



Bottom Line

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

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GREATER LAS CRUCES
CHAMBER OF COMMERCE
150 E. LOHMAN AVE.
LAS CRUCES, NM 88001
575-524-1968
WWW.LASCRUCES.ORG

Celebrating Barbara Hubbard

By **CRAIG BUCHANAN**
GLCCC Board Chair

There will be a benefit celebration later this month for Barbara Hubbard's 95th birthday. What a great way to celebrate someone who has done so much for the Las Cruces community.



Craig Buchanan

I have been fortunate to get to know Barbara Hubbard during my years here in Las Cruces. Barbara is well known and respected throughout the entertainment industry nationwide – just take a look at the entertainers involved in putting on her birthday benefit. Probably less well-known is the passion that she has for the work that she does for the ACTS program through NMSU. Barbara is extremely passionate about her stu-

dents and teaching them how to succeed in the industry that she knows so well. Her focus for the work that she does is to leave a legacy of training the next generation of leaders in her industry. From the profits of her shows, she has funded scholarships and endowments to benefit students. Additionally, she maintains direct involvement in the training process by continuing to teach courses in entertainment management. Barbara's focus is certainly to create entertainment for our community. But the bigger purpose is to use the platform of her work to create the lasting impact of educating students for the ability to have a meaningful career in a viable industry.

Thousands of people in our region have benefited from the work that she has done to bring quality entertainment to our area. The shows that Barbara has promoted have not only provided high quality entertainment for our region, but they are a significant benefit to the local economy. Sig-



COURTESY PHOTO

Barbara Hubbard

nificant numbers of attendees at the concerts and events come to Las Cruces to enjoy these shows and spend money in our community because of Barbara's work. The shows are great, businesses are supported and our students are being educated. Thank you Barbara for all that you have done for Las Cruces and Southern New Mexico.

RELIEF FROM JOINT PAIN STARTS HERE.

If joint pain or stiffness is keeping you from doing the things you love, we can help you get back to your active life. MountainView Regional Medical Center is the only hospital in Las Cruces to offer a full range of services for joint pain relief, including advanced robotic-assisted knee and hip replacements. To find out more about treatment options that may be right for you, attend one of our free joint pain seminars.

Learn more about joint pain treatment options at MyMountainViewOrtho.com.

Before you decide on surgery, discuss treatment options with your doctor. Understanding the risks and benefits of each treatment can help you make the best decision for your individual situation. Patient results may vary. Consult with a physician about the benefits and risks of any surgical procedure or treatment.





Board Members

Chair	Craig Buchanan <i>US Bank</i>
Chair Elect	Jason Lazich <i>Virgin Galactic</i>
Secretary/Treasurer	Jerry Harrell <i>Double Eagle</i>
Immediate Past Chair	Jed Fanning <i>Citizens Bank</i>
Vice Chair	
Grow your Business Sector	Brandy Darden <i>Western Heritage Bank</i>
Vice Chair	
Building Community Sector	Heather Salopek <i>Legacy Pecans</i>
Vice Chair	
Investor Services Sector	Stephanie Guadian <i>Electronic Caregiver</i>
Vice Chair	
Public Policy Sector	Richard Haas <i>Desert Peaks Architect</i>
Director	Janet Acosta <i>Haciendas at Grace Village</i>
Director	Joe Bullington <i>Jacobs Technology Inc.</i>
Director	Matt Conrad <i>MountainView Regional Medical Center</i>
Director	Rico Gonzales <i>El Paso Electric</i>
Director	John Harris <i>Memorial Medical Center</i>
Director	Kevin Horner <i>PTS Office Systems, Inc.</i>
Director	Courage Idemudia <i>Wells Fargo</i>
Director	Royal Jones <i>MVT Services, Inc.</i>
Director	Dr. Michael Law <i>Warren & Law Dental</i>
Director	Michael Lutz <i>American Linen Supply of NM</i>
Director	Scott McLaughlin <i>Spaceport America</i>
Director	Barbara Torres <i>Nothing Bundt Cakes</i>
Director	Monica Torres <i>Doña Ana Community College</i>
Director	Mike Tourtillott <i>Sisbarro Volkswagen</i>
Director	George Vescovo <i>Viva Toyota of Las Cruces</i>

Chamber Staff

Debbi Moore
President & CEO

Cyndi Armijo
Director of operations

Madison Honeycutt
Executive Assistant



2022 CHAMBER CHOICE AWARDS



COURTESY PHOTOS

Chamber of Commerce Coordinator of Finance, Accounting & IT, Cyndi Armijo, is recognized for 10 years of service.



Acosta Medical Group accepts the award for Emerging Business of the Year.



The Community Foundation of Southern New Mexico accepts the award for Nonprofit organization of the year.



The chamber recognized outgoing board members Jake Redfearn and Sabrina Martin (both former chairs) and Richard Coltharp.

the
bottom line
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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2022 CHAMBER CHOICE AWARDS



Chad Getz and his nephew Tristyn accept the Chamber's Small Business of the Year award, flanked by current and immediate past board chair, Craig Buchanan and Jed Fanning.



Caroline Zamora of Aprendamos accepts the Presidents' Award for her volunteer work for the Chamber of Commerce.

RIBBON CUTTINGS



On Friday, Sept. 9, the Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce celebrated the grand reopening for Walmart, 571 Walton. Angelica Rigales, academy coach, and Maloree Clark, academy coach, hold the proclamations while Tobias Flores, store manager, cuts the ribbons.



On Friday, Sept. 9, Willow & Blaine, 118 N. Mesquite, celebrated their one-year anniversary with the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce. Samuel Parsons, chef, and Tyrell Thacker, owner, hold the proclamations while Ayana Parson, events and catering Manager, Arianna Parsons and Thomas, owners, cut the ribbons.



On Wednesday, Sept. 14, the Greater Las Cruces Chamber of Commerce congratulated Mesilla Park Elementary, 955 W. Union Ave., on becoming a community school. Students from Mesilla Park Elementary cut the ribbon.

COURTESY PHOTOS

NEW AND RENEWING MEMBERS

WELCOME! WE LOVE OUR MEMBER INVESTORS.

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

NEW MEMBERS

Academy for Learning in Retirement (ALR)
3400 Espina St
Las Cruces, NM 88003
575-527-7500
dacc.nmsu.edu/alr/
Anniversary Date: 8/1/2022

Crandall Fitness
140 West Picacho Avenue,
Suite A
Las Cruces, NM 88005-1825
575-323-4355
www.crandallfitness.com
Anniversary Date: 9/1/2022

Hamilton Roofing Co.
918 N. Main
Carlsbad, NM 88220
575-885-6676
www.hamiltonroofingcompany.com
Anniversary Date: 9/1/2022

Humana MarketPoint
1188 N. Yarbrough Drive Ste 0
El Paso, TX 79925
915-577-4166
www.humana.com
Anniversary Date: 9/1/2022

Las Cruces International Mariachi Conference
PO Box 938
Las Cruces, NM 88004
575-525-1735
www.lascrucesmariachi.org
Anniversary Date: 8/1/2022

Roadrunner Food Bank
505 S. Main St., Suite 149 A
Las Cruces, NM 88001
575-523-4390
www.rafb.org
Anniversary Date: 9/1/2022

Sierra Lobo, Inc.
12600 NASA Rd. Building 101
Las Cruces, NM 88012
575-524-5277
www.sierralobo.com
Anniversary Date: 10/1/2022

Willow & Blaine
118 N. Mesquite
Las Cruces, NM 88001
575-405-9444
www.willowandblainelc.com
Anniversary Date: 9/1/2022

RENEWING MEMBERS

American Red Cross
2121 Osuna Rd. NE
Albuquerque, NM 87113-1001
505-265-8514
www.redcross.org/local/az-nm.html
Anniversary Date: 10/12/2016

Casas de Soledad
3901 Sonoma Springs Ave.
Las Cruces, NM 88011-7105
575-522-7722
www.casasdesoledadadapt.com
Anniversary Date: 6/1/2019

Double Eagle Restaurant On The Historic Plaza
2355 Calle de Guadalupe
Mesilla, NM 88046
575-523-6700
www.double-eagle-mesilla.com
Anniversary Date: 8/21/1997

High Desert Hospice
1155 S. Telshor Suite #306
Las Cruces, NM 88011-4788
575-993-2644
www.hdhcare.com
Anniversary Date: 10/1/2018

Lamar Outdoor Advertising
2510 W. Amador Ave
Las Cruces, NM 88005-4033
915-253-9140
www.lamar.com/newmexico
Anniversary Date: 9/1/2021

L-E Electric, Inc.
4558 Gerald Dr.
Las Cruces, NM 88007-5312
575-526-8483
www.le-electric.com
Anniversary Date: 6/11/2009

Mann Mortgage
570 N. Telshor Blvd
Las Cruces, NM 88011-8223
575-323-8090
lascruces.mannmortgage.com
Anniversary Date: 8/1/2019

Mary Beth Reinhart
Las Cruces, NM 88011-7622
Anniversary Date: 8/9/2005

N2 Publishing
221 Main Street
Las Cruces, Ne 88001-1274
575-654-5622
www.n2pub.com
Anniversary Date: 8/1/2018

New Mexico Solar Group
4140 Jackie Rd SE
Albuquerque, NM 87124-6624
505-415-6172
www.nmsolargroup.com
Anniversary Date: 8/1/2021

Salud! de Mesilla
1800 Avenida de Mesilla
Suite B
Las Cruces, NM 88005-3920
575-323-3548
www.saludmesilla.com
Anniversary Date: 7/6/2016

The Heritage Assisted Living
854 Lettuce Lane
Las Cruces, NM 88001-8808
575-525-9215
www.heritage-lc.com
Anniversary Date: 9/1/2019



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