



Bottom Line

YOUR Business is OUR Business

GREATER LAS CRUCES CHAMBER OF COMMERCE • MARCH 2023 • WWW.LASCRUCES.ORG

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CHAMBER OF COMMERCE
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Consistency is key for business

By **DEBBI MOORE**
GLCCC CEO/President

Recently, I ran across a saying from John Maxwell, “CONSISTENCY...It doesn’t matter how talented you are. It doesn’t matter how many opportunities you receive. If you want to grow, consistency is key.” Just thinking over coffee, this little saying got me thinking just what is consistency and how it applies to business and, in particular, to leadership.

As defined by Webster’s dictionary, consistency is “(1) the firmness of constitution or character and 2) agreement or harmony of parts or features to one another or a whole.” The most amazing thing about consistency and growth is just that – one doesn’t have to be stagnant and the same to be consistent.

In business, being consistent is one of the most overlooked attributes of growing a successful business. The consistency you give to both employees and customers will enable growth to happen in a quality, quantified and realistic pathway. There are three key areas of consistency in a business:

1) Employee Relationships – Making certain there is consistency in the processes and procedures employees follow each day. However, just because you are consistent, doesn’t mean flexibility and creativity cannot be a part of your growth pattern. “Happy employees mean happy customers” is a tried and true statement that pays tremendous dividends for the business.

2) Customer Service – This area of consistency can literally make or break a business. Being consistent in the training of employees, particularly the “director of first impressions,” or your front-line person, is a critical part of consistency. The simple task of greeting a customer, answering a phone, responding to an email in a friendly manner, establishes the tone of the relationship with the customer. As a follow-up to item No. 1, customer service

begins with the internal customer (employees). Are your employees treating one another with the same positive, friendly attitudes as they are the customers? If the answer is not “yes,” then the consistency in training has wavered.

3) Accountability – Measuring your changes as you implement new processes, products or systems will ensure reliable results. A key element of anything new is to edu-

cate, educate, educate – both employees and customers. If the education is in place, planning is in place, then rest assured the consistency of doing this several times will ensure continual forward movement.

Consistency can also be applicable as a key to leadership success and, thus, growth of a business. We all have different definitions for a leader along with a multitude of reasons for following a leader. Traditionally, we believe it is the charisma, charm and outgoing, positive nature of a leader that draws us to them. I suppose

in a lot of ways this is correct. However, through the years, I’ve seen charisma dwindle; charm fade and the outgoing positive nature become negative. And with that fading, the leader no longer has followers. It seems to me that we are all looking for consistency in a leader.

Potentially, this consistency follows three areas of focus: vision, values and passion. We all want our leaders to have a vision and know where they are leading us. A leader must communicate the vision and direction with a consistent message. It goes without saying, the values of a leader must be of the utmost consistency. Finally, my favorite, a leader must always be consistent with passion. That energetic commitment to fulfill their vision with passion is key to a leader creating other leaders.

Yes, consistency is an overlooked virtue in many of our lives. While many of us exhibit it day in and day out, we’ve never quite known what to call it...now you know. Just thinkin’ over coffee ... #LASCRUCESSTRONG.



Debbi Moore



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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	Michael Lutz <i>American Linen Supply of NM</i>
Director	Scott McLaughlin <i>Spaceport America</i>
Director	Kevin Merhege <i>WestStar Bank</i>
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Director	Mike Tourtillott <i>Sisbarro Volkswagen</i>
Director	George Vescovo <i>Viva Toyota</i>

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Director of Operations

Madison Honeycutt
Administrative Assistant

Taylor Isaacs
Director of Development
and Investor Services

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

Say hello to our new & renewing members for March 2023. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Grounded Cafe LLC
300 N. Main St.
Las Cruces, NM 88001
575-571-4047
www.thegroundedlounge.com
Anniversary Date: 2/1/2023

T-Mobile
518 N. Telshor Ste B
Las Cruces, NM 88011
575-522-3582
www.t-mobile.com/stores/bd/t-mobile-las-cruces-nm-88011-344
Anniversary Date: 1/1/2023

Mattress Firm - N. Main St.
2603 N Main St
Las Cruces, NM 88011
575-647-1888
www.mattressfirmep.com/
Anniversary Date: 2/1/2023

Western Playland
1249 Futurity Dr.
Sunland Park, NM 88063
575-589-3410
www.westernplayland.com/
Anniversary Date: 2/1/2023

RENEWING MEMBERS

Alaska Structures, Inc.
301 Rea Blvd
Las Cruces, NM 88007-9013
575-541-9116
www.alaskastructures.com
Anniversary Date: 2/3/2014

American Document Services
300A North 17th Street
Las Cruces, NM 88005-4186
575-647-0060
www.adslcnm.com
Anniversary Date: 9/12/2001

Better Homes & Gardens/Steinborn & Associates
141 Roadrunner Pkwy Suite 141
Las Cruces, NM 88011-2000
575-522-3698
www.lascrucesnmpproperties.com
Anniversary Date: 3/16/2010

Citizens Bank
505 S. Main
Las Cruces, NM 88001
575-647-4100
www.citizenslc.com
Anniversary Date: 1/1/1970

Clifford, Ross, & Cooper, CPAs, LLC
1155 Commerce Dr. Ste. E
Las Cruces, NM 88011-8257
575-524-1040
www.crrc-cpa.com
Anniversary Date: 3/1/1988

Desert Peak Architects
311 N. Main St.
Las Cruces, NM 88001-1279
575-528-0021
desertpeakarchitects.com
Anniversary Date: 1/1/2019

Doña Ana Community College
MSC-3DA, Box 30001
Las Cruces, NM 88003
575-527-7500
dacc.nmsu.edu/
Anniversary Date: 12/20/1984

First American Bank in Las Cruces - Mesilla
1553 Avenida de Mesilla
Las Cruces, NM 88005-3946
575-524-8000
www.firstamericanbanknm.com
Anniversary Date: 4/14/1998

GenCon Corporation
PO Box 448
Mesilla, NM 88046-0448
575-523-4556
www.las-cruces-commercial-contractors.com/
Anniversary Date: 1/10/1978

Junior League of Las Cruces
PO Box 342
Las Cruces, NM 88004-0342
918-884-8691
www.jllc.org/
Anniversary Date: 2/1/2021

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

American Linen Supply of NM
550 N. Church
Las Cruces, NM 88001-3440
575-526-6641
www.yourlinencompany.com
Anniversary Date: 1/1/1949

Century Bank
141 Roadrunner Parkway, Suite 101
Las Cruces, NM 88011
575-521-2400
www.mycenturybank.com
Anniversary Date: 5/19/2010

City of Las Cruces
700 N. Main St.
Las Cruces, NM 88001
575-541-2100
www.las-cruces.org
Anniversary Date: 1/15/1997

Comfort Keepers
755 S. Telshor Blvd. Suite Q-101
Las Cruces, NM 88011-4681
575-521-4400
www.comfortkeepers.com
Anniversary Date: 1/12/2011

Doña Ana Arts Council
PO Box 1721
Las Cruces, NM 88004-1721
575-523-6403
www.daarts.org
Anniversary Date: 12/20/1982

Edward Jones - Bruce Ball
3880 Foothills Rd. Ste 2
Las Cruces, NM 88011-5143
575-522-5583
www.edwardjones.com/bruce-ball
Anniversary Date: 2/1/2022

First New Mexico Bank, Las Cruces
3000 E. Lohman
Las Cruces, NM 88011-8246
575-556-3000
www.firstnewmexicobanklc.com
Anniversary Date: 4/11/2001

Good Samaritan Society - Las Cruces Village
3025 Terrace Dr.
Las Cruces, NM 88011-5053
575-522-1362
www.good-sam.com
Anniversary Date: 10/28/1982

La Posta de Mesilla Restaurant
2410 Calle de San Albino
Mesilla, NM 88046
575-524-3524
www.laposta-de-mesilla.com
Anniversary Date: 7/3/1972

McDonald's Restaurant
PO Box 2797
Las Cruces, NM 88004-2797
575-524-2912
www.mcdonalds.com/us/en/home
Anniversary Date: 10/5/1973

Navy Federal Credit Union
143 Rock Island Ave
White Sands Missile Range, NM 88002
575-323-6565
www.navyfederal.org/branches-atms/locations/usa/nm/wsmr/wsd
Anniversary Date: 2/1/2022

One Source Federal Credit Union
1375 E. Boutz Rd.
Las Cruces, NM 88001-5305
575-523-5524
www.onesourcefcu.coop
Anniversary Date: 5/14/1987

Rehabilitation Hospital of Southern NM
4441 E. Lohman Ave
Las Cruces, NM 88011
575-521-6400
www.ernesthealth.com
Anniversary Date: 10/15/2004

Schwalm, Martos & Company
560 N. Water St.
Las Cruces, NM 88001-1224
575-525-2282
www.smc-cpa.com
Anniversary Date: 3/27/1992

McGinley Construction, Inc.
PO Box 370
Mesilla, NM 88046-0370
575-523-9140
www.mcginley-construction.com
Anniversary Date: 12/17/1997

New Mexico Department of Agriculture
PO Box 30005, Dept. MSC 3-LD
Las Cruces, NM 88003-8005
575-646-1551
www.nmda.nmsu.edu
Anniversary Date: 4/2/1973

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

RT Electric Inc.
480 N. 17th
Las Cruces, NM 88005-4148
575-523-9252
www.rtelectricinc.com
Anniversary Date: 1/19/2010

U.S. Bank
277 E. Amador
Las Cruces, NM 88001
575-647-7310
<https://www.usbank.com>
Anniversary Date: 1/1/1994

the bottom line THE LAS CRUCES Bulletin

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RIBBON CUTTINGS



Grounded Café, 300 N. Main St., celebrated their one year anniversary with a ribbon cutting. Tony Espiritu, co-founder, holds the proclamation while Kendra Espiritu, co-founder, and Sandra Espiritu, co-founder, cut the ribbon.



Western Playland Amusement Park, 1249 Futurity Dr., invited the Greater Las Cruces Chamber of Commerce to celebrate their Grand Opening with a ribbon cutting on Saturday, Feb. 25. Jenny Dupree, Owner, held the proclamation while Tim Anderson, President Traders Village and Rudy Gandarilla, General Manager Western Playland, cut the ribbon. Also pictured are members of the Pace Family, owners.

FROM THE AMBASSADOR CHAIR

Bataan Death March remembers soldiers

BY LYNDSEY MARTIN

2023 Ambassador Chair



This year will be the first year since 2019 that the Bataan Memorial Death March will be held in-person. As an Ambassador with the Greater Las Cruces Chamber of Commerce, I have had the pleasure of volunteering for this event several times in the past. This year, the Ambassadors will again have a water check point at the marathon. I never look forward to the early wake-up for this event, but then I remember what this event is all about. The Bataan Memorial Death March commemorates the event that took place on April 9, 1942, during World War II. Thousands of American and Filipino prisoners of war were forced by the Japanese to march a very treacherous 65 miles to prisoner camps. Many did not survive the Bataan Death March due to exhaustion, malnutrition and extreme heat.

The Bataan Memorial Death March draws thousands of participants from all over. I have never participated in the marathon, but simply being out there and watching all of the marchers come through our check point is a very emotional and humbling experience. If you ever have the opportunity to participate or volunteer at the event, I would highly recommend it. The Bataan Memorial Death March is scheduled for Sunday, March 19, 2023, at White Sands Missile Range. Good luck to all participants, I will be cheering on all of you as you pass by our water point!



On Feb. 3, 2023, the Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined together to congratulate the Doña Ana Arts Council, 230 S. Water St., on their new location. Dan Lere, board president, and Greg Smith, previous executive director, hold the proclamations while Araceli Solis, current executive director, cuts the ribbons.



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