



Bottom Line

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

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CHAMBER OF COMMERCE
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Let each moment make a difference

By **DEBBI MOORE**

GLCCC CEO/President

Mission statement. Vision statement. Who are we? What's our brand? All of these catch-words and more have come up in discussion in meetings recently. Seems like we are all trying to design a new logo, upgrade our missions as we move forward. As businesses and organizations, we want an identifier that is easy recognizable and memorable. The "golden arches" is a prime example of a long time identifier across the world for McDonald's. It is one logo/brand that has certainly surpassed time and place.

Interesting though, when an organization begins to develop, re-develop a mission statement, it seems as if we want to put everything in that statement. The end result is often cumbersome, awkward, and quite frankly, hard to remember. Contemplating many of these conversations, I begin to think about it more on a personal basis. Do we have a mission statement for our lives? When do we lose that vision-

ary, "what do I want to be when I grow up" thought process. It often seems that those visionary, hopeful dreams leave us as we mature, grow.

And then it hit me as I sat at the Las Cruces Education Foundation celebration of excellence last week. It's really not about mission, vision or even passion...it's about impact. As the LCPS Educational Support Personnel finalists were being showcased on the screen, one finalist, Jorge Legaretta, stood out to me. Mr. Legaretta is a night custodian for Central Elementary. The video showed him doing his job of cleaning the hallways of the school and classrooms. But he's more than cleaning as the students pass by him, he waves, gives hugs and even stops to tie a shoe... smiling the entire time.

I suddenly remembered that little girl was me so many years ago when a janitor, Mr. Jensen, stopped to tie my shoe, open the door for me or smiled as I entered



Claremont Elementary. Funny, as I approach my 50th anniversary of graduation from high school, I certainly don't remember all my teachers' names,

but I remember Mr. Jensen, our janitor. As clear as day as I'm writing this I remember his smile as he often leaned on his mop or broom as we passed by to another classroom or the cafeteria. The conversations were brief, but I remember. I assume Mr. Jensen never thought about the mission and/or vision of his class, and probably never thought about the impact he was making on this little girl's life.

At the end of the day, career and even our lives, isn't that what it's all about... making an impact, making a difference? Sometimes we put our "leaders" on pedestals and expect them to fulfill their mission of their life the way we think it should be done. And, on the flip-side, leaders often want followers to simply, perhaps blindly,

follow their mission. Don't misunderstand me, I'm certainly not against mission/vision statements. I do feel it's fair to say that sometimes these statements often get in the way of implementation and progress of the mission and long-time impact.

And, perhaps we let the mission statements of our lives get in the way of impacting others. The challenge to all of us is to take each moment to make a difference, creating those short moments that make a long-lasting impact in someone's life. Bend down and tie the shoe. Open the door for others. Listen and have a conversation. Smile. My Mr. Jensen never knew his long-standing impact or memory on my life. Just as, in the video, Mr. Legaretta doesn't know now the impact he's making in Central Elementary students' lives, Well done, Mr. Legaretta, well done and thank you. Oh, by the way, he did receive the 2024 LCPS Educational Support Personnel of the Year – Congratulations! #LASCRUCESSTRONG.



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RIBBON CUTTINGS



On Thursday, April 27, the Greater Las Cruces Chamber of Commerce welcomed new member Sugie's Diner, 340 N. Main St, with a ribbon cutting. Gabby Sugamosto held the proclamation while Ron Sugamosto, Owner, and Tiffany Jean, General Manager cut the ribbon.



Hakes Brothers celebrated the opening of their new subdivision, Trails at Metro 2, 6303 Bayberry Rd., with a ribbon cutting on Saturday, April 29. Neal Smith, Superintendent, held the proclamation while Tiala Taggaloa, Superintendent, cut the ribbon.

Carnival day at Jardín de los Niños

In a heartwarming display of community spirit, the Greater Las Cruces Chamber of Commerce's 30th Leadership Las Cruces Class (LLC-30) recently put on a carnival day for the children at Jardín de los Niños, located on the Community of Hope campus. The event was organized to provide a day of fun and entertainment for the children, many of whose families are homeless or near homelessness.

The carnival was on the playground of Jardín de los Niños on Friday, April 21. Children moved from booth to booth, trying games and activities. They laughed and played, their faces lighting up with joy and excitement. The carnival featured Cornhole, Connect 4, face painting, a photo station and physical fitness activities. Members of LLC-30 manned the booths and led the activi-

ties, creating a festive and exciting atmosphere for the children.

"We were super excited to host Leadership Las Cruces. Our children had the opportunity to engage in play, early learning activities, exercise and spend some time engaging with adults who enjoy spending time with them," said Dr. Michelle Saenz-Adames, CEO of Jardín de los Niños.

One of the highlights of the day was the face painting station, where children were able to choose from a variety of designs including superheroes or animal faces. A popular area for children and adults was the photo booth, where everyone could pose with fun props and costumes. The photos were printed out on the spot, providing a fun memento of the day for the children to take home.



The members of LLC-30 offered their skills, talents and resources from their businesses to make the day a success. In the spirit of partnership, the carnival was made possible through support from Citizen's Bank which provided a monetary donation for supplies to fill the pantry at Jardín de los Niños and Kona Ice which arrived to provide

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the bottom line

THE LAS CRUCES
Bulletin

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The Bottom Line, the official publication of the Greater Las Cruces Chamber of Commerce, is a copyrighted publication that is designed, produced and distributed monthly by the Las Cruces Bulletin, 1740-A Calle de Mercado, Las Cruces, NM 88005. Content of The Bottom Line is submitted and authorized by the Greater Las Cruces Chamber of Commerce located at 150 E. Lohman Ave. Articles and columns in The Bottom Line may not reflect the opinions of the Las Cruces Bulletin. Inquiries regarding editorial content or advertising may be directed to the publisher at 575-524-8061.

GREATER LAS CRUCES CHAMBER OF COMMERCE

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

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

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

NEW INVESTORS

Bryan's Green Care
1024 S. Main St.
Las Cruces, NM 88005
575-652-3596
www.bryansgreencare.com
Anniversary Date: 3/1/2023

Monte Bello Medical, LLC
3851 E. Lohman Ave Ste 4
Las Cruces, NM 88011
575-993-5611
www.mtebello.com
Anniversary Date: 3/1/2023

Hotel Encanto de Las Cruces
705 S. Telshor Blvd.
Las Cruces, NM 88011
575-522-4300
www.hotelencanto.com
Anniversary Date: 4/1/2023

RENEWING MEMBERS

Amador Health Center
999 W. Amador Ave
Las Cruces, NM 88005-2739
575-527-5482
www.amadorhealth.org
Anniversary Date: 12/23/2015

ASA Architects
PO Box 146
Las Cruces, NM 88004-0146
575-526-3111
www.asa-architects.com
Anniversary Date: 1/1/1974

Better Homes & Gardens Real Estate-Eastside
141 Roadrunner Pkwy, Suite 141
Las Cruces, NM 88011-2000
575-522-3698
www.steinborn.com
Anniversary Date: 1/1/1996

Better Homes & Gardens Real Estate-Grady Oxford
141 Roadrunner Pkwy, Ste 141
Las Cruces, NM 88011-2000
575-522-3698
www.steinborn.com
Anniversary Date: 4/2/2008

Better Homes & Gardens Real Estate-Jennifer Goude
141 Roadrunner Pkwy, Ste 141
Las Cruces, NM 88011-2000
575-496-6897
jennifer.viewlascruceshomes.com
Anniversary Date: 4/3/2006

Better Homes & Gardens Real Estate-Peggy Stevenson
141 Roadrunner Pkwy Suite 141
Las Cruces, NM 88011-2000
575-323-1985

www.bhgre.com/agent/peggy.stevenson@bhgrealestate.com
Anniversary Date: 9/1/2019

Billy the Kid
2385 Calle de Guadalupe
Mesilla, NM 88046
575-523-5562
www.mesilla.com
Anniversary Date: 3/15/2010

Bowlin Travel Centers, Inc.
3415 S. Harrelson St.
Las Cruces, NM 88005-3770
575-541-9101
www.bowlintc.com
Anniversary Date: 4/13/2011

Bohannon Huston, Inc.
425 S. Telshor Blvd. Ste. C103
Las Cruces, NM 88011-8237
575-532-8670
www.bhinc.com
Anniversary Date: 12/8/1995

Caliche's Frozen Custard
131 Roadrunner Pkwy
Las Cruces, NM 88011-7166
575-521-1161
www.caliches.com
Anniversary Date: 12/23/1996

Burrell College of Osteopathic Medicine
3501 Arrowhead Dr.
Las Cruces, NM 88001-6056
575-674-2266
www.bcommnm.org
Anniversary Date: 2/5/2016

Chad Peterson Insurance Agency
1005 Telshor Blvd
Las Cruces, NM 88011-4879
575-680-1293
chadpeterson.net
Anniversary Date: 1/1/2020

Centerwell Home Health
505 S. Main St. Suite 132
Las Cruces, NM 88001-1206
575-528-5620
www.kindredhealthcare.com
Anniversary Date: 6/21/2010

Crown Building Maintenance, Inc.
801 E. Las Cruces Ave
Las Cruces, NM 88001-2875
575-523-8729
www.nmcrown.com
Anniversary Date: 3/29/2000

Comfort Suites of Las Cruces I-25 North
236 N. Telshor Blvd.
Las Cruces, NM 88011-8200
575-521-1030
choicehotels.com
Anniversary Date: 3/24/2016

Delta Dental of New Mexico
100 Sun Ave NE, Suite 400
Albuquerque, NM 87109-4677
505-855-7122
www.deltadentalnm.com
Anniversary Date: 4/12/1999

Del Valle Physical Therapy
2445 Missouri Ave. Suite A
Las Cruces, NM 88001-5111
575-523-8080
http://www.delvallept.com
Anniversary Date: 4/29/2011

Elephant Butte Irrigation District
530 S. Melendres St.
Las Cruces, NM 88005-2826
575-526-6671 x401
www.ebid-nm.org
Anniversary Date: 12/15/1998
1300 Britt St. SE

First Financial Credit Union
901 E. University Ave. Suite Q
Las Cruces, NM 88001-5710
800-342-8298
www.ffnm.org
Anniversary Date: 10/1/2019
Las Cruces, NM 88001-7875

FirstLight Federal Credit Union
3791 E. Lohman Ave
Las Cruces, NM 88011-8282
575-526-4401 x3528
www.firstlightfcu.org
Anniversary Date: 6/11/2007

Fox Auto Group
11165 Gateway West
El Paso, TX 79935-5401
915-598-0399
www.foxtoyotaelpaso.com
Anniversary Date: 4/21/2004

Home Kare Inc. of Dona Ana
2293 Divot Ave., Suite 4
Las Cruces, NM 88001-8416
575-521-2663
www.homekareinc.com/
Anniversary Date: 11/18/1997

Ignite
Las Cruces, NM 88012-8018
575-642-5963
ignitenow.net
Anniversary Date: 4/1/2021

Ikard's, Inc.
101 E. Lohman
Las Cruces, NM 88001-3662
575-526-6691
www.ikardsfurniture.com
Anniversary Date: 3/1/1973

Inn of the Mountain Gods Resort & Casino
PO Box 269
Mesalero, NM 88340-0269
800-545-9011
www.innofthetmountaingods.com
Anniversary Date: 4/20/2005

Las Cruces Public Schools Foundation
PO Box 16214
Las Cruces, NM 88004-6214
575-527-5888
www.lcpsf.org
Anniversary Date: 4/3/2008

Mesilla Valley Maze, LLC
3855 W Picacho
Las Cruces, NM 88005
575-526-1919
www.mesillavallemaze.com
Anniversary Date: 8/29/2003

Mesilla Valley Public Housing Authority
926 S. San Pedro St
Las Cruces, NM 88001-3637
575-528-2000
www.mvpha.org
Anniversary Date: 7/1/1990

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

New Mexico Educational Assistance Foundation
7400 Tiburon NE
Albuquerque, NM 87109-5910
505-761-2030
www.nmstudentloans.org
Anniversary Date: 8/30/2013

Nothing Bundt Cakes
540 Walton Blvd Ste A
Las Cruces, NM 88001-8433
575-205-8126
www.nothingbundtcakes.com/bakery/NM/las-cruces?utm_source=google&utm_medium=yext
Anniversary Date: 7/1/2019

Quadri Investment Management
141 N. Roadrunner Parkway Suite 111
Las Cruces, NM 88011-2000
575-312-9076
www.quadriwealth.com
Anniversary Date: 6/1/2021

Revokon Media Solutions, LLC
P.O. BOX 13052
Las Cruces, NM 88013
229-395-7119
revokonmedia.com
Anniversary Date: 12/1/2021

Solstice Senior Living Community
151 N. Roadrunner Pkwy
Las Cruces, NM 88011-7019
575-522-4219
www.solsticeseniorlivinglascruces.com
Anniversary Date: 4/1/2022

South Central Regional Transit District
300 W. Lohman Avenue Ste. 115
Las Cruces, NM 88001-3666
575-323-1620
sctrd.org
Anniversary Date: 2/1/2019

Southern New Mexico State Fair & Rodeo
12125 Robert Larson Blvd
Las Cruces, NM 88007-9021
575-636-7098
www.snmstatefairgrounds.net
Anniversary Date: 2/1/2020

Staybridge Suites Las Cruces
2651 Northrise Dr.
Las Cruces, NM 88011-0802
575-521-7999
www.lascruces-hotel.com
Anniversary Date: 7/29/2005

The Emerald Isle Boutique
1701 Calle de Mercado #2
Las Cruces, NM 88005-8222
575-525-9177
www.eiboutique.com
Anniversary Date: 4/26/2017

The Lucky Dog Billiards
245 E Lohman
Las Cruces, NM 88001-3686
520-470-9335
Anniversary Date: 2/1/2020

GREATER LAS CRUCES CHAMBER OF COMMERCE

GOLF CLASSIC

2023

Friday, June 2nd



Red Hawk Golf Club, 7502 Red Hawk Golf Road

SHOTGUN STARTS 8 AM & 1 PM FOURSOME \$500

FOR MORE INFORMATION: TISAACS@LASCRCES.ORG

PTS OFFICE SYSTEMS INC. KYOCERA

CARNIVAL from | 2

a delicious treat for the children on a warm day. ABC-9 (KVIA) was also on hand to capture the community event.

“We chose this activity because there had not been anything done at Jardin de los Niños since COVID,” said Brandi Selby, LLC-30 project chair. “The kids here need something like that to lift their spirits. We chose this activity to give back in a way that would be meaningful.”

“The carnival day was a beautiful example of the power of community and the importance of giving back,” said Las Cruces Chamber President and CEO Debbi Moore. “By coming together and organizing an event that brought joy and happiness to children, this year’s Leadership Las Cruces Class demonstrated the leadership this program works to cultivate and the kindness and generosity that makes this community truly great.”

Leadership Las Cruces is a professional development program sponsored by the Greater Las Cruces Chamber of Commerce. Graduates emerge from the ten-month program better connected and equipped with a practical, in-depth understanding of major community issues, and become impassioned about solving them. Applications are now open for the next class. Interested leaders may apply here at www.lascruces.org/leadership-las-cruces.



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