the Greater Las Cruces Chamber of Commerce. It means representing our business, representing our local business community and connecting to our community. It is also welcoming a new business owner to the community or celebrating milestones. It means being and Ambassador of our Las Cruces and Southern New Mexico Community.

We lend a helping when

we can and we give back to non-profit organizations – we reach out when needed. Most importantly, we promote and spread good-will throughout our community. I hope that when you see someone wearing a navy blue jacket or vest with lots of pins, you’ll know we are here to help, and we are here to support our Greater Chamber Community.

As we continue to live life through a pandemic, my hope for the next year is that we continue connecting. This may look different from years past, but our Ambassadors and their good-will intentions remain the same. I hope as many people as possible get vac-



CAROLINE ZAMORA

Chair of the Greater Las Cruces Chamber of Commerce Ambassadors

inated so we can begin our new normal. Getting people vaccinated is an essential component to reopening our local businesses at full capacity. I hope you reach out to the great Las Cruces Chamber Ambassadors, because we are here to help when we can.

FANNING/MOORE
from | 2

perately short of doctors, nurses and hospital beds.

With respect to energy, efforts continue to be made by lawmakers to curb oil and gas production, to encourage a proliferation of environmental lawsuits against energy producers and all sorts of manufacturers and to establish a patchwork of environmental standards across the state that are stricter than federal standards. All of these policies could potentially make New Mexico less competitive economically with our neighbors than we already are.

Our businesses have bravely faced the uncertainty of this pandemic and tackled challenges head-on. In the beginning, they found themselves

fully engaged in these four words: “Pivot. Navigate. Restore. Recover.” Now, however, these four words seem to have become a never-ending circle. We feel the heartache our community has suffered over the past year and the health of our neighbors weighs heavily on our hearts. We grieve over the loss of lives and know that life is fragile in so many, many ways. We see the tears, hear the cries of desperation and watch as hope for the future dwindles. It goes without saying that the definitions of “business as usual” and “normalcy” have taken on drastic new meanings. We stare at the future with anxiety, bracing ourselves for our continued journey into the unknown. We know these are challenging times for many

businesses and families. We also recognize the resiliency of our neighbors, businesses and community. Working together – all of us: businesses, elected officials, citizens, organizations, faith-based groups, all of us – we will find our new normal.

Now, here we are, facing the last two weeks of the session. It is absolutely essential and imperative as we move into the remaining days of this unique session that we keep the voice of business strong and communication open. Getting back to business is in the public interest. When the private sector thrives, our community is better off. We must choose to recover and prosper as a great place to do business and not be left to agonize with the reputation of a high-cost, over-

regulated, and extremely litigious place to do business. A strong economy must co-exist with the Coronavirus. It may not be comfortable or easy, but it must happen.

Our call to action is for you, as an interested citizen or business owner, to become involved in this process. Call. Email. Text. Write a letter...communicate with your legislator. Time is of the essence as the session ends March 20.

The Las Cruces and the Mesilla Valley business community stands ready to play its part in the restoration and recovery of our economy. The time for this work is now. #LAS-CRUCESSTRONG

With gratitude & respect,

Jed Fanning
Debbi Moore

2021 CHAMBER GOLF CLASSIC

FRIDAY, MAY 7TH
RED HAWK GOLF CLUB
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\$150 PER PERSON

For registration or membership details, please contact the Chamber directly at (575) 524-1960 or bmisque@lascruces.org

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Member News

Member news, events & highlights

NEW AND RENEWING MEMBERS

NEW MEMBERS

Fernandez & Associates, LLP
15294 Space Murals Lane
Las Cruces, NM 88011
650-743-1865
www.iploft.com
Anniversary Date: 1/1/2021

Junior League of Las Cruces
PO Box 342
Las Cruces, NM 88004
918-884-8691
www.jllc.org
Anniversary Date: 2/1/2021

Three Crosses Regional Hospital
2560 Samaritan Dr.
Las Cruces, NM 88001
575-800-3760
www.3crossesrh.com
Anniversary Date: 2/1/2021

United Service Organizations
20727 Constitution Ave
El Paso, TX 79918
915-774-3480
elpaso.uso.org
Anniversary Date: 2/1/2021

RENEWING MEMBERS

Alaska Structures, Inc.
301 Rea Blvd
Las Cruces, NM 88007-9013
575-541-9116
www.alaskastructures.com
Anniversary Date: 2/3/2014

American Linen Supply of NM
550 N. Church
Las Cruces, NM 88001-3440
575-526-6641
www.yourlinencompany.com
Anniversary Date: 1/1/1949

Arteries & Veins
3830 E. Lohman Ave Building
1 Suite 1
Las Cruces, NM 88011
575-522-8346
Anniversary Date: 1/12/2017

Boys & Girls Club of Las Cruces
330 W. Las Cruces
Las Cruces, NM 88005
575-526-1519
www.bgclascruces.org
Anniversary Date: 3/22/2007

Chad Peterson Insurance Agency
1005 Telshor Blvd
Las Cruces, NM 88011
575-680-1293
chadpeterson.net
Anniversary Date: 1/1/2020

Community Options
2500 Missouri Ave
Las Cruces, NM 88001
575-532-9275
www.comop.org
Anniversary Date: 1/23/2013

Denton Holmes
Las Cruces, NM 88011-5018
575-522-2732
Anniversary Date: 7/1/2006

Doña Ana Arts Council
PO Box 1721
Las Cruces, NM 88004
575-523-6403
www.daarts.org
Anniversary Date: 12/20/1982

Doña Ana Community College
MSC-3DA, Box 30001
Las Cruces, NM 88003
575-527-7500
dacc.nmsu.edu
Anniversary Date: 12/20/1984

El Paso Outlet Centers LLC.
7051 S. Desert Blvd, B250
Canutillo, TX 79835
915-877-3208
www.horizongroupproperties.com
Anniversary Date: 1/19/2012

FirstLight Federal Credit Union
3791 E. Lohman Ave
Las Cruces, NM 88011
575-526-4401 x3528
www.firstlightfcu.org
Anniversary Date: 6/11/2007

Golden West Trading Company
3605 Dona Ana Rd
Dona Ana, NM 88007
575-644-2043
Anniversary Date: 11/28/1989

Goodwill Industries of El Paso, Inc.
11460 Pellicano Dr.
El Paso, TX 79936-5905
915-778-1858
www.goodwillep.org
Anniversary Date: 1/30/2007

High Desert Hospice
1155 S. Telshor Suite #306
Las Cruces, NM 88011
575-993-2644
www.hdhcare.com
Anniversary Date: 10/1/2018

High Range Village Apartments
301 N. Roadrunner Pkwy.
Las Cruces, NM 88011
575-522-7707
www.highrangevillage.com
Anniversary Date: 5/9/1986

Home Kare Inc. of Doña Ana
2293 Divot Ave., Suite 4
Las Cruces, NM 88001
575-521-2663
www.homekareinc.com
Anniversary Date: 11/18/1997

Hub International Insurance Services
3830 E. Lohman Ave Suite 3
Las Cruces, NM 88011
575-524-8686
www.hubinternational.com
Anniversary Date: 1/1/1996

Jacobs Technology Inc.
12600 NASA Road
Las Cruces, NM 88012
575-524-5277
www.nasa.gov/centers/wstf/home/index.html
Anniversary Date: 6/28/2007

KVIA - TV 7
4140 Rio Bravo
El Paso, TX 79902
915-496-7777
www.kvia.com
Anniversary Date: 12/9/1996

Las Cruces Bulletin
1740-A Calle de Mercado
Las Cruces, NM 88005
575-524-8061
www.lascrucesbulletin.com
Anniversary Date: 4/21/1983

Las Cruces Public Schools
505 S. Main, Ste. 249
Las Cruces, NM 88001
575-527-5800
www.lcps.k12.nm.us
Anniversary Date: 7/27/1984

McGinley Construction, Inc.
PO Box 370
Mesilla, NM 88046
575-523-9140
www.mcginley-construction.com
Anniversary Date: 12/17/1997

Memorial Medical Center
2450 S Telshor Blvd
Las Cruces, NM 88011
575-522-8641
www.mmclc.org
Anniversary Date: 2/13/1981

MountainView Regional Medical Center
4311 E. Lohman Ave.
Las Cruces, NM 88011-8255
575-556-7600
www.mountainviewregional.com
Anniversary Date: 7/5/2000

Nissan of Las Cruces
1801 S. Main St.
Las Cruces, NM 88005
575-523-5571
www.nissanoflascruces.com
Anniversary Date: 1/10/2017

Nothing Bundt Cakes
540 Walton Blvd Ste A
Las Cruces, NM 88001
915-274-9824
Anniversary Date: 7/1/2019

Peak Behavioral Health Services
5045 McNutt Rd
Santa Teresa, NM 88008
575-589-3000 xt 2304
www.peakbehavioral.com/
Anniversary Date: 12/23/2013

Pioneer Bank
3831 E Lohman
Las Cruces, NM 88011
575-532-7500
www.pioneerbnk.com
Anniversary Date: 5/29/1979

Rehabilitation Hospital of Southern New Mexico
4441 E. Lohman Ave
Las Cruces, NM 88011
575-521-6400
www.ernesthealth.com
Anniversary Date: 10/15/2004

RT Electric Inc.
480 N. 17th
Las Cruces, NM 88005
575-523-9252
www.rtelectricinc.com
Anniversary Date: 1/19/2010

Sher-Wood Cabinetry
909 W. Amador Ave
Las Cruces, NM 88005
575-647-1509
www.cabinetsbysherwood.com
Anniversary Date: 1/12/2015

Sonic Drive-In Restaurant
750 N. 17th St.
Las Cruces, NM 88005
575-524-8998
Anniversary Date: 3/11/1983

The Bridge of Southern New Mexico
3655 Research Dr.
Las Cruces, NM 88003
575-646-2527
www.thebridgeofsnm.org
Anniversary Date: 1/24/2011

U.S. Bank
277 E. Amador
Las Cruces, NM 88001
575-647-7310
www.usbank.com
Anniversary Date: 1/1/1994

THE GREATER LAS CRUCES CHAMBER OF COMMERCE INVITES YOU TO THE

2021 ANNUAL CHAMBER GALA

SATURDAY, MARCH 27
7PM

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