



# Bottom Line

*YOUR Business is OUR Business*

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

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GREATER LAS CRUCES  
CHAMBER OF COMMERCE  
150 E. LOHMAN AVE.  
LAS CRUCES, NM 88001  
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## Remembering the unsung heroes who serve

With the recent tragic and unsettling realities that have made headlines of late, I'm reminded of the unsung heroes in healthcare, first responders, and our military. These are the men and women that show up for work every day and provide us with a peace of mind that is so reliable we run the risk of taking them for granted. The sense of safety, security, and wellness, along with the promise of treatment and recovery or response in emergencies, all exist because of the reliability of these hardworking and brave individuals. Whether we realize it or not, and even when we



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

are too busy to remember, they are there for us. Let's not take those that serve in these industries for granted. I urge and encourage us all to never pass up an opportunity to say thanks to those that

provide these critical services.

In addition to the high level of preserving and protecting and responding that they provide, the wellness we enjoy, and the peace of mind that comes from their services, there's also the important contribution of JOBS. As large employers, the multitude of organizations that make up healthcare, first responders, and our military directly and indirectly provide a huge number of jobs in our community. That translates into, and supports, the economic health of our local economy. The stronger our local economy is, the better

equipped we are to deal with important social issues that need to be addressed.

Let's not wait for holidays like Memorial Day or Veterans Day, or a healthcare or law enforcement/first responder appreciation day or event, or a crisis, or our Chamber of Commerce luncheons or dinners to remember and recognize these dedicated champions. They live among us while they quietly and reliably show up every day to make our communities better. Let's all take some initiative to reach out and let them know how important they are to us.



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*If you are experiencing a medical emergency, call 911.*





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## Chamber Staff

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Cyndi Armijo  
Coordinator of Finance & Special Events



## PRESIDENT OF THE GREATER LAS CRUCES CHAMBER OF COMMERCE

# Being kind can make a difference

Recently I purchased a plaque that simply states, “Kindness Changes Everything.” I hung in my kitchen so I see it every day, several times a day to remind me that in the midst of every situation, being kind can make a tremendous difference in the outcome. Quite often kindness can impact a



Debbi Moore

person in so many unexpected ways. My Mom has been described by many people in one simple phrase, “Your mom was always so kind.” Webster’s Dictionary defines kindness as “Good will; benevolence; that temper or disposition which delights in contributing to the happiness of others, which is exercised cheerfully in gratifying their wishes, supplying their wants or alleviating their distresses and benignity of nature.” Wow, a small word that says so much and a gesture that speaks so loudly!

We live in a world when being kind is certainly not as normal as it was in Mom’s generation. Today, words and actions can be so harsh and it seems sometimes, unfortunately, harshness and bullying has become the new normal. Hearing that little word, “kind,” to describe my Mom brought it all in perspective. She didn’t have to be kind, but she had made a choice many, many years ago to be kind, to show acts of kindness. And, she did so all 99 years of her life.

Be it through empathy, acceptance, kind gestures, thoughtfulness, the possibilities of being kind are endless. It may mean doing nice

things without expecting nice things in return. Kindness goes beyond merely being nice. Being kind is doing voluntary acts of kindness. Not only when it’s easy to be kind, but when it’s hard to be. Kindness is grace. We find ourselves every day realizing that our

opinions, our ideologies differ from one another. However, we can be kind in our responses and interactions with others. Our world today is surrounded by so many influencers in our lives and we have no idea what the person we’re talking to is going through or experiencing. It’s one thing to be taught kindness; it’s another thing to be touched by it. Offer grace, be kind.

Here are just a few thoughts to remember kindness in your life, while inspiring others. First and foremost, be kind to yourself. Show kindness to others. We all learn by watching actions of others. One of the best ways to teach kindness to others is by being intentional about it! Volunteer, give compliments, donate to charity, hold the door for someone; there are so many ways to be an example of kindness. Say thank you. When you see someone being kind or notice it from a family member or friend, make sure to tell them you appreciate what they did. Positive reinforcement helps people want to do more good deeds and reminds people to act with intention. Practice, practice, practice.

As we go about our daily lives,

perhaps my Mom’s simple legacy of kindness should become our “normal.” Be kind to our neighbors; kind to our family; kind to a stranger we pass on the street. Kindness, being kind, is a choice one makes. We either choose to add this trait to our character, or not. It is my belief we learn the gesture “being kind” from watching someone...I know I did.

Kindness is a movement. Creating a cultural of kindness can begin with just one person with a mindset of kindness. All 36,330 days of her life, my Mom was kind. In retrospect, her simple legacy of being kind is a pretty good one, isn’t it? My little sign is right, “kindness changes everything.” With all this said, I encourage all of you to take a moment and think about that simple little word, “KIND” and let’s together make it a priority in our community...after all, we can be #LASCRUCESKIND!

**LAS CRUCES DAY IN SANTA FE**

SAVE THE DATE FOR THE LAS CRUCES DAY IN SANTA FE EVENT WHICH WILL BE HELD FEBRUARY 5, 6, & 7, 2022.

EARLY BIRD REGISTRATION \$125 DEADLINE 10/31/2021

## the bottom line THE LAS CRUCES Bulletin

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## NEW AND RENEWING MEMBERS

### RENEWING MEMBERS

**A New Hope Therapy Center**  
715 E Idaho Ave Ste 2B  
Las Cruces, NM 88001-4701  
575-556-9585  
www.anewhopetc.org  
Anniversary Date: 8/1/2018

**Alzheimer's Association**  
141 Roadrunner Pkwy #133  
Las Cruces, NM 88011-2000  
575-647-3868  
www.alz.org/newmexico  
Anniversary Date: 10/20/2008

**Blue Cross and Blue Shield of New Mexico**  
2001 E. Lohman Ave #110-243  
Las Cruces, NM 88001-3167  
575-532-5752  
www.bcbsnm.com  
Anniversary Date: 6/7/2001

**Cruces Trophy & Awards Center, Inc.**  
1408 E. Idaho  
Las Cruces, NM 88001-4339  
575-522-0426  
www.crucestrophy.com  
Anniversary Date: 7/1/1991

**Farm Bureau Financial Services - Telshor Blvd Branch**  
2220 N. Telshor  
Las Cruces, NM 88011-8227  
575-532-4806  
www.fbfs.com  
Anniversary Date: 8/18/2005

**First Savings Bank**  
2804 N. Telshor Blvd  
Las Cruces, NM 88011-8230  
575-521-7931  
www.firstsavingsbanks.com  
Anniversary Date: 7/14/1995

**KRWG Public Media**  
PO Box 30001 MSC: TV22  
NMSU  
Las Cruces, NM 88003-8001  
575-646-2222  
www.krwg.org  
Anniversary Date: 5/28/1982

**LaSen, Inc.**  
300 N. Telshor Blvd Ste 400  
Las Cruces, NM 88011-8232  
575-522-5110  
www.lasen.com  
Anniversary Date: 8/19/2014

**Lindmark Outdoor Media**  
2104 S. Sunset  
Roswell, NM 88203-2420  
575-526-2660  
www.lindmarkoutdoormedia.com  
Anniversary Date: 7/1/1980

**Mesilla Valley Maze, LLC**  
3855 W Picacho  
Las Cruces, NM 88005  
575-526-1919  
www.mesillavalleymaze.com  
Anniversary Date: 8/29/2003

**Mesilla Valley Public Housing Authority**  
926 S. San Pedro St  
Las Cruces, NM 88001-3637  
575-528-2000  
www.mvpha.org  
Anniversary Date: 7/1/1990

**Metal Craft Company**  
924 W. Picacho  
Las Cruces, NM 88005-2234  
575-524-8653  
www.metalcraftco.com  
Anniversary Date: 8/11/2017

**Olam West Coast, Inc.**  
1650 W. Amador Ave.  
Las Cruces, NM 88005-4002  
575-528-6201  
www.olamgroup.com  
Anniversary Date: 7/19/1972

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

**Southwestern Abstract & Title**  
1125 S. Main Street  
Las Cruces, NM 88005-2977  
575-523-8561  
www.swatlc.com  
Anniversary Date: 10/17/1972

**Sun City Plumbing & Heating**  
560 N 17th Street  
Las Cruces, NM 88005-8151  
575-526-9758  
www.youknowsuncity.com  
Anniversary Date: 6/29/2010

**The Foundation for Las Cruces Museums**  
PO Box 2783  
Las Cruces, NM 88004-2783  
575-405-9945  
www.foundationlcm.com  
Anniversary Date: 8/7/2012

**True Health New Mexico**  
2440 Louisiana Blvd NE,  
Suite 601  
Albuquerque, NM 87110-4390  
505-633-8020  
www.truehealthnewmexico.com  
Anniversary Date: 6/12/2019

**US Army Recruiting Las Cruces**  
3961 E. Lohman Ave  
Las Cruces, NM 88011-8269  
575-524-3514  
www.goarmy.com  
Anniversary Date: 9/1/2019

**Western Stoves & Fireplaces, Inc.**  
1103 E. Lohman Ave.  
Las Cruces, NM 88001-3268  
575-526-5380  
https://www.westernstovesand-fireplaces.com/  
Anniversary Date: 7/1/1996

**Winsupply Las Cruces NM Co.**  
1844 W. Amador Ave, Ste B  
Las Cruces, NM 88005-4009  
575-523-7401  
Anniversary Date: 4/2/2008

### NEW MEMBERS

**Kona Ice**  
1920 Martha Dr.  
Las Cruces, NM 88001  
575-993-4543  
www.kona-ice.com  
Anniversary Date: 8/1/2021

**New Mexico Solar Group**  
4140 Jackie Rd SE  
Albuquerque, NM 87124  
505-415-6172  
www.nmsolargroup.com  
Anniversary Date: 8/1/2021

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