



Bottom Line

Happy Mother's Day!

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

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LAS CRUCES, NM 88001
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A year like no other

By BRANDI MISQUEZ

The pressures of maintaining a household during a pandemic are intense on their own. 2020 brought additional pressures to millions of households with parents being tasked to uphold their own work responsibilities, while also ensuring their kids are learning effectively. Parents wanting to instill some sense of normalcy into their kids' lives while upholding these tasks can simply be summed up by one word for me: balance.

It's clear that being a parent during COVID-19 times has not been an easy feat. From my perspective, this has awarded us a unique challenge mixed with a blessing. Being a Chamber employee awarded me the freedom of bringing my children to Chamber office



COURTESY PHOTO

The pandemic changed everything for families like that of Brandi Misquez and Matthew Arguello.

for their virtual schooling once the quarantine phase was lifted. A senior in high school, 7th grader, 5th grader, 2nd grader and Pre-K students spent their school days here at

the Greater Las Cruces Chamber of Commerce. We learned together, ate together, struggled together and weathered the storm of an uncertain pandemic together within these historic

walls. It's been both terrible and amazing all at the same time. It is terrible because there was no escaping and we had no end in sight. The

See MISQUEZ | 2



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PRESIDENT OF THE GREATER LAS CRUCES CHAMBER OF COMMERCE

It's Mother's Day...



By **DEBBI MOORE**
GLCCC CEO/President

We hope you take time this Mother's Day to honor those "Moms" who have made a difference in your life. While they may or may not be related to you naturally, acknowledging those women, those "Moms" in your life who have nurtured, guided and invested in you.

Our front page article featured one of our Chamber Team members, Brandi Misquez. Brandi's story relates to so many mothers out there who, during the pandemic, suddenly became a teacher in their children's lives, while working all the time. I salute Brandi and all those moms who have navigated the new journey with dignity, grace and patience!

Opening and growing a business with a parent/child can have its own unique challenges. Balancing family relationships, right along side business relationships can bring its very own definition of "stress." We reached

MISQUEZ from | 1

steady exhaustion that came with non-stop parenting and working took some adjusting. It has been amazing to see how close our kids have become and I am grateful for the slower pace that 2020 created for my family and the additional time we all have had together without the hustle and bustle of the next event, practice or demand. I worried about the amount of screen time and the pace of learning being offered. I wondered if the teacher would effectively sense when my Cipriano was bored and needed to be further

out to a couple of those type of businesses for their input in this edition of the Bottom Line. We trust you enjoy their heartfelt stories.

From The Emerald Isle Boutique: Kellie & Louis Burchell

The Emerald Isle Boutique began in 1981, with two sisters as the original partners: Louise Burchell & Jeanette Smith. I (daughter Kelli) became a partner in 2002 as a result of my Aunt's retirement. Working together every day is not without its challenges because of how close we are and seeing the toll it can take. When one of us is upset, we feel it ten-fold.

We think our company thrives because of our individual talents and areas of expertise. Mom (Louise) relies on me to keep our company relevant in today's world, while she is our rock and I look to her for guidance. The best advice for any "mother-child" partnership is to trust each other. This is of utmost importance. If you



COURTESY PHOTO

Kellie & Louis Burchell

can trust that you come from a place of love and always have the best interest of your company at heart, you can do anything.

Just because you work together doesn't mean your relationship is complete. Family means birthdays, holidays and everything in-between. The good, the bad and so on...we are on this journey together every single day and we wouldn't have it any other way!

Kelli Burchell

challenged, whether Josiah's teacher noticed he was quietly falling behind the class or if Destiny would keep her drive of excellence while learning remotely. I was saddened for my Moriah to experience a non-social senior year and worried that our Emma might miss the excitement of meeting new friends on her first day of kindergarten.

The weight of uncertainty for my small businesses in the community and whether we would still be able to visit our favorite restaurant as a family once we came through the other end of this pandemic was simply heavy. Adjusting our benefits for

our members of the Chamber while keeping them informed of the help available has been a never ending job. Constant communication and research has evolved into a greater benefit of membership. Events and socialization remain a focus of the Chamber and we look forward to getting back to in-person events.

I'm ready to miss my children again. Ready to sit down together at the dinner table and hear about their day at school. To hear about their experiences without me. After a long year with me as their teacher, lunch lady, recess monitor, janitor, tutor etc. they are ready too.

the
bottom line
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Bulletin

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MOM'S 10 RULES FOR THE FUTURE WORKFORCE

A Mom's 10 Rules for raising the future workforce

One of the most common things we hear that businesses look for in an employee is “soft skills.” In the spirit of Mother’s Day, we’ve compiled 10 basic things you can teach your child. These 10 simple lessons are easily transferred in one of those much need soft skills for future employment, along with assisting them in their education journey.



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1. Teach them manners: Saying thank you, showing acts of kindness and caring for others.

2. Read to them for entertainment as well as comprehension. An added benefit it teaches them the power of the imagination.

3. Teach them project management by having them do projects from beginning to end, whether it be coloring pages in a coloring book or making homemade playdough, they can learn so many aspects of managing a project.

4. Teach them how to read a ruler; make

change; use flash cards for addition, subtraction, etc. Math skills are essential to the workplace.

5. Teach them to respect others, their elders, their peers—lead by example.

6. Teach them how to resolve the smallest of conflicts when their

young, right along with learning to share with others.

7. Teach them how to experience new things constantly. Expose them to the outdoors, nature, animals, etc. Expose them to the workplace and careers.

8. Watch them carefully to discover their passions. You may have a budding entrepreneur, artist, doctor, photographer etc. The sky is the limit when they discover their passion.

9. Work with them on communicating, memorizing, thinking outside the box...to be innovation and creativity.

10. Teach them to be confident in who they are...they are special and destined to make a difference in the world!

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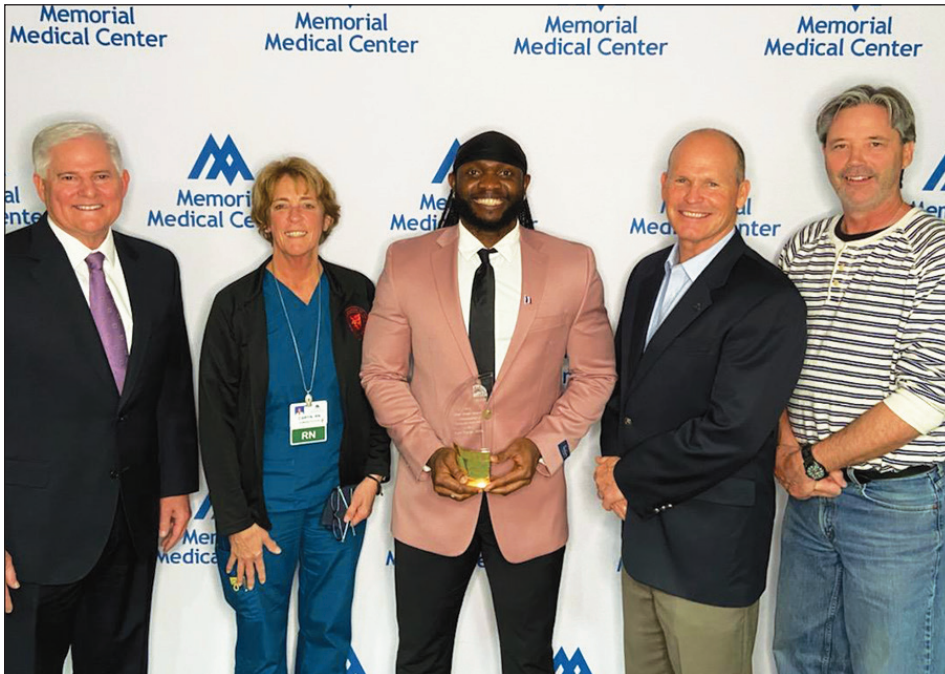
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Congratulations to our winners



Soar Team Leader, Karl Ngoye at Memorial Medical Center.

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Presidents Award, Mary Beth Reinhart.

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Deputy of the Year, Detective Gabriel Sanchez.

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Police Officer of the Year, Officer Curtis Yarnell.

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Congratulations to our winners



Emerging Business, Courtyard by Marriott.

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Non Profit of the Year, Casa de Peregrinos.

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Citizen of the Year, Marci Dickerson.

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Small Business of the Year, Nothing Bundt Cakes.

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2020 Chair's Award presented to GLCCC Board Member Stephanie Guadian, Electronic Caregiver, by 2020 Chair of the Board Sabrina Martin, Rehabilitation Hospital of Southern NM for Stephanie's extraordinary contributions to the Chamber during 2020.

Much appreciation goes to everyone who contributed to the 2021 Annual Chamber Awards Video

Credits

Stephanie Guadian, Executive Producer
Alexia Severson, Associate Producer
Todd Packard, Director Videographer, Editor
Luis Gutierrez, Grip Camera Operator
Sam Blake, Narrator
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La Posta de Mesilla Restaurant
First American Bank

Special thanks to the creative agency NMCO Media for providing stunning videos of the Las Cruces area & to Miguel Vigil of Edge of Forever Photography for sharing his pictures that capture our community's spirit & beauty.

Panel Members: Jed Fanning, Sabrina Martin, Jake Redfearn, Debbi Moore, Richard Coltharp, Jerry Harrell, Buddy Ritter, Russell Hernandez

Las Cruces Chamber Staff: Cyndi Armijo, Brandi Misquez

LCPS for Karen Trujillo Tribute video & the Trujillo Family
Lorenzo Alba for Audrey Hartley tribute video & the Hartley Family

Music Video: Las Cruces by Bri Bagwell

Locations: Double Eagle, Salud! De Mesilla, The Las Cruces Bulletin

Thank you to Las Cruces Trophy for our amazing awards

**WEAR
A MASK.**

**BRING
BUSINESS
BACK.**



Breaking ground on Casa for a Cause

By RICHARD COLTHARP

You may know it as the Las Cruces Home Builders Association Anniversary House.

Its new name is Casa for a Cause.

But whatever you call it, this community construction project is one of the best fundraisers in Las Cruces. That's saying a lot, because we have many great fundraising events in this relentlessly generous community.

If you're not familiar, here's how it works.

A local builder volunteers to build a home. This year it's Adam Juarez of A New Beginning Custom Homes. The builder then works to find subcontractors and suppliers who will

provide their services and materials at or below costs, to reduce expenses as much as possible. This year's project will get a jump start to one of LCHBA's founding members, Eddie Binns, who donated a portion of the land for the home.

When the house is completed, it goes on the market at or above the going prices. Because the expenses have been charitably reduced, the profit is much higher. The LCHBA then takes those profits and puts them back in the community to help charity groups and nonprofit organizations.

The previous four houses have raised funds ranging from \$64,000 to \$125,000, and supported dozens of nonprofit



The Chamber was honored to participate with Las Cruces Homebuilders Association in the groundbreaking for 2021 5th Casa for a Cause.

COURTESY PHOTO

groups in the Mesilla Valley. By extension, thousands of people have benefited from that infusion of support.

The Las Cruces Bulletin is proud to be one of the co-sponsors for this year's Casa for a Cause. Tuesday, April 13, ground was bro-

ken on the project, which could see a finished house by September.

Mayor Ken Miyagishima was at the groundbreaking, and talked about a passing of the torch. Miyagishima nodded to Binns and praised him for all the good works he's done for

the community the past 50-plus years. Then the mayor nodded to Juarez and several other young builders in attendance, and encouraged them to carry on those good works.

Even if you don't know which end of a hammer

to grip, you can still help with the project. If you want to volunteer, make a donation, or if you're part of a nonprofit interested in applying for funds, contact LCHBA executive director Nicole Black at 575-993-9288 or stop by the offices at 2825 N. Main St.

Three River Fires Donations

From the heart of the President & CEO

From a grateful heart, I write this in appreciation for the outpouring of generosity in donating much needed supplies to the firefighters and first responders to the Ruidoso Three River Fires. Much as been said of the role of the Chamber in this regard, the idea didn't begin in our offices.

The credit and sincere appreciation is to be given to one amazing young man by the name of Todd. A retired Iraq Army War Veteran, Todd just happens to be the grandson of my late husband, Bill. Bill was very, very proud of Todd & his service to our Country. Todd's immediate response at the beginning of the fires was to establish a command and collection

center for the first responders & firefighters fighting the fire. Additionally, he assisted in rescuing & relocating livestock in the area, late into the night. Donations from around the State have been pouring in because of his efforts. We are honored to play a small part of his vision.

Todd's action reflect a true loving, giving heart that I know is generational. From Mom and Dad, with influence from his Grandpa, I have seen time after time this "giving from the heart" up close and personal. In the time of true need, they always step up. He has proven, beyond a shadow of a doubt, that one person can impact a community, a region and a state. If you would like to donate, donations can be dropped off at: Double S Stables & Kennels, LLC; 126

Derbyshire Road Tularosa, NM. Items needed, but not limited to are: water, sports drinks, energy/protein bars, jerky, individual snacks, Chap Stick, hand creams, socks, battery, baby wipes or something similar. Likewise, we will continue to accept donations at the Chamber and will coordinate to have the donations delivered to Todd and Double S Stables.

We should all be challenged, that during times of crisis and unpredicted circumstance, we need to that ONE person. The ONE person who will follow their heart, step up and makes a difference. While his grandfather is not here to tell him personally, I know Todd has made him very proud! From a very personal perspective, I would say, "Be a Todd."

A huge "thank you very much" to the donors who generously donated to the Three Rivers Fire first responders & firefighters:

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agents.allstate.com/mary-
iadiccico-las-cruces-nm.html
Anniversary Date: 4/18/2006

Applied Technology
Associates
1300 Britt St. SE
Albuquerque, NM 87123
505-767-1200
www.aptec.com
Anniversary Date: 11/10/2010

Better Homes & Gardens
Real Estate
Bill Carpenter
141 Roadrunner Pkwy, Ste 141
Las Cruces, NM 88011-2000
575-202-2300
www.steinborn.com/
Anniversary Date: 4/2/2008

Better Homes & Gardens
Real Estate
Grady Oxford
141 Roadrunner Pkwy, Ste 141
Las Cruces, NM 88011-2000
575-522-3698
www.steinborn.com
Anniversary Date: 4/2/2008

Burrell College of Osteopathic
Medicine
3501 Arrowhead Dr.
Las Cruces, NM 88001-6056
575-674-2266
www.bcomnm.org
Anniversary Date: 2/5/2016

Crown Building
Maintenance, Inc.
801 E. Las Cruces Ave
Las Cruces, NM 88001-2875
575-523-8729
www.nmcrown.com/
Anniversary Date: 3/29/2000

David D. Warren DDS
Michael D. Law DDS
4141 Camino Coyote, Suite A
Las Cruces, NM 88011-3001
575-524-5812
warrenlawdental.com
Anniversary Date: 3/9/2011

Digital Solutions
1100 S. Main St., Suite 111
Las Cruces, NM 88005-292
575-523-7661
www.digitalsolutionslc.com
Anniversary Date: 7/26/2005

El Paso Electric Company
PO Box 982
El Paso, TX 79960
575-526-5551
www.epelectric.com
Anniversary Date: 1/1/1968

Fastwave.Biz
555 S. Miranda St.
Las Cruces, NM 88005-2823
575-521-3000
www.fastwave.biz
Anniversary Date: 1/17/2018

First American Bank
in Las Cruces - Mesilla
1553 Avenida de Mesilla
Las Cruces, NM 88005
575-524-8000
firstamericanbanknm.com
Anniversary Date: 4/14/1998

Fox Auto Group
11165 Gateway West
El Paso, TX 79935-5401
915-598-0399
www.foxyotaofelpaso.com
Anniversary Date: 4/21/2004

Home Instead Senior Care
2470 Calle de Guadalupe
Las Cruces, NM 88046
575-522-7133
www.homeinstead.com/138
Anniversary Date: 10/1/1996

Inn of the Mountain Gods
Resort & Casino
PO Box 269
Mescalero, NM 88340-0269
800-545-9011
www.innofthemountaingods.com
Anniversary Date: 4/20/2005

Las Cruces Public Schools
Foundation
PO Box 16214
Las Cruces, NM 88004
575-527-5888
www.lcpsf.org
Anniversary Date: 4/3/2008

Legacy Pecans, LLC
2355 Calle de Guadalupe
Mesilla, NM 88046
575-527-9129
www.legacypecans.com/
Anniversary Date: 2/9/2015

Lorenzo's Italian Restaurant
1753 E. University
Las Cruces, NM 88001
575-521-3505
www.lorenzosl.com
Anniversary Date: 4/13/2011

My Ride, LLC
2001 E. Lohman Suite 129
Las Cruces, NM 88001
575-382-7433
www.myridenemt.com
Anniversary Date: 11/2/2017

New Mexico Educational
Assistance Foundation
7400 Tiburon NE
Albuquerque, NM 87109
505-761-2030
www.nmstudentloans.org
Anniversary Date: 8/30/2013

Payment 1 Financial
1810 E. Lohman
Las Cruces, NM 88001
575-523-0424
www.payment1financial.com
Anniversary Date: 4/1/2008

Roto-Rooter
1811 Copper Ip.
Las Cruces, NM 88005
575-524-1911
www.rotorooter.com
Anniversary Date: 3/3/2006

Staples Inc.
2260 E. Lohman
Las Cruces, NM 88011
575-526-4871
www.staples.com
Anniversary Date: 3/25/2015

Stull Real Estate LLC
1546 Missouri
Las Cruces, NM 88001
575-522-6424
stullrealestatellc.com
Anniversary Date: 2/12/1973

The Emerald Isle Boutique
1701 Calle de Mercado #2
Las Cruces, NM 88005-8222
575-525-9177
www.eiboutique.com
Anniversary Date: 4/26/2017

The Lucky Dog Billiards
245 E Lohman
Las Cruces, NM 88001
520-470-9335
Anniversary Date: 2/1/2020

Town of Mesilla
2231 Avenida de Mesilla
Mesilla, NM 88046
575-524-3262
www.mesillanm.gov
Anniversary Date: 4/9/2013

Wells Fargo N.A.
425 S. Telshor Blvd. Building A
Las Cruces, NM 88011
575-521-6873
www.wellsfargo.com
Anniversary Date: 6/1/1984

Western Heritage Bank
230 S. Alameda Blvd.
Las Cruces, NM 88005
575-541-0058
www.westernheritagebank.com
Anniversary Date: 3/6/2013

NEW MEMBERS

Ignite
Las Cruces, NM 88012-8018
575-642-5963
ignitenow.net
Anniversary Date: 4/1/2021

Mesilla Valley Pharmacy
& Consulting
227 S. Main St
Las Cruces, NM 88001
575-323-2093
mvprx.care/
Anniversary Date: 4/1/2021

Randy Castillo Insurance Co.
350 El Molino Blvd
Las Cruces, NM 88005
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