



# Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • MAY 2022 • WWW.LASCRUCES.ORG

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CHAMBER OF COMMERCE  
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## New beginnings for graduates

By **DEBBI MOORE**  
GLCCC CEO/President

May traditionally brings spring flowers, which is often interpreted to be the awakening of new beginnings. The month also brings us graduations from high school to college. We watch our loved ones hear their name called, walk across to the stage to a new chapter in their lives.

This year, our family is blessed to have both college and high school graduates. Each of them has persevered through ups and downs to make it to this milestone in their young life, to include navigating COVID. To say we are proud is an understatement. And yet, the grandmother in me wants



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**Debbi Moore**

to shield them and protect them as they begin to find their way in the “real world.”

My reflection on my family members, along with our other graduates, caused to me to think what does one do after the tassel has changed from one side of the mortarboard to the other. Many times we simply walk away and

leave our graduates with the “what will be, will be” scenario or they “will have to live with their own choices.” This is just the beginning. Yes, at this time of their lives the nurturing stages of development are behind them. Perhaps this is the exact time we should evolve into the “mentoring” stage and assure them we are walking the path beside them, no matter their choices; we will be there for them.

Many of our graduates have already written personal stories of agony, defeat, achievement, sorrow, disappointment, happiness...the list could go on and on. Some of them have been through circumstances, along with their families, that are way too much for such a young

age. They have shown by example already in their lives that they can survive, they are resilient.

In a world that is often cruel and indifferent, we can lead and mentor by example while giving our graduates the freedom to write their own story of their lives. Assuring them that, while all of our choices won't be perfect, at the end of the day, how they react is often more important in the scheme of things. I'm reminded of one of my favorite stories from Dr. Seuss, “Oh the places you will go...” Our graduates and these future leaders deserve to go many places, scale the highest mountains, and conquer the lower valleys with us

See GRADUATES | 2



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*Coordinator of Finance, Accounting & IT*



## FROM THE GLCCC CHAIR

# Advocating for education

By **CRAIG BUCHANAN**  
GLCCC Chair

Its time for graduation for many students here in Doña Ana County. NMSU and Doña Ana Community College will celebrate this week and LCPS will join in over the next weeks. The Chamber of Commerce joins with those celebrating the culmination of many years of study to get to this point of graduation. Many graduates will continue on with further education and many will now move into careers, while some will use their new degrees to enhance existing careers or facilitate a career change.

The Chamber of Commerce is a strong advocate for our educational institutions in southern New Mexico. We strongly believe that education is foundational to building and maintaining a solid workforce. In fact, many years ago the Chamber of Commerce was instrumental in the formation of The Bridge of South-



COURTESY PHOTO

**Craig Buchanan, Board Chair**

ern New Mexico as a mechanism to connect the business community and our various educational institutions. The goal of this partnership is to have business and education collaborate to provide the necessary educational options within our community to prepare our students for the variety of career opportunities available in our region, and sometimes beyond. We are truly

fortunate here in Dona Ana County to have not only great public-school districts that offer solid K-12 education, but also excellent pathways for everything from technical/vocational certification through pursuit of doctoral degrees. We have the resources here locally to prepare our community for the ever-changing landscape of career opportunities.

The Chamber is particularly pleased this year to celebrate with Debbi Moore, President and CEO of the Greater Las Cruces Chamber of Commerce, as the 2022 Dona Ana Community College Honorary Degree recipient. This is a wonderful recognition of Debbi's work on behalf of our community, including her unwavering support of education as a foundation of our business community. The Chamber will always be a supporter of education at all levels. Congratulations to all who will be celebrating graduation in May. We wish you all the very best of success!

## GRADUATES from | 1

cheering them on.

To sum up my article, I leave you with three thoughts for our graduates:

1) Be a person of significance. While we are constantly tempted that success and power can be obtained through wealth and fame, in the long run, being a person who exhibits the highest levels of integrity, honesty and ethics is the true defini-

tion of significance.

2) Be the One. Strive to be the person who makes the difference. Remember it only takes a spark to light the fire; and

3) Dare Greatly. It seems I always go back to the words of Theodore Roosevelt, "It's not the critic who counts; not the man who points out how the strong man stumbles...the credit belongs to the man who is actually in the arena...and who at the worst, if he fails, at least fails while

daring greatly..." While we may come out with scarred and bruised, we all should be willing to dare greatly and get in the arena.

Yes, many of us will watch with love, happiness and joy as our graduates hear their name called this graduation season, and my pledge to all of them is that we will be right alongside them as they write the next chapter of their lives because, we are, of course, **LAS CRUCES STRONG!**

the  
**bottom line**  
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**Bulletin**

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## RIBBON CUTTINGS



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On Thursday, March 31st, the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce celebrated the new home for Casa de Peregrinos, 991 W. Amador, with a groundbreaking ceremony. On the shovels are Senator Jeff Steinborn, Representative Nathan Small, Representative Micaela Lara Cadena, LC City Manager Ifo Pili, LC Housing & Neighborhood Service Manager Natalie Green, Diego Santistevan, Huitt-Zollars, Travis Coker, HB Construction, Former Casa Board Member Dick Miernyk, Casa de Peregrinos Executive Director Lorenzo Alba, Casa Board of Directors Chair, Patrick Trainer, Casa de Peregrinos Project Manager Jack Trainer.



COURTESY PHOTO

On Friday, April 1st, the Greater Las Cruces Chamber of Commerce welcomed Sonoma Acupuncture Integrative Health, 141 N. Roadrunner Pkwy Suite 226, with a ribbon cutting. Dr. Janet Quintanilla, Clinical Director, cuts the ribbon while Jenny Carvalho, Clinic Assistant, holds the proclamation.



## RIBBON CUTTINGS



COURTESY PHOTO

On Friday, April 1st, the Greater Las Cruces Chamber of Commerce welcomed OSO Cannabis, 609 E. Amador Ave, with a ribbon cutting. Marisela Hernandez, Manager, cuts the ribbon while Nick Luke, Budtender, holds the proclamation



COURTESY PHOTO

Open Minds LLC, 1401 Don Roser Dr. #E3, celebrated their Grand Opening with a ribbon cutting on Wednesday, April 6th. Tamera Dees, Executive Director, cuts the ribbon while Joanna Kirkpatrick, Clinical Counselor, holds the proclamation.



## RIBBON CUTTINGS



COURTESY PHOTO

On Wednesday, April 13th, Guild Mortgage, 1323 E Lohman Ave Suite 3,4,5, celebrated their Grand Opening with a ribbon cutting. Patricia Lewis, Loan Officer, Shelly Jett McEntire, Loan Officer, and Rick Montoya, Branch Manager, cut the ribbon while Lisa Austin, Processing/Closing Manager, Terri Martinez, Loan Officer, and Brendan Enstrom, Underwriting Manager, hold the proclamation. Also pictured Liz Morris, Processor, Paul Quinlan, Underwriter, Leticia Torres, Processor, Jackie Dodge, Processor and Brenda Bueno, Closer.



COURTESY PHOTO

On Wednesday, April 20th, the Greater Las Cruces Chamber of Commerce welcomed GreenGo NM, 2000 E Lohman Ave. Suite E, with a ribbon cutting. Nora Lancaster, Operator, cuts the ribbon while Bob Lancaster holds the proclamation.



## RIBBON CUTTINGS



COURTESY PHOTO



On Friday, April 21st, the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce celebrated with a ribbon cutting the Grand Opening of Fire Station #3, 390 N Valley Drive. Las Cruces Fire Chief Jason Smith cuts the ribbon while District 4 City Councilor Johana Bencomo and Mayor Pro-Tem Kassandra Gandara hold the proclamations.



COURTESY PHOTO

On Thursday, April 26th, the Greater Las Cruces Chamber of Commerce, the Las Cruces Green Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined together with a joint ribbon cutting to congratulate the Community Foundation of Southern New Mexico, 2640 El Paseo Rd., on the completion of the renovations for their new home. Ammu Devasthali and 2022 Board Chair, Celeste McGuire cut the ribbons while District 2 City Councilor Tessa Abeyta, President/CEO, Terra V. Winter PhD, and Finance, Scholarship and Grants Coordinator, Savannah Zamora hold the proclamations

## RIBBON CUTTINGS



COURTESY PHOTO

On Wednesday, April 13th, the Greater Las Cruces Chamber of Commerce congratulated Mesilla Valley CASA, 2640 El Paseo Rd, on their new home. Representative Doreen Gallegos cuts the ribbon.



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## NEW AND RENEWING MEMBERS

### WELCOME! WE LOVE OUR MEMBER INVESTORS.

Say hello to our new and renewing members for April 2022. Take a few minutes to visit or call these wonderful businesses.

#### NEW MEMBERS

##### Edwards Homes

11450 Rojas Drive #D-15  
El Paso, TX 79936  
915-525-5245  
Anniversary Date: 4/1/2022

##### GreenGo NM, LLC

2000 E Lohman Ave,  
Suite E  
Las Cruces, NM 88001  
575-649-8485  
greengonm.com  
Anniversary Date: 4/1/2022

##### Premier RV & Boat Storage

4545 W. Picacho Ave  
Las Cruces, NM 88007  
575-281-1942  
www.premierstorage  
solutions.com  
Anniversary Date: 4/1/2022

##### Solstice Senior Living Community

151 N. Roadrunner Pkwy  
Las Cruces, NM 88011  
575-522-4219  
www.solsticeseniorliving  
lascruces.com  
Anniversary Date: 4/1/2022

#### RENEWING MEMBERS

##### Adventure Travel & Cruise Center/Vacation.com

2340 Avenida de Mesilla  
Mesilla, NM 88046  
575-521-1400  
www.adventuretravelnm.com  
Anniversary Date: 1/1/1985

##### Allen Theatres, Inc.

1401 Don Roser Dr. Building C  
Las Cruces, NM 88011-4577  
575-524-7933  
www.allentheatresinc.com  
Anniversary Date: 7/1/1996

##### Amador Health Center

999 W. Amador Ave  
Las Cruces, NM 88005-2739  
575-527-5482  
amadorhealth.org  
Anniversary Date: 12/23/2015

##### 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

##### Landmark Real Estate and Investment Inc.

407 E. Lohman Ave.  
Las Cruces, NM 88001-3665  
575-525-8114  
www.investlascruces.com  
Anniversary Date: 2/21/2008

##### Planet Development Design/Build

2380 Sun Valley Lane  
Las Cruces, NM 88007-5569  
575-526-4321  
www.planetdevelopment  
company.com  
Anniversary Date: 9/29/2003

##### Spectrum Reach

1155 Westmoreland Ave,  
Suite 115  
El Paso, TX 79925-5623  
915-881-2212  
www.spectrumreach.com  
Anniversary Date: 7/1/2019

##### U.S. Bank

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



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