



# Bottom Line

*YOUR Business is OUR Business*

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

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## Apply the ‘Spirit of Santa’ to your life year-round



By **DEBBI MOORE**  
GLCCC CEO/President

The sound of holiday music is beginning to permeate many of our homes and businesses and reminds us that the holidays are right in front of us. The big debate this year, as I’ve witnessed on several Facebook pages and in conversations, is the “when” to decorate. Is it before or after Thanksgiving? Is it totally “taboo” to begin before Halloween? Unfortunately, there are no rules, nor do I believe there should be rules when it comes to decorating for the holidays. Whenever you choose to



COURTESY PHOTO

**Debbi Moore**

decorate your home, remember the “magic” of the season lies year-round within your heart. The lights, bows, trees are a simple reflection of your heart.

And so here we are, close

to the end of the year and the holiday season. We all can find the “Spirit of Santa,” that magical feeling which somehow energizes us and keeps us going. Throughout the years, I’ve been asked many times “why” I collect Santas...well, it’s simple. It is the magic that this bearded, red-suited gentleman brings to the world. For a brief season in time every year, the magic replaces the negativity, pessimism and sadness with positivity, optimism and joy.

We all have the ability to apply these five simple elements of this “magic” to our lives and make a true impact in our community.

**1. Magic of Making a Difference** – There’s something very special of giving to a non-profit during the holiday season. This simple gesture of giving of your time and/or dollars to make a difference in someone’s life mirrors the joy of the season in so many ways. Take a moment to reach out to those organizations that make such a difference in our community. Teaching our children and grandchildren the art of “giving back” makes the holidays a perfect teachable moment.

**2. Magic of Friends and Family** – Although the stress of the holidays can often be

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## PRESIDENT OF THE GREATER LAS CRUCES CHAMBER OF COMMERCE

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overwhelming, the company of friends and family can also calm us. I always enjoy watching the proverbial “happy ending” holiday movies. While real life is not always full of happy endings, I have to say that at least for moments of magic during the holidays, they can be a reality. Whether it’s friends or family or both, connecting with those we love can brighten our lives as much as the tree lights do our homes.

**3. Magic of Food** – The holiday season brings such traditional foods. In New Mexico, these traditions include, but certainly are not limited to, biscochitos, tamales, posole and of course, our own pecan pies. Being raised in Oklahoma, our traditions included chicken and noodles, green bean casserole and cranberry jello salad and Aunt Bill’s Brown Candy (a popular brand in Oklahoma). The highlight of my memories growing up, however, is my aunt’s divinity and fudge. I can still hear the click of the lid on the metal tin where she kept them under layers of wax paper. It’s not so much I remember the tastes of the food, once again, it’s the magic of the moment.

**4. Magic of Shopping** – Shopping

during the holiday season can, depending on its definition, be calming or stressful. For years, my daughter and I would be the first in line at many of the stores at the crack of dawn to catch all those bargains. In retrospect, I don’t remember the bargains, the money we saved or the crowds we encountered. What I do remember is the “magic” of the morning. Spending time with my daughter, laughing as we stood in line or conversing over hot coffee or hot chocolate. Yes, we were often cold as we stood outside, but now, those memories keep me warm. P.S. Always remember to shop local – your investment makes a big difference in our community.

**5. Magic of Laughter** – One thing most lovable about Santa is his “Ho, Ho, Ho” you hear almost constantly whenever you see him. It always makes me smile and laugh myself. In my collection of Santas I have ones that sing, dance and read stories. There are times when I drive my family nuts because I get them all singing, dancing and reading at the same time...and then I find myself laughing. Laugh with someone this holiday season...it’ll make your day.

Be strong. Be kind. Be giving. Be supportive. Be available. All of these

define what “being a community” really is. Our wonderful, special community which, while we often have differences, comes together to overcome. Together we turn every challenge into an opportunity. The key is that we do this... **TOGETHER!**

Am I “over the top” for the holiday, Santa, ribbons, bows and all the colors they bring? You bet I am! The sounds, the sights, the colors...all come together to create the “Magic of the Season.” It’s my tradition that as the season concludes for another year, I keep a Santa out all year, a simple gesture to remind me that the magic of Santa can be year-round, if we only believe. In my version of those famous words, “Yes, my friends, there is a Santa Claus. Enjoy the magic of the season.”

To wrap up this year, I want to take a few moments to thank our chair, Jed Fanning, for his leadership, as we all once again navigated another challenging year. On behalf of the Board of Directors and the Chamber staff, we thank you for your expertise, leadership and professionalism as you’ve lead the Board of Directors and the Chamber through this year. You represent all that’s good, kind and caring in business...Thank you!

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## the bottom line

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SPECIAL SECTIONS COORDINATOR  
Albert Vasquez

DISTRIBUTION  
Teresa Tolonen

ADVERTISING  
Jamila Khalil, manager  
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Austin Tourtillott

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## RIBBON CUTTINGS



COURTESY PHOTOS

Mesilla Valley Pharmacy, 227 S. Main St, celebrated their Grand Opening on Saturday, October 16 with a ribbon cutting to welcome them as a new member to the Greater Las Cruces Chamber of Commerce.



On Monday, November 15, the Greater Las Cruces Chamber of Commerce welcomed Soroptimist International of Las Cruces as a new member.

# Chamber offers meaningful benefits

My name is Mary Iadicicco. My husband Jerry and I moved from New Jersey to Las Cruces. We came to Las Cruces visiting friends whom my husband had worked with. We originally were going to retire but decided to leave family and friends and start a new life because life in New Jersey was very expensive. We loved the people and the culture. Being in the insurance industry for over 30 years my husband thought it was about time that I start my own insurance agency.

In April of 2006, my first week in Las Cruces, as my husband was in New Jersey trying to sell a home, I knew no



COURTESY PHOTO

Mary Iadicicco

one in the business industry. The first thing I did was call the Greater Las Cruces Chamber of Commerce. I had joined the Chamber and the following week, the Chamber came out and did a ribbon cutting. There were many chamber members and Ambassadors that came

out to congratulate me.

I was so impressed with the Ambassadors with their blue jackets and pins that I immediately contacted one of the members that I would like to become one. I was inducted as an Ambassador and that is where my journey begins.

I had joined various committees and became very involved. I started developing relationships by being involved in the Chamber. I spent thousands of dollars on advertising which was good to a point but due to my membership with the Chamber, my business grew.

In the beginning I went to every luncheon, Business After Hours

and as time permitted joined several committees. I am not a forceful person to go up to a person and introduce myself for all my life I was extremely shy. I attended my first business after hours with my blue jacket and my pins and people were coming up to me. I started feeling more confident and was introducing myself with my business cards in my hands. I not only developed business relationships but personal relationships that probably will last a lifetime.

After 15 years, I still attend the events and I am still involved with committees for this is the lifeline of my business as well as getting to-

gether with new and old friends. I could say and will continue to say that the Chamber of Commerce is an organization that will help grow and continue to thrive any business. There are so many resources available from the Chamber. If people want to see their business grow and being recognized by the community, they need to join.

My membership with the Chamber has been such a beautiful experience. I would never have experienced such emotions such as getting involved with events such as Dress A Child. Where else would I experience (before COVID) a big hug from a six-year-old

girl thanking me by helping her shop. The monetary generosity of the community was overwhelming. This little girl with ragged clothes purchased her first new items. The emotion of seeing a veteran, as volunteers handing out fruit and drinks, walking with prosthesis at the Bataan Memorial March for 26 miles was more than I can describe in words. Also, meeting with the Governor at Las Cruces Day in Santa Fe or giving my appreciation to the military from Thanks Team WSMR.

So being part of the Greater Las Cruces of Commerce is like being part of a family.



On Friday, October 15, The Kassondra Saavedra Agency, 400 N. Telshor Blvd Ste. A, celebrated their Grand Opening with a ribbon cutting welcoming them as a member of the Greater Las Cruces Chamber of Commerce.



# Leadership Las Cruces 27th class session day



COURTESY PHOTO

Members of the Leadership Las Cruces class has been learning all about what the region has to offer. One of the activities is they visited Spaceport America to see what is going on to spur private space travel.

The beginning for the day was a little more hectic than normal. I woke up a tiny bit late, on account of me pressing the “stop” button instead of the “snooze” button. I had to rush to get to Home Instead by 7:45. Believe it or not, I actually got there in time so my team and I could get the swag bags ready to go. Thankfully, we got them ready to go before everyone else got there. Just before we loaded up the bus, James was handing out papers for the paper

plane competition on the bus.

Halfway into the bus ride we started the paper plane competition. Everyone did their best and had fun throwing and crashing their planes into Ed most of the time. The people that came out on top were: 3rd place- Alex, 2nd Place Jenn, and 1st Place went to Cory! Finally we get to Spaceport and were told right away by Cory, that we couldn’t take pictures on the premises, or else. I was too scared to ask

what would be the consequences.

We got off of the bus and walked into the high security Spaceport entrance. As we got closer we could smell burgers and hush puppies, oddly enough. As we walked into Gaia, the main lounge, in absolute amazement. Looking around at the exquisite layout and furniture and this super cool light up walkway, which made me feel like Michael Jackson in the Billie Jean music video. If you’re wondering, I

didn’t moonwalk unfortunately. We resumed our tour to the second floor. We got to go into the control room with these extremely long monitors and had a really good speaker who broke down a lot of the equipment in the room. Also the speaker pretty much broke down how the day went whenever they did the first flight with Richard Branson.

We made our way into the hangar and that’s when we actually got to see the spacecraft for the first time and

it was such a sight. We also got to see firsthand what the crew was doing to the vehicle, from cleaning and making any repairs necessary for the next flight. The next thing we got to see was the flight simulator, where I got to be copilot. The simulator was in a dark room behind a massive curtain which was also located in the hanger. As I got up to be copilot I was just amazed at all the buttons and switches, the pilot just switched and pressed everything

with ease while describing what he is doing. Although it was is a simulation, I was still amazed at what all went on and the view of the video game like simulator.

We made our way to the Spaceport tourist area to meet up with speaker, Chris Lopez. That’s where we received our boy/girl scout badges. The gentleman enlightened us on how things work out there on an investor’s

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# Celebrating The Greater Las Cruces Chamber S.T.I.R.



COURTESY PHOTOS

Good Samaritan Society - Las Cruces Village gave us a warm welcome on Thursday, November 18.



New members Len Hampton with the Optimist Club and Andrea Dresser with Counseling Las Cruces, LLC take time out of their busy day to Socialize, Talk, Interact and Relate.



Good Samaritan Society - Las Cruces Village 3025 Terrace Dr., hosted the November S.T.I.R. (Socialize, Talk, Interact and Relate) providing excellent food and entertainment.

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standpoint and how Doña Ana and Sierra counties benefit from the Spaceport. It was fairly intriguing. After that Cory and Brock showed us what exactly a customer would go through on the four-day journey before the two hour flight from Earth to space and back. To say the least it was in-

credible to get a lot of the highlights and details that go on behind the scenes. Ending that half of the day with delicious lunch and some pictures before napping on our way back to Las Cruces.

Getting to Visit Las Cruces, we made our way to the second floor where the board room was located. We got an insightful presentation

from Albert Herrera, about how these major events like the Enchilada Tournament, Gus Macker, so on so forth, bring in people from all over to experience Las Cruces. All of these events bring money for our town to do more events for us locals and non-locals to enjoy.

We walked to Little Toad Creek, and went to back patio to sample

some of the beers that they brew. One of my favorites was the watermelon with jalapeño and most memorable. After we got our samples in we had an informal speech about the art district from Susan Cabello. It was awesome to know that there is a designated area that art is dedicated to. Also that we have our own artists to promote and

showcase instead have having to bring people that are not local.

In closing, Tourism Day was definitely a day to remember and so much to take in. There were far more little and some big things I'm missing out on this "summary." These are the things that stood out to me and I'm sure everyone else. I just wanted to say thank

you to the speakers and organizations for giving us their time. This day was certainly a day to remember, fun, and informative.

**Facilitators:**  
Diana Peru and Rick Altamirano  
**Team:** James Esqueda, Jory Torres, Sylvia Washington and Rachel Martin

## NEW AND RENEWING MEMBERS

### RENEWING MEMBERS

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141 Roadrunner Pkwy, Suite 141  
Las Cruces, NM 88011-2000  
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www.steinborn.com  
Anniversary Date: 1/1/1963

#### Community Foundation of Southern New Mexico

2600 El Paseo Rd.  
Las Cruces, NM 88001-6002  
575-521-4794  
www.cfsnm.org  
Anniversary Date: 12/22/2004

#### Double Eagle Restaurant on The Historic Plaza

2355 Calle de Guadalupe  
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575-523-6700  
www.double-eagle-mesilla.com  
Anniversary Date: 8/21/1997

#### Kemp Smith LLP

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#### Las Cruces Bulletin

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Anniversary Date: 4/21/1983

#### Mesilla Valley Economic Development Alliance

277 E. Amador Ste 304  
Las Cruces, NM 88004-1299  
575-525-2852  
www.mveda.com  
Anniversary Date: 12/1/2008

#### Pioneer Bank

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

#### State Farm Insurance - Kent Byers

3201 S. Main Ste B  
Las Cruces, NM 88005-3797  
575-523-7881  
www.kentbyers.com  
Anniversary Date: 11/5/2013

#### Tharp Farms

6000 N. Valley Dr.  
Las Cruces, NM 88007-6001  
575-524-4935  
Anniversary Date: 11/14/1972

#### Washington Federal - Telshor

1800 S. Telshor Blvd  
Las Cruces, NM 88011-4830  
575-522-2664  
www.washingtonfederal.com  
Anniversary Date: 12/15/2014

### NEW MEMBERS

#### Acosta Medical Clinic

2550 Samaritan Drive  
Las Cruces, NM 88001  
575-449-4549  
AcostaMedicalClinic.com  
Anniversary Date: 10/1/2021

#### Linde Gas & Equipment

550 N Telshor Blvd  
Las Cruces, NM 88011  
575-522-2356  
www.praxairusa.com  
Anniversary Date: 11/2/2021

#### Soroptimist International of Las Cruces

PO Box 714  
Las Cruces, NM 88004  
575-642-3322  
www.silcnm.org  
Anniversary Date: 10/1/2021

#### WK Kellogg Foundation

400 Gold Avenue SW Suite 340  
Albuquerque, NM 87102-3253  
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