



# Bottom Line

*YOUR Business is OUR Business*

GREATER LAS CRUCES CHAMBER OF COMMERCE • JANUARY 2023 • WWW.LASCRCES.ORG

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CHAMBER OF COMMERCE  
150 E. LOHMAN AVE.  
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## FROM THE AMBASSADOR CHAIR

### From accomplishments to opportunities

BY LYND SAY MARTIN  
2023 Ambassador Chair

Happy New Year! The new year is always an exciting time for me. I love to look back and reflect on everything from the past year and remind myself of all of the good things and accomplishments that took place. I also look ahead and look forward to all of the opportunities that come with a new year. That being said, I am thrilled to be the Chair for the Ambassadors for 2023/2024! I have been an Ambassador since 2013 and I am so excited to be the Chair of a group that has taught me so much over the past years. I have gained business relationships, friendships, volunteer opportunities and a plethora of knowledge about our community.

2023 is looking to be a busy year for the Ambassadors. We will be heading up to Santa Fe Jan. 28-30 for Las Cruces Day in Santa Fe, an event that we haven't had since January of 2020. The committee has been putting in a lot of time and effort to make this year's Las Cruces Day in Santa Fe a success. I look forward to all that is to come for the Ambassadors this year.

In closing, I would like to give a shout-out and huge



thank you to the 2023 Ambassador Executive Council, I look forward to working with all of you! This year's council (pictured above, l-r) is: Caroline Zamora, Chief Deputy County Clerk, Doña Ana County; Darlene K. Stalder, Pioneer Bank; Tyler Overberger, Adams Radio; Lyndsay Martin, Ambassador Chair, Holiday Inn Express North; Sylvia Lauer, Doña Ana Title; Brandi Selby, American Document Services; Lensi Shakra, Adams Radio; and Shawn Martin, SMART Appraisal.

## Leadership class takes part in Government Day

The 30th annual Greater Las Cruces Chamber of Commerce Leadership Las Cruces class took part on Government Day Dec. 16, touring and hearing from city, county and federal government departments.

Five class members spent three months planning a full day of tours and opportunities to speak with various representatives of local government. The day started with a visit to

the U.S. District Court for the District of New Mexico – the large bronze building located on Church Street in downtown Las Cruces.

Most of the class members had never stepped foot inside the federal courthouse, though everyone shared in their curiosity. Senior U.S. District Judge Robert Brack led the group through the history of the courthouse and its various functions. Representa-

tives from the clerk's office, probation and pretrial services, federal public defender's office and the U.S. Marshals Service were also present during the initial panel of speakers.

Judge Brack next took the class on a tour of the building, including the Tortugas Courtroom, an inmate holding cell and through the offices of the various district and magistrate judges. All the while, he pointed out

significant donated and commissioned artworks on display.

The class was soon back on the bus heading for The Amador, down the street. There, they met with Doña Ana County Clerk Amanda López Askin, City of Las Cruces Chief Administrative Officer Barbara DeLeon and Retired Special Agent in Charge Robert



## Board Members

2023 Chair	Jason Lazich <i>Virgin Galactic</i>
2024 Chair	Dr. Michael Law <i>Warren &amp; Law Dental</i>
2022 Chair	Craig Buchanan <i>U.S. Bank</i>
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Director	Scott McLaughlin <i>Spaceport America</i>
Director	Kevin Merhege <i>WestStar Bank</i>
Director	Monica Torres <i>Doña Ana Community College</i>
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## Chamber Staff

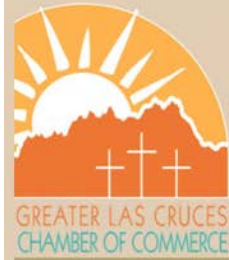
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## LEGISLATIVE SEND OFF LUNCHEON



In The Know Luncheon

# LEGISLATIVE SEND OFF

WEDNESDAY, JANUARY 11

REGISTRATION BEGINS AT 11:15 AM  
PROGRAM TO BEGIN AT 12:00 PM  
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## LEADERSHIP from | 1

Selby of the Federal Air Marshal Service.

Each speaker briefly discussed their roles within the government and described their leadership styles – what they value and who they look to for mentoring. López Askin also gave an overview of how the 2022 general election went from her perspective, and DeLeon discussed the forethought that goes into growth and planning at the city's level.

Next up was the Doña Ana County Office of Emergency Management. Emergency Manager Stephen Lopez gave the class a brief presentation in preparation of dealing with emergencies. These situations included flooding, earthquakes, wildfires and the Covid-19 pandemic.

The leadership class' last stop was Las Cruces City Hall. Members met with Mayor Ken Miyagishima in city council chambers and heard him speak of his career as mayor, his accomplishments and several hot topics, including homelessness, crime and immigration. Business owners make up a large part of the class and many had concerns with what they saw as an uptick in crime this year.

the  
**bottom line**  
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150 E. Lohman Ave. • Las Cruces, NM 88001 • 575-524-1968 • www.lascruces.org

## RIBBON CUTTINGS



The Greater Las Cruces Chamber of Commerce celebrated the newest model home at Hakes Brothers new subdivision, Sonoma Ranch 5, 4342 Sage Springs Dr, with a ribbon cutting on Saturday, Dec. 17. Pedro Lujan, Project Manager, cuts the ribbon while Dani Alvarado, New Home Sales Professional, Rio Grande Division, holds the proclamation.



On Saturday, Dec. 10, the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce held a ribbon cutting to congratulate Action Program for Animals, 537 N. Solano Dr., on their grand opening of their new location. Michel Meunier, APA Founder and Executive Director, and Doña Ana County Clerk Amanda López Askin, APA Board Chair, hold the ribbons while Nora Insurriaga, APA Adoption Center Manager, cuts the ribbons.



On Saturday, Dec. 17, Zia Feed & Supply, 1836 W. Amador Ave Suite A, held their grand opening with a ribbon cutting. Breana Mora, Manager, held the ribbon while Eugene and Michelle Mora, Owners, cut the ribbon.



Fourtenty Collections, 2215 S. Main St. Suite A, celebrated their grand opening with a ribbon cutting on Saturday, Dec. 17. Parisa Mansouri-Rad, President, and Marvina Thomas, Owner, were joined by friends and family for their celebration.

COURTESY PHOTOS

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