



# Bottom Line



## Happy Father's Day!



GREATER LAS CRUCES CHAMBER OF COMMERCE • JUNE 2021 • [WWW.LASCRUCES.ORG](http://WWW.LASCRUCES.ORG)

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## Longer Days & Mid-Year Gratitude

As we move into June, I look forward to longer days (including summer solstice) and Father's Day. I'm reminded how fortunate I am to have had an amazing father and to be a father myself. Although my Dad has been gone for 13 years, his influence and impact on my life continues to serve and support me. So many of the life lessons I learned from my Dad fall into the category that I call fundamentals, those basic rules of the road that survive the test of time. They also survive periods like a pandemic, and they in fact help us through tough times. The list is long, but I'll share a couple that I learned from my father that are timeless and hold up especially during challenging periods.

1. Treat people with respect and dignity. I watched my Dad model this lesson in both the way talked to oth-

ers and the way he treated others. He understood and acknowledged that none of us are perfect, and that we should look for the good in other people. This showed up in my Dad through simple but powerful things like courtesy, manners, smiles, and honesty.

2. Hard work and reliability will serve you well



**JED FANNING**  
Chairman of the Board  
Greater Las Cruces  
Chamber of Commerce

regardless of the type of work you choose. My Dad spent his life working in agriculture. Part of his working career was in farming and production agriculture, and part was in owning and operating an irrigation business supporting farmers. Whether it was crops in the field, or his customers that needed their irrigation systems repaired, Dad's work ethic made all the difference in achieving strong crops yields and loyal customers.

My Dad and my Mom have been such good role models for me, and although we may not have realized it in our youth, my brother and sister and I were given a strong foundation by our parents. My wife Susan and I have done our best to instill in our son and daughter those core values that we learned from

our parents. I have to admit that in this era of information and opinion overload, parenting has some extra challenges. The most obvious of those challenges is to minimize the wrong kinds of influences, and maximize the good ones. As we have watched our son and daughter become parents in recent years, Susan and I are pleased to see that the values we learned from our parents have made their way into the next generation for our family, and are already taking root in yet another generation.

I expect that most everyone reading this article has heard or read about the value in having an attitude of gratitude. On the heels of Mother's Day and as we approach Father's Day, I can't think of any group that deserves gratitude more than our parents.



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## PRESIDENT OF THE GREATER LAS CRUCES CHAMBER OF COMMERCE

# Dancing with my Father

By **DEBBI MOORE**  
GLCCC CEO/President



Debbi Moore

June means Father's Day. We celebrate men who not only influence their own children, but make a difference in our business community. Please take a few moments to read their stories in this Bottom Line. From owning a business together to managing the pandemic, from a Dad's perspective to reminis-

ing a Father's advice, these men have touched many lives. We trust you enjoy their heartfelt stories.

Father's Day is bitter-sweet for me since my Dad has passed and many celebrations have passed, but his words of wisdom that follow me to this day. My father was a minister and above all else he taught me compassion and love. Not only did he teach me, he showed me in his every-

day life. My Dad truly led by example. "Walk Your Talk," he always told me, and he did so eloquently.

While there are many leadership tidbits he gave me, perhaps the most impactful was, "You are only as strong as a leader as you are a follower." My dad wasn't highly educated but, boy, did he have common sense. Being a follower is tough; being a leader is tough. I watched my dad navigate this loop throughout his life and at the end of the day it's a "leadership dance." Daddy, you danced it so well. Thank you!

# Parenting and Covid-19

By **COURAGE IDEMUDIA**

Parenting has always come with its rewards and challenges. At times I wish there was an individual reference guide that came with each child to ensure successful parenting. Each child is perfect and unique requiring parents to assume a situational approach with each child. Parenting in Covid-19 environment brought a new set of challenges to already complex situation.

Parents have the hard job of influencing their children to care about things that are not important or interesting to them in any way. We worry about our kid's education, the need to learn the basic skills of reading and writing and mathematics. When everything moved to remote learning due to Covid-19, I found it personally difficult to teach my kids and the normal worry increased. I was worrying about the kids being behind academically, socially, and

mentally, while my kids were thinking virtual learning would be a 12 month vacation! Although we all enjoyed being together, that togetherness eventually turned into boredom and individual isolation with everyone spending more time on social media than actually being productive; which led to yelling and screaming and more isolation.

I knew it would be hard to change my kid's perspective so I focused on my own. I realized my worry was causing me to look for what wasn't working. I changed to focus on what was working. I was pleasantly surprised that my kids were actually adapting in many areas. My daughter was great at navigating through the nuances needed to effectively complete the daily assignments. I noticed how resilient the kids were and how they can adopt to circumstances better than parents, at times. I also learned that silence at times is

good. Silence helps open your mind to possibilities you might not have thought of in the midst of yelling and screaming. During the isolation, I paid closer attention to each of the kids and what each of their strengths were. By celebrating their strengths I had more clarity on how I could support them instead of worry.

Although some of the challenges continue with Covid-19 and parenting there is a mutual understanding and respect for unique skills and talents both the parents and children bring to the table. I learned that sometimes you need to take few steps back to understand the best way to communicate with your kids. Kids need to listen to their parents as well as parents need to listen to their kids. It's a two way street... when we do just that - we find that both the parents and children are learning and growing in the journey-together.

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# Lessons from my father

I live a very blessed life. I am blessed with wonderful friends and family. I work for a great company and live in a beautiful community. One of the most significant blessings in my life was having an incredible father.

My dad, Arnold Zamora, passed away in October of 2012. I was in my last year of graduate school, but I remember the days leading up to his sudden death. I had gotten a flat tire on my way home from class and put in some fix-a-flat to make it home. When I got home, I walked in and told my dad that I had a flat, and he said, "Okay. Are you going to put the spare on?" I

told him, "Yeah, I've got it."

I tell this brief story because there are some great lessons. My dad was such a 'Girl Dad' before being a girl dad was a thing. He taught my sister and me how to throw a ball, how to use a drill, how to defend ourselves, how to change a tire, and more. These sound like small lessons. They're not. These are lessons in self-reliance, how to be competitive and humble, how to know and own your self-worth. And quite frankly, lessons on dating, because if he doesn't know how to change a tire - it's probably not going to work out.

I take a lot of comfort in this tire-changing story.



My dad was very ill. A lifetime of chronic illness (diabetes) had taken a toll on his body. When I went to change the tire, I didn't ask for his help because coming outside to help me change a tire would be too exhausting for him. But that was okay because he had already taught me. I take comfort in knowing my dad passed away, understanding his girls and wife would

be just fine.

He taught us to be ready for the hard times, never rely on others, but always look out for and help one another. He taught us how to live life. To smile and have fun. He taught us never to complain. My dad had a hard life - multiple amputations, blood infections, vision loss, and kidney failure, and I never heard him complain. Not once did I hear my dad complain.

So here are some of the lessons.

- 1) Know how to change a tire...but really know how to rely on yourself.
- 2) Always be kind to others. Help when you can.
- 3) Don't complain. It

doesn't help you or anyone around you, and it could always be worse.

4) Smile. Even on the worst days. Call a friend, tell a joke, be content, and just smile.

So on this father's day, my wish for all fathers and father figures is for you to take time to spend with your loved ones. Reflect on the lessons and examples you are giving. My wish for children is to thank your father for what he may have taught you, even if he didn't know he was teaching you. Reflect on the lessons, the examples, and the life you all are sharing.

June is also my mom's birthday month. So Happy



**CAROLINE ZAMORA**

Chair of the Greater Las Cruces Chamber of Commerce Ambassadors

Birthday, mom (Rose Zamora); thank you for being awesome! Maybe that's another lesson dad taught me. Even when you have the spotlight, be sure to thank those who helped get you there (lesson #5).

## Sisbarro Dealerships is a family affair

By LOU SISBARRO

As a family owned and operated auto dealership group, The Sisbarro Dealerships have been serving the automotive sales and service needs of customers from eastern Arizona, across southern New Mexico and into west Texas since 1981.

Now celebrating their 40th year in business, Sisbarro include six dealership locations in Las Cruces and Deming and employs a workforce of more than 160 people.

"This has been a family affair since my wife Pat and I opened Sisbarro Buick-GMC in 1981," said



Lou and Dan Sisbarro

COURTESY PHOTO

Dealer Lou Sisbarro. We've grown tremendously over the years and today my son Dan runs our day-to-day new and used car sales operations and my daughter Nicole manages our business office. It's still very much a family affair."

With more than 150,000 vehicles sold and countless awards for sales and

service excellence, both Lou and Dan remain grounded in customer-focused philosophy.

"Since Dad opened the doors 40 years ago, we have supported the communities that support our business," said Dan Sisbarro. "And that's the way we'll continue as we roll into our next 40 years in business."



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## GLCCC COMMUNITY SPIRIT AWARD

# GLCCC Community Spirit Award



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2021 GLCCC Community Spirit Award presented posthumously to Audrey Hartley, accepted by her husband, John.

## Crisis Triage Center ribbon cutting



Celebration of the opening of the Doña Ana County Triage Center.

COURTESY PHOTO

## Jr. Leadership Graduation



Congratulations to our 2021 Class of JrLLC.

COURTESY PHOTO

# Guiding young leaders at Select Realty Group

By RAUL TELLEZ

Hello, my name is Raul Tellez owner of Select Realty Group. It has been a blessing to serve the real estate needs of so many in Las Cruces. I have had the amazing experience of introducing my son Isaiah Tellez, who is 21 years of age, into the business of real estate for the past year. Working with Isaiah is the best feeling in the world. I have the chance to mentor him in something I am so passionate about. Isaiah is in his 3rd year at New

Mexico State University studying criminal justice and political science. Watching Isaiah interact as an adult in the business world is an experience of itself. As parents we tend to continue to look at our young adults as children and don't allow them to flourish in the business world as adults. I love to sit back and watch him conduct business. It gives me a sense of pride to watch such a young leader be successful in real estate. Isaiah is so determined to succeed that I see his

generation wants instant gratification. This is very understandable in this day and age with social media but I am always reminding him that it is a process and it could take time. Don't get me wrong, when working with the young generation it takes some getting used to. Every generation is different and has a different point of view. Some are good and some not so good. It is our job to guide these young leaders so that every generation improves from the other and prospers.



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