



# Bottom Line

*YOUR Business is OUR Business*

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

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GREATER LAS CRUCES  
CHAMBER OF COMMERCE  
150 E. LOHMAN AVE.  
LAS CRUCES, NM 88001  
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## Leadership brings impact

There are moments in life that we know beyond any shadow of a doubt that they will remain vivid and prominent no matter where we go or what direction life takes us. And all of these moments collectively enhance our lives. One of those moments each year is our Leadership Las Cruces program. Our Leadership Class 30 graduated recently, having completed the 10-month course.

A community/personal leadership program sponsored by the Greater Las Cruces Chamber of Commerce, Leadership Las

Cruces provides educational, informative and information to our community. To play a small role in the development of our leaders each year is something the Chamber is indeed proud of.

Over the course of the program year, our participants molded together into a cohesive class to learn about both personal and community leadership. While their relationships will continue way beyond their gradua-



**DEBBI MOORE**  
GLCC President & CEO

tion day, it is my sincere hope each of them realized that impact begins with just one. And truly, isn't leadership all about making an impact to just one individual?

Impact, according to Webster's dictionary, can be a physical force, an influence or a strong effect. Being impactful, influential and making a difference can be understated and often invisible. We watch people from afar, looking for someone to lead us, to impact

us or to influence us. That person often has no idea that we're watching them. Unfortunately, we don't always reach out to them to let them know the positive influence and impact they have played on our individual lives. To the LLC30 class, you've impacted my life in so many ways...thank you!

We are currently accepting applications for the Leadership Las Cruces Class 31. If you would like more information on becoming a more impactful leader and growing your knowledge of our region, contact us at 575-524-1968.

## FROM THE AMBASSADOR CHAIR

## Get involved with your chamber



**BY LYNDSAY MARTIN**  
2023 Ambassador Chair

tended several ribbon cuttings welcoming new businesses into the Chamber. We put together Las Cruces Day in Santa Fe in January and volunteered at Bataan Memorial Death

We are officially halfway through 2023; time sure does fly! The Ambassadors have already had a very busy year. As we all know, the last few years have been difficult, especially when it comes to gathering and networking. Well, it is safe to say, that 2023 has been full of events that have brought the Ambassadors together. We have at-

March in March. Most recently, we had Ambassadors assisting with the annual Chamber Golf Tournament. The planning committee for Thanks Team WSMR, which takes place in October has started meeting and planning. The Las Cruces Day in Santa Fe planning committee has also started meeting and there are some exciting plans in place for next year's event.

There are plenty of ways to get involved and if you have been considering joining the Ambassadors, please reach out with any questions or for an application. You can call the Greater Las Cruces Chamber of Commerce for an application and more info at 575-524-1968 or you can reach out to me via email at lyndsay@suncapitalhotels.com.



GREATER LAS CRUCES  
CHAMBER OF COMMERCE



## 2023 Board Members

### Executive Committee

2023 Chair	Jason Lazich <i>Virgin Galactic</i>
2021 Chair	Dr. Michael Law <i>Warren &amp; 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 Tourtillott <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 <i>President &amp; CEO</i>	Cyndi Armijo <i>Director of Operations</i>
Madison Honeycutt <i>Administrative Assistant</i>	Taylor Isaacs <i>Director of Development and Investor Services</i>

## NEW AND RENEWING MEMBERS

### WE LOVE OUR MEMBER INVESTORS

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

### NEW INVESTORS

**Enterprise Truck Rental**  
1340 S. Valley Dr.  
Las Cruces, NM 88005-3187  
575-463-8447  
enterprisetrucks.com  
Anniversary Date: 6/1/2023

### RENEWING MEMBERS

**Archuleta Insurance Agency**  
334 S. San Pedro St. #2  
Las Cruces, NM 88001  
575-524-8525  
agents.farmers.com/nm/las-cruces  
Anniversary Date: 7/1/2021

### 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

### Caliche's Frozen Custard

131 Roadrunner Pkwy.  
Las Cruces, NM 88011-7166  
575-521-1161  
caliches.com  
Anniversary Date: 12/23/1996

### CarePatrol of El Paso-Las Cruces

P.O. Box 963362  
El Paso, TX 79996-3362  
915-703-7238  
elpaso-lascruces.carepatrol.com  
Anniversary Date: 6/1/2021

### French Brothers

1010 Zuni Drive  
Alamogordo, NM 88310-9043  
575-437-7134  
frenchbrothers.com  
Anniversary Date: 6/23/2014

### Griffins Propane, Inc.

P.O. Box 15068

Las Cruces, NM 88004-5068  
575-523-7775  
griffinspropane.com  
Anniversary Date: 5/3/2000

### Hampton Inn & Suites

2350 E. Griggs  
Las Cruces, NM 88001-2641  
575-527-8777 x359  
premierhospitality.net  
Anniversary Date: 6/15/2007

### Hub International Insurance Services

3830 E. Lohman Ave., Ste. 3  
Las Cruces, NM 88011-8446  
575-524-8686  
hubinternational.com  
Anniversary Date: 1/1/1996

### Jaynes Corporation

1447 Certified Place, Ste. B-3  
Las Cruces, NM 88007-3905  
575-526-6400  
jaynescorp.com  
Anniversary Date: 3/23/2009

### Leavitt Group Southwest, Inc.

1740 Calle de Mercado, Ste. E  
Mesilla, NM 88046-8254  
575-521-1200  
leavittgroupsw.com  
Anniversary Date: 6/1/2006

### Lorenzo's Italian Restaurant - Pan Am

1753 E. University  
Las Cruces, NM 88001-5780  
575-521-3505  
lorenzosl.com  
Anniversary Date: 4/13/2011

### Lori D. Allen, Financial Advisor, Edward Jones

1121 Mall Drive Ste. B  
Las Cruces, NM 88011-8102  
575-522-4341  
edwardjones.com  
Anniversary Date: 6/2/2014

### Martha Sanchez Agency

2145 E. Lohman Ave.  
Las Cruces, NM 88001-8496  
575-527-9889  
farmersagent.com/msanchez2  
Anniversary Date: 6/8/2016

### Mesilla Valley Mall

700 S. Telshor Blvd.  
Las Cruces, NM 88011-4669  
575-522-1001  
mesillavalleymall.com

Anniversary Date: 12/1/2021

### Mesilla Valley Pharmacy & Consulting

227 S. Main St.  
Las Cruces, NM 88001-1290  
575-323-2093  
mvprx.care  
Anniversary Date: 4/1/2021

### Mesilla Valley Transportation

3590 W. Picacho Ave.  
Las Cruces, NM 88007-4725  
505-231-7303  
m-v-t.com  
Anniversary Date: 5/1/2009

### New Mexico Mutual Group

P.O. Box 27825  
Albuquerque, NM 87125-7825  
505-345-7260  
newmexicomutual.com  
Anniversary Date: 5/22/2000

### New Mexico Procurement Technical Assistance Center

3655 Research Dr.  
Genesis Bldg. A, Ste. 101  
Las Cruces, NM 88003-1239  
575-646-1623  
nmptac.org  
Anniversary Date: 1/1/2018

### Rosalie Burns

4053 Demos Ave.  
Las Cruces, NM 88011-4210  
575-527-0911  
Anniversary Date: 10/28/1996

### Rudy's Bar-B-Q

1020 N. Telshor Blvd.  
Las Cruces, NM 88011-8456  
575-205-5526  
rudys.com  
Anniversary Date: 5/8/2017

### Schueller Homes LLC

162 Westgate St., Ste. A  
Las Cruces, NM 88005-4128  
575-532-9564  
Anniversary Date: 5/5/2015

### Southern New Mexico Society for Human Resources Mgmt.

P.O. Box 1028  
Las Cruces, NM 88004-1028  
575-650-2477  
snmshr.org/  
Anniversary Date: 5/3/2005

### Sun City Plumbing & Heating

560 N. 17th Street  
Las Cruces, NM 88005-8151  
575-526-9758  
youknowsuncity.com  
Anniversary Date: 6/29/2010

### Sutherland Lumber

845 El Paseo Rd.  
Las Cruces, NM 88001-6033  
575-527-1055  
sutherlands.com  
Anniversary Date: 9/27/1994

### Winsupply Las Cruces NM Co.

1844 W. Amador Ave., Ste. B  
Las Cruces, NM 88005-4009  
575-523-7401  
Anniversary Date: 4/2/2008

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## RIBBON CUTTINGS



The Las Cruces Home Builders Association broke ground on the 6th Annual Casa for a Cause on Wed., June 21. On the shovels are l-r: Jason Lorenz, Veloz Homes; Kimball Hakes, Hakes Brothers; Mayor Ken Miyagashima; Nicole Perez, Las Cruces Home Builders Association CEO; Jason Kipker, French Brothers; Kevin Jewell, French Brothers; Brian Littlejohn, French Brothers; Justin Ortega, Desert View Homes; Mike Fraembs, Arista Development; Belinda Mills, Las Cruces Bulletin; Jon Strain, Las Cruces Home Builders Association President; Richard Coltharp, Las Cruces Bulletin.



On Wednesday, June 14, The Greater Las Cruces Chamber of Commerce welcomed True Title Las Cruces, 3880-1 Foothills Road, as a new member. Megan Barela, Escrow Officer, and Mayda Amezcuita, Receptionist, held the proclamation and the membership certificate while Mario Marquez, Lead Escrow Officer, cut the ribbon. Also pictured, Tanya Herrera, Escrow Assistant.



On Saturday, June 24, The Greater Las Cruces Chamber of Commerce welcomed new member Monte Bello Medical, LLC, 3851 E. Lohman Ave., Ste. 4. Yolie Delgado, COO held the proclamation while Manuel Dominguez, Finance, Planning and Interior Design, Rhonda Jagow, Director of Medical Services, ACNP, and Veronica Rodriguez, accounting, cut the ribbon.



## Leadership Las Cruces - Tourism Day Exploring culture, cuisine, and new horizons

Las Cruces, a city known for its vibrant culture and warm hospitality, recently hosted a captivating Tourism Day as part of the esteemed Leadership Las Cruces program. This eventful day took participants on a journey of discovery, encompassing a variety of experiences that showcased the unique attractions and aspirations of the region.

The day commenced at the Elephant Ranch Bar, where attendees gathered for an enlightening session led by Debbi Moore, a renowned leadership expert. Moore shared her invaluable insights during “Leadership Titbits,” offering attendees a chance to reflect on the achievements and challenges of the past year. The participants engaged in thoughtful discussions, setting the tone for a day of inspiration and growth.

Following the stimulating morning session, the group embarked on a visit to Mesilla, a historic town



PHOTO COURTESY OF SOUTHWEST EXPEDITIONS

bursting with cultural treasures. The highlight of the Mesilla visit was a mesmerizing Ballet Folklorico performance.

With spirits lifted, the group then ventured into the charming streets of Mesilla for a delightful shopping experience. From

local crafts and artisanal goods to unique souvenirs, there was no shortage of treasures to be found.

As midday approached, the attendees gathered at Andele’s Restaurant, a beloved culinary destination in Las Cruces. Over a delicious lunch, the group was honored to have Ed Carnathan as a guest speaker, representing “Visit Las Cruces.” Ed shed light on the city’s new rebranding efforts, showcasing the exciting prospects and initiatives aimed at boosting tourism and captivating visitors.

Continuing the day’s exploration, the Leadership Las Cruces group made their way to the prestigious Pan American Center. Here, they had the privilege of listening to Barbara “Mother” Hubbard, a legendary figure.

As the sun began its descent, the day drew to a captivating close with Southwest Expeditions hosting a memorable river float along the majestic Rio Grande.



The City of Las Cruces celebrated the Grand Opening of the Natatorium, 1405 E. Hadley Ave., on Thur., June 15. Councilors Becki Graham and Johana Bencomo held the proclamation while Mayor Ken Miyagashima cut the ribbon.



On Fri., June 30, Martha A. Sanchez Agency, 2145 E. Lohman Ave., Ste. B, celebrated her 15-year anniversary with a ribbon cutting. Danny Sanchez held the proclamation which Martha Sanchez, agent, cut the ribbon.

COURTESY PHOTOS





## Nusenda Credit Union is a proud partner of Organ Mountain Solar & Electric!

Organ Mountain Solar & Electric is local to Las Cruces and offers residential solar and other energy-efficient solutions to all of southern New Mexico. Their experienced team can help determine the right solar option for you. They take great pride in providing their customers with insight through each step of the project.

Nusenda Credit Union has been a proud partner of Organ Mountain Solar & Electric since their inception in 2018, providing financing and support for green energy projects in New Mexico.

At Nusenda Credit Union, we can help you achieve your solar and energy-efficient goals with loans that can save money and reduce your environmental impact. Working with business partners like Organ Mountain Solar & Electric is The Power of WE® in action!

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