



Bottom Line

YOUR Business is OUR Business

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

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Chamber helps businesses grow



By **DEBBI MOORE**
GLCCC CEO/President

YOUR BUSINESS IS OUR BUSINESS... ADVOCATING. CULTIVATING. CONNECTING. GROWING TALENT. These words totally describe the Chamber. We work each and every

day to help businesses grow and prosper in our area. Our voice of advocacy continues to increase on all levels. We stand for business and over the past year, our input has been solicited by many local, state and federal elected officials and agencies.

Cultivating our future leaders remains a priority with our programs such as Leadership Las Cruces and Jr. Leadership Las Cruces. Connecting our members to one another through so many ways is so very important and with the support of our goodwill arm of the Chamber, our AMAZING Ambassadors. They actively provide opportunities through S.T.I.R., Ribbon Cuttings and the wonderful annual Las Cruces Day in Santa Fe.

Grow Your Business – workforce development, job creation is becoming a critical element of our growth in our region. With our partnership with The Bridge of Southern NM and the Workforce Collaborative, we’re creating a pipeline of talent from the public education system, through higher education system directly to the workforce – keeping OUR kids here is so important to us.

Space; Military; Agriculture; Entrepreneurship; Healthcare; Small Business; Mental Health in the Workplace – just to mention a few more of our focus areas.

Last month, the Greater Las Cruces Chamber of Commerce sponsored the 2023 Annual Gala and Chamber Choice Awards event. With the overall theme of celebrating the successes on one year and anticipating much success mov-



COURTESY PHOTO

Small business of the year is Kona Ice.

ing into a new year, the true highlight of the evening always is to celebrate the recipients of the Chamber Civic and Business Choice Awards.

Special Chamber awards were presented as follows:

Outgoing Chair: Craig Buchanan

Chairman’s Award: Dr. Michael Law

President’s Award: Diana Peru

SOAR Team Member of the Year: Jennifer Ortiz

Volunteer of the Year: Lensi Shakra

Community Spirit Award: Richard Coltharp

Outgoing Board Members: Joe Bullington, Brandy Darden, Jed Fanning

We congratulate and honor the following, and most deserving 2023 Chamber Business Choice Award Honorees:

Citizen of the Year: Leslie Martinez

Crystal Apple: Brigitte Zigelhofer

Non-Profit: Big Brothers Big Sisters

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



GREATER LAS CRUCES
CHAMBER OF COMMERCE



2023 Board Members

Executive Committee

2023 Chair	Jason Lazich <i>Virgin Galactic</i>
2024 Chair	Dr. Michael Law <i>Warren & Law Dental</i>
2022 Chair	Craig Buchanan <i>U.S. Bank</i>
Secretary/Treasurer	Kevin Merhege <i>WestStar Bank</i>
Vice Chair	
Building Community Sector	Heather Salopek <i>Legacy Pecans</i>
Vice Chair	
Grow Your Business Sector	Barbara Torres <i>Nothing Bundt Cakes</i>
Vice Chair	
Investor Services Sector	Mike Tourtilott <i>Sisbarro Volkswagen</i>
Vice Chair	
Public Policy Sector	Richard Haas <i>Desert Peak Architects</i>
Director	Steve Aragon <i>Blue Halo</i>
Director	Janet Acosta <i>Haciendas at Grace Village</i>
Director	Leslie Cervantes <i>NMSU</i>
Director	Matthew Conrad <i>MountainView Regional Medical Center</i>
Director	Chad Getz <i>Getz Funeral Home</i>
Director	Rico Gonzales <i>El Paso Electric</i>
Director	John Harris <i>Memorial Medical Center</i>
Director	Kevin Horner <i>PTS Office Systems</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	Albert Parra <i>Electronic Caregiver</i>
Director	Monica Torres <i>Doña Ana Community College</i>
Director	George Vescovo <i>Viva Toyota</i>

Chamber Staff

Debbi Moore
President & CEO

Cyndi Armijo
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

Ambicare Home Health/Hospice
3870 Foothills Road
Las Cruces, NM 88011
575-528-8418
www.ambicare.com
Anniversary Date: 3/1/2023

Precision Group by Academy Mortgage
2480 C. Roadrunner Pkwy Suite C
Las Cruces, NM 88011
575-382-2016
www.precision-mortgage.com
Anniversary Date: 03/01/2023

PrimeLending
3780 Foothills Suite C
Las Cruces, NM 88011
575-259-1080
https://lo.primelending.com/lascruces
Anniversary Date: 3/1/2023

Raising Cane's Chicken Fingers
651 South Telshor Blvd.
Las Cruces, NM 88011
575-522-5207
www.raisingcanes.com
Anniversary Date: 3/1/2023

Stitched
136 S. Main St.
Las Cruces, NM 88001
575-888-4494
www.facebook.com/stitchednm
Anniversary Date: 3/1/2023

Sushi Freak on East Lohman
3830 E. Lohman Suite 2
Las Cruces, NM 88011
575-556-9924
www.sushifreak.com
Anniversary Date: 3/1/2023

RENEWING MEMBERS

BANK 34
220 N. Telshor Blvd
Las Cruces, NM 88011
575-521-8100
www.bank34.com
Anniversary Date: 7/31/2008

Blue Halo
1300 Britt St. SE
Albuquerque, NM 87123
505-767-1200
www.aptec.com
Anniversary Date: 11/10/2010

Builders Source, Inc.
760 West Palms
Las Cruces, NM 88007
575-526-5200
www.builderssource.com
Anniversary Date: 3/6/2009

Comcast Cable
2750 Mall Drive Suite 300
Las Cruces, NM 88012
575-523-2531
www.comcast.com/default.csp
Anniversary Date: 11/12/1974

Community Options
2500 Missouri Ave
Las Cruces, NM 88011
575-532-9275
www.comop.org
Anniversary Date: 1/23/2013

Conterra Networks
1525 Common Dr. St B
El Paso, TX 79936-5949
915-345-9011
www.conterra.com
Anniversary Date: 2/1/2019

Cornerstone Christian Academy
5301 Cortez Dr.
Las Cruces, NM 88012
575-532-0902
www.cornerstn.org
Anniversary Date: 2/21/2013

Document Solutions, Inc.
1705 N. Valley Dr Suite 5
Las Cruces, NM 88007
575-647-4411
www.dsinm.com
Anniversary Date: 2/19/2009

Fastwave.Biz
555 S. Miranda St.
Las Cruces, NM 88005
575-521-3000
www.fastwave.biz
Anniversary Date: 1/17/2018

Four Paws and a Wake Up
4286 Taurus Dr.
Las Cruces, NM 88005
575-524-4444
www.k9paws.org
Anniversary Date: 1/1/2022

Goodwill Industries of El Paso, Inc.
11460 Pellicano Dr.
El Paso, TX 79936-5905
915-778-1858
www.goodwillep.org
Anniversary Date: 1/30/2007

KVIA - TV 7
4140 Rio Bravo
El Paso, TX 79902-1002
915-496-7777
www.kvia.com
Anniversary Date: 12/9/1996

La Casa Inc.
800 S. Walnut St.
Las Cruces, NM 88001
575-526-2819
www.lacasainc.org
Anniversary Date: 2/28/2003

La Pinon Sexual Assault and Recovery Services
850 N Motel Blvd Suite B
Las Cruces, NM 88007
575-526-3437
www.lapinon.org
Anniversary Date: 3/14/2008

Legacy Pecans, LLC
2355 Calle de Guadalupe
Mesilla, NM 88046
575-527-9129
www.legacypecans.com
Anniversary Date: 2/9/2015

Martin & Lutz, PC.
PO Drawer 1837
Las Cruces, NM 88004
575-526-2449
Anniversary Date: 7/1/1991

Memorial Medical Center
2450 S Telshor Blvd
Las Cruces, NM 88011
575-522-8641
www.mmclc.org
Anniversary Date: 2/13/1981

Mesilla Valley Hospice
299 E. Montana Ave
Las Cruces, NM 88005
575-523-4700
www.mvhospice.org
Anniversary Date: 5/12/1992

Mission Cleaning Supply, LLC
1420 S. Solano
Las Cruces, NM 88001
575-339-4216
Anniversary Date: 2/1/2020

Molzen-Corbin & Associates
1155 Commerce Dr Ste. F
Las Cruces, NM 88011
575-522-0049
www.molzencorbin.com
Anniversary Date: 8/29/1986

Red Cliff Homes
3880 Ringneck Dr
Las Cruces, NM 88001
575-323-1491
redcliffhomes.com
Anniversary Date: 1/1/2022

Sonic Drive-In Restaurant
750 N. 17th St.
Las Cruces, NM 88005-4153
575-524-8998
Anniversary Date: 3/11/1983

Spencer Theater for Performing Arts
108 Spencer Rd.
Alto, NM 88312-9559
575-336-4800 x114
spencertheater.com
Anniversary Date: 3/25/2011

Stull Real Estate LLC
1546 Missouri Ave
Las Cruces, NM 88001-5375
575-522-6424
www.stullrealestatellc.com
Anniversary Date: 2/12/1973

The Bridge of Southern New Mexico
3655 Research Dr.
Las Cruces, NM 88003
575-646-2527
www.thebridgeofsnm.org
Anniversary Date: 1/24/2011

United Service Organizations
20727 Constitution Ave
El Paso, TX 79918-8060
915-774-3480
www.elpaso.uso.org
Anniversary Date: 2/1/2021

Warren & Law Dental
4141 Camino Coyote, Suite A
Las Cruces, NM 88011
575-524-5812
warrenlawdental.com
Anniversary Date: 3/9/2011

Western Heritage Bank
230 S. Alameda Blvd.
Las Cruces, NM 88005-2619
575-541-0058
www.westernheritagebank.com
Anniversary Date: 3/6/2013

WestStar Bank
555 S. Telshor Blvd. Ste. 100A
Las Cruces, NM 88011-3653
575-323-6040
www.weststarbank.com
Anniversary Date: 12/2/2014



GROW from | 1

Small Business of the Year: Kona Ice
Emerging Business: Fourtenty Collections
Large Business: Courtyard by Marriott

The celebration was great and we thank all of our sponsors and participants for attending. Words such as leader in the community; visionary; proactive; relevant – are just a few words I hear to describe our Chamber as I travel around the region and state. Right here at home, we are making an impact; making a difference... all to make Las Cruces and Doña Ana County an excellent place to “call home.” This is just the beginning. What can you do? Simple: Be active; Be involved; Be visible.

If you would like more information on the programs, activities and initiatives of the Greater Las Cruces Chamber of Commerce, come by our offices at 150 E. Lohman and share a cup of coffee or give us a call at 575.524.1968. We are as always #LAS CRUCES STRONG!

the
bottom line
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RIBBON CUTTINGS



On Monday, March 6, the Junior League of Las Cruces (JLLC) invited the Greater Las Cruces Chamber of Commerce to a ribbon cutting for the grand opening of JLLC's Little Free Library on the playground area of Young Park, 850 S. Walnut St. Lori Baffoe held the proclamation while Nancy Cathey, Kami Merhege, Tilli McCarthy Villalobos and Laura Spamer cut the ribbon.



Sushi Freak on East Lohman, 3830 E. Lohman Suite 2, held a ribbon cutting on Friday, March 10. Aviana Garcia, Crew Member, and Katie Aleman, General Manager, hold the proclamation and member certificate while Max Aleman, Operator, cuts the ribbon.



The Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined Citizens Bank to celebrate the grand opening of their Sonoma Branch, 4785 N. Sonoma Ranch Blvd, with a ribbon cutting on Thursday, March 9. Travis Tarry, Senior Vice President, and Don Beasley, Chairman of the Board, hold the proclamations while Jed Fanning, President and CEO, cut the ribbons.



On Wednesday, March 22, the Greater Las Cruces Chamber of Commerce welcomed PrimeLending with a ribbon cutting. Louis Saucedo, Production Manager, held the proclamation while Donice Barnes, Loan Officer, cut the ribbon.



Bryan's Green Care, 1204 S. Main St., celebrated their Grand Opening with a ribbon cutting on Friday, March 31. Victoria Bruce, Co-Owner, holds the proclamation while Logan McIlroy, Co-Owner cuts the ribbon.



The Greater Las Cruces Chamber of Commerce, the Las Cruces Green Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined NMSU and DACC for the Groundbreaking for the Creative Media Technology building. On the shovels are Matt Byrnes, DACC Department Chair Arts, Senator Jeff Steinborn, Alicia J. Keyes, NM Cabinet Secretary of Economic Development, Senator Carrie Hamblin, Governor Michelle Lujan Grisham, Ammu Devasthali, President, NMSU Board of Regents, Student Regent Garrett Moseley, Dr. Monica Torres, President DACC, Wayne Savage, Executive Director Arrowhead Park, and Debbi Moore, President/CEO Greater Las Cruces Chamber of Commerce.

FROM THE AMBASSADOR CHAIR

We are GLC Chamber Ambassadors!



BY LYNSAY MARTIN
2023 Ambassador Chair

Chances are you've seen us around town at a ribbon cutting, groundbreaking ceremony or Chamber networking event in our blue jackets filled with pins. Who are we? We are the Greater Las Cruces Chamber of Commerce Ambassadors.

As the goodwill Ambassadors of the Chamber, not only do we welcome new businesses to Las Cruces and the Chamber, but we do so much more. We have the opportunity to volunteer at events such as Thanks Team WSMR and Bataan Memorial Death March. We organize the Las Cruces Day in Santa Fe event which is our largest event. We are able to participate in numerous networking opportunities where we can promote our businesses and meet new people.

I have been an Ambassador for almost 10 years and in that time I have made lifelong friends, promoted my business and had the opportunity to attend and volunteer at events that are so meaningful to me. If you are interested in learning more about the Ambassadors and how to apply to become an Ambassador, please reach out to me at lyndsay@suncapitalhotels.com.



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