

Simple ways to help you find a job

BY H. TAGAN

Maybe you moved to a new city. Maybe you quit your job. Maybe you hate your job. Maybe you got laid off. Maybe you just graduated. Whatever the circumstances, you've found yourself needing a job sooner rather than later.

If you've been paying attention to the news lately, you may have noticed how many people are currently out of work. Thanks to the economic crisis, many people have lost their jobs or have had their hours reduced. You might be one of these people, in which case the following article can help you get a job.

- Regardless of what job you are interviewing for, always dress appropriately. The more professional you look, the more credibility you have. Even if all you are doing is dropping off an application or a resume, dress well without going overboard.

- When applying for a new job do not be shy about

your financial needs. If you know you will only be paid around ten dollars, ask for about fifteen. This will tell your potential employer you feel you deserve more, and you may get lucky and get more than the average salary.

- Ask questions during your interview. While you might look at this interview as them finding out if they want you to work there, you are also in control. You may not want to work with them! Use this time to ask about what the corporate culture is like, what the pay entails, and what opportunities for advancement exist.

- The Internet is a great resource, but you need to search for a job in other places as well. Social networking sites can sometimes help, but the best approach is to research companies of interest, find out if they have any available positions and get your resume out there for people to see.

- Always do your home-



work before going to any job interview. Research the company that you are applying to. Know everything you can about the company and the people who work for it. Any job applicant that knows what the company is about and the company history is going to be held in higher regard than an applicant who does not.

- Recheck your references. It will be bad for an employer to call any of your references and find the information is no longer valid. Call each of your references so that you can ensure their number and location are properly recorded on your resume.

- When you are creating a resume, try to include some of the key words that the job you are applying to is looking for. Sometimes, companies will weed out resumes based on these words, as it is a very easy way to get the call for an interview through your resume.

- When going into an interview, it is just as important to be polite and friendly to the receptionist as it is to be polite to the interviewer. You never know if the interviewer will ask the receptionist how your demeanor was toward them. It will make you look better if the receptionist says you were polite.

- If you are an older job seeker, understand that you do not have to include the dates of your high school and college graduation or dates of courses you may have taken early in your career. Additionally, you do not have to list high school at all if you graduated from college. It is understood that you also have a high school diploma.

- Google yourself to see what type of information comes up for potential employers when they search. If you see something that looks like it could be damaging to you, do everything you can to have it removed. Whether you believe it or not, many employers use Google searches to weed out people they don't want to hire.

- If you want to find a job that you will enjoy, try to remember that it is okay to be frivolous in order to be happy. Would you rather be wealthy and unhappy or would you rather look forward to going to work each day while sticking to

a monthly budget? Money is not the end all, be all. Find something you love to do, build up your skills and move forward in your career.

- Before any interview practice answering questions you may think will pop up. You don't want to be thrown for a loop during an important interview! Write out the ten toughest questions you think they may ask and really craft out good answers. This way you'll be ready with a good answer in case the question is asked.

- Always track purchases if you are self-employed. Keep all receipts as this could be helpful come tax time. Get organized to stay on top of your finances.

Don't let the news reports discourage you. Yes, there are a lot of people out of work, and you may be one of them, but you don't have to be. You can rise from the ranks of the unemployed to get a job. Remember what this article has to offer and good luck job hunting.

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Open house at Spaceport America

Spaceport America is excited to be partnering with the Las Cruces Space Festival to open our doors once again to the public. On April 10, 2022, Spaceport America is hosting a free open house at the Horizontal Launch Area. Home to Virgin Galactic's Gateway to Space building, and the Spaceport America 12,000 ft by 200 ft runway, the public will be given the opportunity to see where New Mexico's first human spaceflight launched and landed. There will be a fly-in of different aircraft, static displays, STEAM experiments, and presentations. The public will also be given the rare opportunity to see inside Virgin Galactic's hangar and view SpaceShipTwo which went to space twice in 2021.

The Las Cruces Space Festival is an annual celebration of space-related activity and interest in southern New Mexico and beyond. The mission is 'Making Space for Everyone.' The festival is free to participate in, and open to all, with the cost of activities, presentations, displays, and exhibits all covered by sponsors. The festival works with many partner organizations across



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the community – ranging from the public schools, local universities and colleges, space industry, arts, and cultural groups, and many others – to provide an event for people of all ages and interests. The aim is to raise awareness and celebrate space-related activity and achievements in the region – past, present, and future – and for people to have fun, learn about new possibilities, and get inspired and excited by the various elements of the festival and associated activities in the region.

The 2022 Las Cruces Space Festival runs April 7-10 in locations across the city and at Spaceport America.

The festival kicks off with a pop-up art exhibit called "Across Space" at the Mesilla Valley Mall. The show will be open throughout the festival and will display original artwork by local artists. Also displayed will be the finalists from the 2022 K-12 Poster Contest that was won by Alice D., a second grader from Sonoma Elementary School. Alice's drawing is featured on the official 2022 Las Cruces Space Festival poster.

The first evening on Thursday, April 7, 2022, from 5.30pm at the Mesilla Valley Mall includes a career night aimed at helping people of all ages to navigate pathways into aerospace. From education options to open opportunities at aerospace companies in this region, this event is aimed at "making contact" with the industry.

On Friday, April 8th, astronomy will be celebrated with a stargazing event sponsored by Celestron (Venue TBC) from 7.30-9pm with a space trivia night from 5.30-7.30pm. The top trivia team will have the chance to win

a Celestron telescope! A raffle will also run throughout the festival with the grand prize being a StarSense Explorer DX 130AZ telescope, valued at \$479.95.

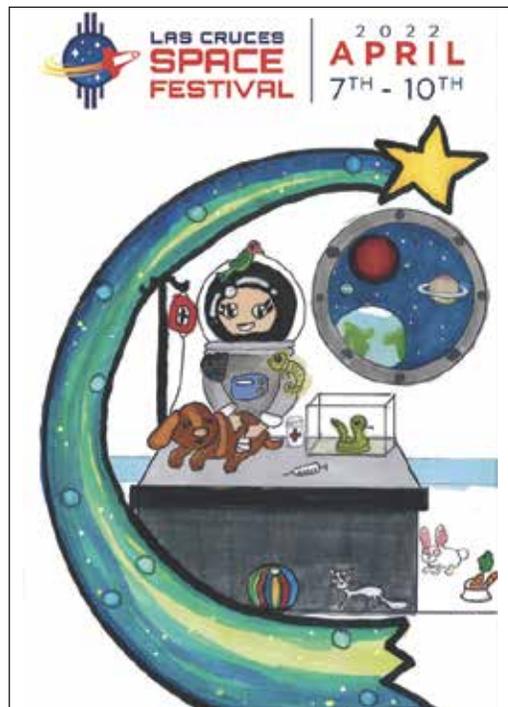
On Saturday, April 9 STEAM activities will be held on the Plaza de Las Cruces from 9am to noon aimed at engaging all ages and interests in space science. The Challenger Learning Center of Las Cruces will be running two missions to Mars at 11am and 3pm.

Free sci-fi movies will be running at the Rio Grande Theater every night at 7pm sponsored by Moon Cheese. Movie goers will all receive a free sample of Moon Cheese. The lineup includes Gravity on April 7, Interstellar on April 8, Space Camp as the matinee movie at 1pm on April 9, and 2001: A Space Odyssey as the evening movie at 7pm on April 9.

Southern New Mexico shares a rich history with space exploration, from the early developments by Robert Goddard in the 1930s, to the rocket launches from 1946 onwards at White Sands Missile Range. This history is explored in the Ranches to Rockets exhibit at the Farm and Ranch Museum running throughout the festival.

The Las Cruces Space Festival is about celebrating history, showcasing the work that is going on in this region, the talent we have in the state of New Mexico, and inspiring the next generation with the possibilities of the future.

Spaceport America's Open House runs from 10am until 2pm. The Spaceport's parking area is limited to 400 vehicles, and we will require advanced signups for security purposes. RSVPs in advance are open at LCSpaceFestival.com.



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FROM OUR U.S. SENATOR

The outdoors are for everyone

BY U.S. SENATOR MARTIN HEINRICH

In February, I joined students in the fifth grade class from Doña Ana Elementary School for a morning hike through the historic Doña Ana Village. I welcomed the opportunity to hear from kids why they love getting outdoors. I also learned more about how the Doña Ana Village Association is using a new grant from New Mexico's State Outdoor Equity Fund to plan a new hiking trail, outdoor park, and community gathering space in the village.

Outdoor opportunities should be accessible to every single American regardless of zip code, the size of your bank account, or the color of your skin. Making that a reality requires addressing specific barriers and providing dedicated

resources. I'm proud of the leadership that New Mexico has shown by creating the first-of-its-kind Outdoor Equity Fund to help community-driven programs that create new outdoor spaces and take kids from underserved communities on life changing outdoor adventures.

From my days as an outdoor educator and outfitter guide to trips on public lands with my own sons, I've seen time and again how getting outside can change a child's whole world. It can inspire a lifetime commitment to conservation and build a real connection to place—a connection that is missing



SEN. HEINRICH

all too often in our modern and digital world.

Getting outside also encourages kids to pursue the physical and mental health benefits that come from an active lifestyle.

We are incredibly lucky as New Mexicans to have beautiful public lands like the Organ Mountains and the Doña Ana Mountains surrounding our communities. Over the years, I have been honored to work in close partnership with local community leaders to protect many of these treasured landscapes as part of the Organ Mountains-Desert Peaks National Monument. Just last year, I welcomed a new expanded hiking ac-

cess route into Achenbach Canyon in the National Monument, which will be made possible by the Land and Water Conservation Fund.

I also want to be sure that all of our kids in New Mexico have access to great neighborhood parks, where they can explore, learn, and play with their friends. That's why I worked so hard to pass the bipartisan Great American Outdoors Act that is delivering historic levels of federal resources through the Land and Water Conservation Fund to repair our national parks and monuments and help

local communities like the Village of Doña Ana improve their public parks and outdoor spaces.

Finally, I am working closely with an inspiring national group of Black, Latino, Native, and other leaders of color in the Outdoor F.U.T.U.R.E. Initiative to draft national outdoor equity legislation modeled on the great work we are doing here in New Mexico. Our bill will help address barriers in access to our public lands and provide new opportunities for kids from underserved communities to engage in outdoor recreation and education

experiences.

Our public lands and waters sustain our way of life in New Mexico. They are the places we return to year after year to make new memories with our friends and families. Outdoor recreation activities are critical economic drivers in communities all across our state and a fundamental part of who we are as New Mexicans.

I am committed to doing all I can to make sure that our parks and public lands in the Land of Enchantment live up to their full promise as the places that we all own and love.



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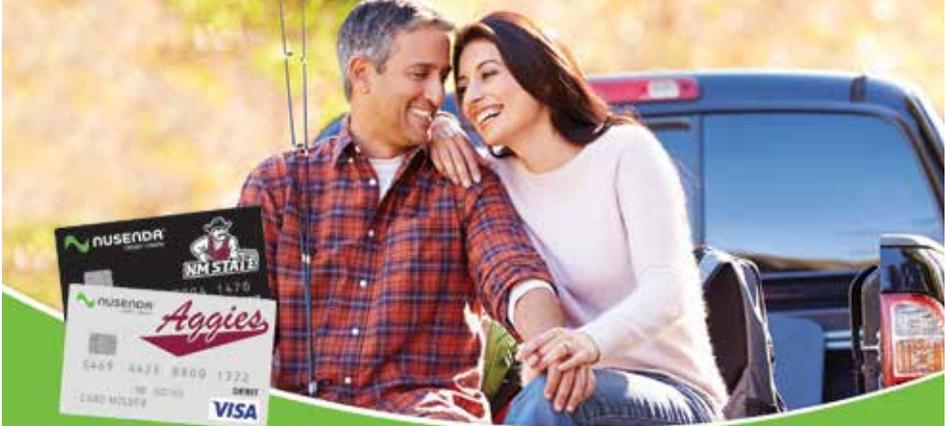
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Doña Ana group hopes to improve life in historic village

The Doña Ana Village Association (DAVA) was founded in 2021 as a result of several community conversations which demonstrated a serious need for community organizing and representation. The Village of Doña Ana is the oldest federally designated Colonia in southern New Mexico and the only US community where a national historic trail runs down the village center. Yet, by definition, Colonias are unincorporated communities that lack basic services such as water infrastructure, housing, or sanitation. Doña Ana's representation is limited to legislators and county commissioners who are tasked with representing large districts and since it isn't feasible to incorporate, it cannot qualify for federal or most state grants. Even still, for over two centuries, the community of Doña Ana has been a place of kindness and humility.

Since its incorporation, DAVA has become the primary organization working on behalf of the Village of Doña Ana's needs and crafting a model for other New Mexico Colonias to be better represented. Today, DAVA is a community driven, grassroots effort to represent the needs of and advocate for resources for the historic colonia of Doña Ana. DAVA organizes youth activities and programming through its Outdoor Equity Fund Grant, meets with state and local leaders in all industries to bring attention and resources to the village, and helps with Village specific issues by raising money or attention to address them. To date, DAVA has hosted nature walks, Luminaria Learning, and Youth-focused events in the community to raise awareness of the lack of youth engagement in the rural village. DAVA plans to host mobile museum exhibits in the County's cultural center in the village and has already helped organize millions in infrastructure investment. Our board is majority women of color, and proudly boosts youth, queer, and diverse age representation. The Legend of Ana is that she was known for her kindness, Charity, and agricultural prowess. In that spirit, we always organize sustainably with kindness, and with great respect for the Earth.

How you can get involved:

Community Clothes closet every other Wednesday from 12-4p.m. at 135 Joe Gutierrez St., 88007 - starting 2/16
Spring Fiesta and Resource market 4/9/2022 from 10 am to 4 pm - all welcome.

Check [facebook.com/donaanavillage](https://www.facebook.com/donaanavillage) for more info

Contact:

Donaanavillageassociation@gmail.com

T: 575-448-1250

Facebook: www.facebook.com/DonaAnaVillage

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The Dona Ana Village Association is seeking donations of clothes, volunteers and community involvement.

Passport to financial success

Have you ever wanted to learn how to create a budget and stick to it? Do you want to learn how to improve your credit score? Do you know how to access your credit score?

If any of these questions have ever crossed your mind, then the Passport to Financial Success program might be just for you! This 6-part financial literacy program will provide the basics of finances and help you become financially savvy.

The United Way of Southwest New Mexico and City of Las Cruces Economic Development Department have partnered to create a financial literacy program. This program focuses on the following topics: Budget/Income Expenses, Savings/Financial Plan, Managing Debt and Predatory Lending, Understanding Credit, Credit Reports and Scores, Credit Repair/Identity Theft.

Participants are encouraged to attend all 6 sessions, during a 3-month span. During the course of the program, participants must save at least \$150 and provide proof of their savings to receive the matching funds of \$300 which is provided by the United Way of Southwest New Mexico and the City of Las Cruces. Participants who successfully save and attend each session will receive the matching funds and a Certificate of Completion.



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Pictured are January's graduates. The graduates are accompanied by Manny Morales, course instructor- Central Loan Company, LLC; City of Las Cruces Manager Ifo Pili; Francisco Pallares, deputy director economic development - City of Las Cruces; and Amanda Morales, chief executive officer of the United Way of Southwest New Mexico.



**AMANDA
MORALES**

The program is offered on a first-come first-serve basis since we can only allow 15 individuals per English/Spanish class. By capping the sessions at 15 participants, this allows for the presenters to interact with a small group and allow for

specific/personal questions to be asked and answered.

Individuals who are unable to join the current cohort will be put on a waiting list and will be reached out to when the next cohort begins.

An intake form is utilized to determine who will qualify for the program. The intake form will focus on questions related to income so that participants are from the low-to-moderate income level.

In January of this year, more than a dozen people graduated from the second cohort of the Passport to Financial Success program after completing their three

months of coursework.

United Way of Southwest New Mexico and the City of Las Cruces are planning for the next session to begin March 8 (in English) and March 9 (in Spanish) and are encouraging low-income individuals to apply for the program.

Classes will take place every other week and are available in English (Tuesdays) and in Spanish (Wednesdays) from March through May 2022.

For more information, contact Amanda Morales at the United Way of Southwest New Mexico at 575-524-7561, or send an email to impact@uwswnm.org.

**PASSPORT TO
FINANCIAL
SUCCESS**



**United Way of
Southwest New Mexico**

LCHBA 5th Annual Casa for a Cause Groundbreaking Ceremony

On Thursday, February 17th, 2022, at 7025 Canyon View Lane, in Las Cruces the Board of Directors and Members of the LCHBA celebrated a very special Groundbreaking Ceremony. Celebrating their 5th Annual Casa for a Cause, formerly known as the Anniversary House, built by JMS Construction.

Upon our founding in 1959, the Las Cruces Home Builders Association began a long relationship with the City of Las Cruces and Doña Ana County and have worked hard to better our community.

In 2014 to commemorate the Las Cruces Home Builders Associations 55th Anniversary, Hakes Brothers and members of the LCHBA built and sold a home which allowed us to give back \$64,000 to our community, following the Hakes Brothers home other Las Cruces builders fell in love with this project and in 2015 Veloz Homes Anniversary House gave back \$82,000, in 2017, the Anniversary House built by Arista Development gave back \$74,000 and the last home built by Desert View Homes in 2019, raised \$125,000. In total, members of the LCHBA have given back a total of \$345,000 to our community and started a Las Cruces Home Builders Association Aggie Builder Endowed Scholarship at NMSU.

The LCHBA appreciated the large attendance at their ceremony that will once again give back to our community, with a goal of \$63,000, with the hard work of Jon Strain and his team at JMS Construction and members of the LCHBA. Light refreshments were served on sight after the ceremony.

The Las Cruces Home Builders Association supports its members and the building industry throughout the Mesilla Valley. Our mission is to provide educational opportunities, advocate for regulations that benefit a strong housing market, and ensure members are provided the resources necessary to continue improving the quality of life in our community. If you have any questions, please feel free to contact Nicole Black, Executive Director, Las Cruces Home Builders Association at 575.993.9288 or at nicole@lchba.com.

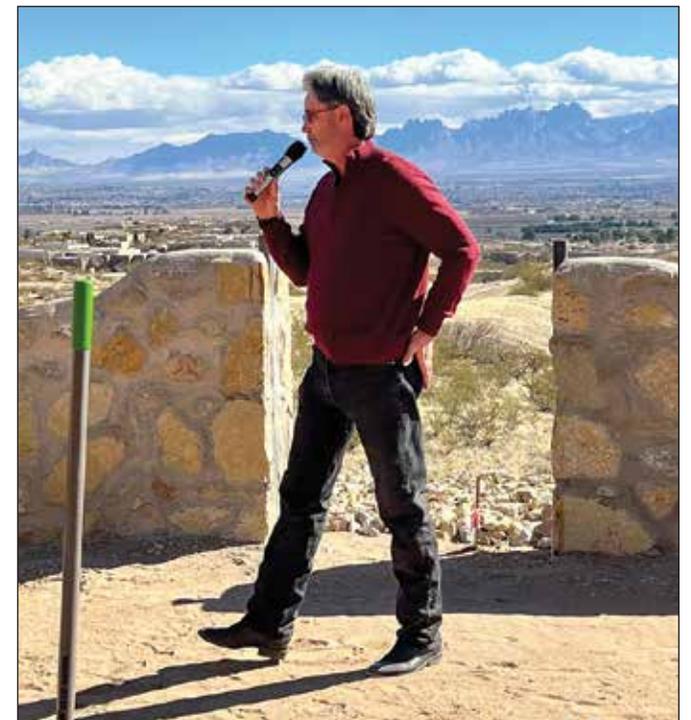


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Celebrating Las Cruces Home Builders Associations 5th Annual Casa for a Cause Ground Breaking as both Chambers view from behind.



DAC Manager Fernando Macias address the crowd with LCHBA, Executive, Nicole Black.



Richard Coltharp, Las Cruces Bulletin, addresses the attendees at the Ground Breaking.

5 Steps to build a winning social media strategy

What is Social Media Strategy?

Social media strategy is the communication plan of your brand to achieve your commercial objectives. These are the highest social media marketing objectives to assist your company achieve new levels. You must target the correct social media platform to reach the target demographic for an efficient social media strategy. It also enables you to learn what the content and wants of your audience are.

Why is Social Media Marketing Strategy so important?

The brands must be on their heads with rapid replies to social media. One bad comment or negative tweet on social media can ruin your brands reputation.

In order to avoid such a circumstance, social media strategy keeps the brand up to the task and leaves no excuse to any kind of complaint from customers.

A good social media strategy can sometimes save a brand.

Steps to create social media strategy

1) Know your purpose

Before creating a campaign or developing a social media strategy, consider what you want your brand to gain from it.

- Is it to push sales?
- Is it to generate new leads?
- Is it to gain more followers?
- Generate traffic to your website?

Assume you wish to expand your website's footprints through social media. What are your plans? The solution is to direct users or clients to your website via your social media networks. You can accomplish this by holding a social media contest that directs participants to the website, or by informing the public about discounts and offers that can only be redeemed on the website.

This method enhanced the brand's contact with its followers on social media while also driving sales to the website.

2) Know your target audience

Use the Value, Attitudes, and Lifestyle model to determine what type of audience is best suited to your product category. It assists you in knowing the primary motivation of consumers behind purchasing things. Along with analyzing consumer behavior, it also helps to understand consumer demographics such as age, income, gender, social position, and so on.

You may simply beat the competition if you understand the behavior of your target audience. You can learn the following through research on your target audience:

- Which customers are you missing on?
- Which social media platforms do they use?
- Can they become your target audience?
- Create a social media strategy to redirect your

competitors' audience to your brand.

3) Know your Social media audience

Assume you are a company that sells agarbattis. Your primary target audience is in their 30s and up, and Facebook is the main platform for promotion. When determining your target audience, you must also determine which social media platforms they use and why.

Furthermore, not all content is appropriate for all platforms. For example, suppose you sell a product that requires a lot of instructions. You can't promote the brand on Twitter because of the character constraint of 250. Email marketing or Facebook is best to keep the viewer's interest for such information.

Short and transient content can be posted using Instagram's 24hr story function. Also, because people's attention spans on Instagram are extremely short, content must be quick and unusual in order to be memorable.

Other than this, you should also have to see:

- Which platform provides the most number of conversion rates or clicks?
- Analyze your competitors and check which platform they are using?
- Use the right social media platform to make your content memorable.

4) Relevant Content

If you publish outdated content with your audience, they will be utterly

unaware of the brand or will be disinterested in it. You must stay current with trends and incorporate them into your material.

5. Execution & Evaluation

Keep an eye on your social media plan at all times when

it's being implemented.

1. Check out for loopholes.
2. See whether any rectification can be made in the middle of ongoing campaign?
3. Which platform gets the most attention?
4. What content does the

audience like?

5. Is there any negative feedback?
6. Create & curate engaging content.

We hope that this will assist you to develop your own innovative social media strategy.

An evening with

Chris Botti



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