



Bottom Line

YOUR Business is OUR Business

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

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Taking time renews passion

In the heat of this very hot summer, many of us find the time to escape the high temperatures by planning vacations, or ‘holiday’ as they call it in Europe, to cooler areas. The whole purpose of taking a vacation is to relax, enjoy new scenery and to get a new perspective on our work environments. In the

current world in which we live, however, do we really, really get away? Like most of you, our cell phone goes everywhere with us, even on vacation. Justifying that we need to stay on top of emails, calls and office, we truly never become



DEBBI MOORE
GLCC President & CEO

‘unplugged,’ do we? I’m as guilty as the next person...just ask my family!

After thinking about the proverbial “vacation,” I began to think about those entrepreneurs, those small business owners, those one-person offices...

how do they find the time to take a vacation? Who do they leave in charge of the business? Do they close the business? How do they begin to justify the loss of sales?

These questions are just a few of many the local entrepreneur wrestles with when it comes to planning time

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FROM THE AMBASSADOR CHAIR

Recognizing Ambassador ‘lifetimers’

This past month, we have been recognizing our newest “lifetimer” Ambassadors. You’re probably wondering, what is a “lifetimer?” Let me explain. In order to become a “lifetimer” you must either serve as chair of the Ambassadors or have actively participated as an Ambassador for at least 10 years. This is a huge accomplishment and requires much dedication. I would like

to recognize and congratulate our newest “lifetimers:” Leslie Martinez, Mary Iadicicco, and Rick Jackson. These three have exemplified outstanding leadership in our group. All have actively participated in several committees, volunteer activities and so much more. Congratulations again, we cannot thank you enough for all of your contributions!

GREATER LAS CRUCES
CHAMBER OF COMMERCE
150 E. LOHMAN AVE.
LAS CRUCES, NM 88001
575-524-1968
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Lifetimer Leslie Martinez with plaque.



Lifetimer Mary Iadicicco with plaque.

COURTESY PHOTOS





2023 Board Members

Executive Committee

2023 Chair	Jason Lazich <i>Virgin Galactic</i>
2021 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 Tourtillot <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 & 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 July 2023. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Sherwin-Williams Sonoma
4157 White Sage Arc
Las Cruces, NM 88012
575-288-4109
Anniversary Date: 7/1/2023

Thryv
2200 W. Airfield Dr.
DFW Airport, TX 75261
575-621-0672
thryv.com
Anniversary Date: 7/1/2023

Workspace 141
141 Roadrunner Pkwy Ste 141A
Las Cruces, NM 88011-2006
575-532-2200
workspace141.com
Anniversary Date: 7/1/2023

RENEWING MEMBERS

ACTion Programs for Animals
537 N. Solano Dr.
Las Cruces, NM 88001-2742
575-644-0505
actionprogramsforanimals.org
Anniversary Date: 6/17/2014

Adventure Travel & Cruise Inc.
2340 Avenida de Mesilla
Mesilla, NM 88046
575-521-1400
adventuretravelnm.com
Anniversary Date: 1/1/1985

Casa Bandera Apartments
855 E. University Ave.
Las Cruces, NM 88001-6605
575-647-0881
www.hpicasabandera.com
Anniversary Date: 5/2/2014

Casas de Soledad
3901 Sonoma Springs Ave.
Las Cruces, NM 88011-7105
575-522-7722
casasdesoledadadapt.com
Anniversary Date: 6/1/2019

Chisholm's LLC
PO Box 397
Las Cruces, NM 88004-0397
575-526-2281
Anniversary Date: 7/1/1996

Dave Hooker
2001 E. Lohman Ave Suite 110 Box 347
Las Cruces, NM 88001-3197
575-556-8504
Anniversary Date: 6/18/2013

Domino's Pizza
3090 N. Roadrunner Pkwy
Las Cruces, NM 88011-0820
575-637-3030
dominosnm.com
Anniversary Date: 6/25/2013

Ed Helsel
2211 N. Main St.
Las Cruces, NM 88001-1180
575-523-2505
Anniversary Date: 7/13/1972

El Paso Electric Company
PO Box 982
El Paso, TX 79960-0001
575-521-2400
epelectric.com
Anniversary Date: 1/1/1968

Electronic Caregiver
506 S. Main St. #1000
Las Cruces, NM 88001-1267
575-522-4046
electroniccaregiver.com
Anniversary Date: 6/1/2018

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

Individual Instincts
235 Arroyo Yeso Rd P.O. Box 142
Garfield, NM 87936-0142
575-267-8836
Anniversary Date: 6/1/2022

Las Cruces Chamber Ballet
1195 E. Madrid Ave
Las Cruces, NM 88001-1953
575-527-1893
lascruceschamberballet.org
Anniversary Date: 7/23/2009

Las Cruces Convention Center
680 E. University Avenue
Las Cruces, NM 88001-6053
575-526-0100
meetinlascruces.com
Anniversary Date: 9/21/2009

Lessons of Life
1720 S. Telshor
Las Cruces, NM 88011-4877
575-541-5505
lessonsoflifec.com
Anniversary Date: 6/15/2017

Lindmark Outdoor Media
2104 S. Sunset
Roswell, NM 88203-2420
575-526-2660
lindmarkoutdoormedia.com
Anniversary Date: 7/1/1980

Mann Mortgage
570 N. Telshor Blvd
Las Cruces, NM 88011-8223
575-323-8090
lascruces.mannmortgage.com
Anniversary Date: 8/1/2019

MCBE Partners
PO Box 116
Mesilla, NM 88046-0116
575-524-3524
laposta-de-mesilla.com
Anniversary Date: 7/1/1995

MountainView Regional Medical Center
4311 E. Lohman Ave.
Las Cruces, NM 88011-8255
575-556-7600
mountainviewregional.com
Anniversary Date: 7/5/2000

Ngage New Mexico

3880 Foothills Road, Suite A
Las Cruces, NM 88011-4631
575-521-1957
ngagenm.org
Anniversary Date: 8/22/2014

Nusenda Credit Union
1715 E University Ave
Las Cruces, NM 88001-5780
575-523-7750
nusenda.org
Anniversary Date: 6/1/2021

Payment 1 Financial
1303 E. Lohman Ave Ste 5
Las Cruces, NM 88001-3187
575-523-0424
payment1financial.com
Anniversary Date: 4/1/2008

Planet Development Design/Build
2380 Sun Valley Lane
Las Cruces, NM 88007-5569
575-526-4321
planetdevelopmentcompany.com
Anniversary Date: 9/29/2003

Spaceport America
4605 Research Park, Suite A
Las Cruces, NM 88001-5948
575-267-8500
spaceportamerica.com
Anniversary Date: 6/2/2009

State Farm Insurance - Mike Apodaca
1100 S. Main Ste. 101
Las Cruces, NM 88005-2952

575-526-2409
statefarm.com
Anniversary Date: 7/1/1990

United Way of Southwest New Mexico
1401 S. Don Roser Dr., Ste. A2
Las Cruces, NM 88011-4567
575-524-7561
uwswnm.org
Anniversary Date: 8/3/1981

Vigil & Associates Architectural Group, P.C.
1765 Avenida de Mercado
Las Cruces, NM 88005-4057
575-527-0400
va-architects.com
Anniversary Date: 7/30/2015

Warren Construction, Inc.
PO Drawer N
Mesilla, NM 88046-4614
575-527-9979
warrenconstruction.biz
Anniversary Date: 8/22/2005

Wells Fargo
425 S. Telshor Blvd., Bldg. A
Las Cruces, NM 88011-8237
575-521-6873
wellsfargo.com
Anniversary Date: 6/1/1984

Worthington Farms
559 Fort Filmore Rd
Mesilla Park, NM 88047-9706
575-415-3344
Worthingtonpecanfarm.com
Anniversary Date: 6/1/2022

WARREN & LAW DENTAL WELCOMES LAS CRUCES NATIVE
Dr. Nicole Moberly
TO OUR DENTAL TEAM



575-524-5812
warrenlawdental.com
4141 Camino Coyote, Suite A
Las Cruces, NM 88011

Cosmetic and Family Dentistry
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Michael D. Law, D.D.S.
Nicole K. Moberly, D.D.S.

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bottom line
THE LAS CRUCES
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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RIBBON CUTTINGS



COURTESY PHOTO

On Wednesday, July 26, the Greater Las Cruces Chamber of Commerce welcomed Workspace 141, 141 Roadrunner Pkwy Ste 141A, as a new member. Connor Pieratt, General Manager, holds the proclamation while Alysha Garcia, Member Coordinator, and Amy Hummer, Owner, cut the ribbon.



PASSION from | 1

away from the business. Research shows that the successful entrepreneur makes and takes the time for vacation. Time away from the business can give them a new perspective, new direction and renewed passion. These “passion-driven” entrepreneurs and small business owners are among some of the hardest working people in the world. Funny how it is, when your work life and personal life is one, it can be complicated to draw a line between work and home. Taking this time away can be reinvigorating for everyone.

There are three simple things an entrepreneur can gain from taking time away:

1. Renewal of pas-

sion. The entrepreneur typically begins their business based on passion. That vision to be their own boss, manage their own schedule and make their own decisions. Adding all the pressures surrounding the art of “owning” your business, the passion oftentimes takes a backseat. Finding a different venue, new environment, will provide you opportunity to find your passion again. Passion drives vision and vision drives success.

2. Renewal of focus.

While it may not drive the entrepreneur like passion, success cannot be achieved without focus. Have you ever kept looking at a piece of paper and all the letters seemed to be scrambling together to the point it

can't be read? This can also happen to a business owner who has looked over their business plan so many times they can't see the end from the beginning. Stepping away can bring new ideas to the forefront and bring those jumbled letters into focus. Focusing in on the next goals, the next step and the next new product can bring that business plan back to life once again.

3. Renewal of purpose.

There's not an entrepreneur I have met over the past 30 years who, not only has a purpose for their business, but also a passion for their community. Making an impact, whether it is their family, their employees or the community around them becomes a central part of the heart

THE GREATER LAS CRUCES
CHAMBER OF COMMERCE PRESENTS THE
ANNUAL

2023 Healthcare Awards

EVENT DATE CHANGE: Celebrate & honor the
THURSDAY, SEPTEMBER 7 contribution the health

award
provi

DEADLINE FOR NOMINATIONS:
FRIDAY, AUGUST 11

Thursday, September 7
Registration opens: 6:00pm
Plated dinner served: 6:45pm(approximate time)
Program begins: 7:00pm(approximate time)

New Mexico Farm and Ranch Heritage Museum
4100 Dripping Springs Rd

For more information:
email carmijo@lascruces.org or
(575)527-5546

of their business. Visiting new communities, those quaint local shops, gives us opportunity to have a conversation with the owners, managers and employees of the impact they make in their area. New ideas are born, along with a revival of purposeful impact.

While far away trips are good, I trust you consider some “staycations” in our beautiful state! Truly nothing matches

up to the wonderful beauty we experience every day in the Land of Enchantment. Full of its culture, unique shopping venues and excellent food, it is a great place to create memories. It continues to my passion, my focus and my purpose to provide the tools for our visionary entrepreneurs in our community to achieve success and be impactful. The success in “unplugging” can be

challenging at best. Perhaps, though, relaxation at some level can give us new energy, new passion and renewed focus.

The Greater Las Cruces Chamber stands ready to help your business be successful. Want to get involved? Want to make a difference? Give me a call at the Chamber at 575-524-1968. WE ARE #lascrucesstrong. “YOUR business is OUR business.”



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!

Learn more at nusenda.org/solar | @NusendaCU

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