



Bottom Line

YOUR Business is OUR Business

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

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



What your Chamber can do for you

During my career, I have been asked many times how, and why, I got involved with Chambers of Commerce. Honestly, the truth is that this wonderful career found me. Years ago in Waxahachie, Texas, I needed a job and was hired as an entry-level employee and simply fell in love with the mission of the Chamber and the difference it made. Fast forward 40 years later, I am blessed to be here in Las Cruces. A Chamber is much more than an organization of business owners, it's the heart of who we are as a community. It's the very foundation on which to build a strong workforce, develop future leaders, expand the economic base and impact our community. It is our businesses that give so generously to our non-profits, hire our friends, neighbors and children and support our public and higher education institutions.

To think, through the years I've played a small role in community impact, is an amazing thought. Over the years, the question remains the same from businesses, "Why should I join the Chamber of Commerce?"

The remarkable thing is that the answer has remained the same over those years. Investing in the Chamber of Commerce plays a vital role in the growth, expansion and development of your business and impacts community. We work hard to put in place programs, activities and initiatives so the mission of your business complements the mission of the Chamber.

However, it is much more than the dollars invested. It is a commitment of time to attend events, meetings and activities whether they are educational, networking or informational. Being an investor in the Chamber gives you new customers, helps retain customers and builds a life-long professional network. We are focused on giving businesses information on current issues which could impact a business and expanded opportunity for networking. We continually work to grow and expand our Business After Hours (S.T.I.R.) and other networking opportunities. Adding in our ribbon cuttings, anniversary celebrations and "red-



DEBBI MOORE
GLCC President & CEO

carpet" ceremonies, the exposure one gets from their investment of time, money and commitment is a tremendous ROI.

Ambassadors are so essential to the Chamber! They are committed to promoting the Chamber and the region. You've seen them around town. They are the ones in navy jackets with all the pins. Yet again, this is another program to promote your business. Ambassadors not only act as hosts for ribbon cuttings, but they also assure membership is supported, and our newest members receive a warm welcome when they join. Ambassadors take their business very seriously. However, being an

Ambassador is also a great deal of fun. Ambassadors enjoy great quarterly meetings where we celebrate our friendships, our friendly competitions, and our successes in supporting the Chamber.

With our Leadership Las Cruces and Jr. Leadership Las Cruces, we are training, mentoring and educating our next generation, perhaps two generations, on community leadership and our region. Rounding out our offerings are business "In the Know" luncheons throughout the year featuring general business topics and current updates from government, education, space and military.

Advocating for business

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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>Pioneer 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>Vescovo Marketing, LLC</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 August 2023. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

The Historic Mesilla Valley Magazine

Las Cruces, NM 88001
575-332-1219
thehistoricmagazine.com
Anniversary Date: 8/1/2023

New Mexico Properties

4335 Kingston Rd.
Las Cruces, NM 88012
575-538-1487
newmexico.properties
Anniversary Date: 8/1/2023

Organ Mountain Graphix

1771 W. Hadley Ave
Las Cruces, NM 88005
575-993-4465
omgraphix.com
Anniversary Date: 8/1/2023

Pinnacle Propane

3275 W. Picacho Ave
Las Cruces, NM 88007
575-361-0095
pinnaclepropane.com
Anniversary Date: 8/1/2023

TriCore

1001 Woodward Pl NE
Albuquerque, NM 87102
800-245-3296
tricore.org
Anniversary Date: 8/1/2023

RENEWING MEMBERS

A New Hope Therapy Center

715 E Idaho Ave Ste 2B
Las Cruces, NM 88001-4701
575-556-9585
anewhopetc.org
Anniversary Date: 8/1/2018

Beasley, Mitchell & Co., LLP

509 S. Main St. Suite A
Las Cruces, NM 88001-1260
575-528-6700
bmc-cpa.com
Anniversary Date: 12/2/1987

Better Homes & Gardens

Real Estate-Bill Carpenter
141 Roadrunner Pkwy, Ste 141
Las Cruces, NM 88011-2000
575-202-2300
www.steinborn.com
Anniversary Date: 4/2/2008

Blue Cross and Blue Shield of New Mexico

2001 E. Lohman Ave #110-243
Las Cruces, NM 88001-3167
575-532-5752
www.bcbsnm.com
Anniversary Date: 6/7/2001

Bravo Mic Communications - KMVR, KOBE, KXPZ, KVLC

101 Perkins Dr.
Las Cruces, NM 88005-3424
575-527-1111
bravomic.com
Anniversary Date: 6/23/1994

Coca-Cola

11001 Gateway West
El Paso, TX 79935-5003
800-288-3228
coca-cola.com
Anniversary Date: 12/12/1972

Courtyard by Marriott NMSU

456 E. University Ave
Las Cruces, NM 88005-3427
575-526-1722
www.facebook.com/pg/courtyardlascruces/about/?ref=page_internal
Anniversary Date: 8/1/2019

Cruces Trophy & Awards Center, Inc.

1408 E. Idaho
Las Cruces, NM 88001-4339
575-522-0426
crucestrophy.com
Anniversary Date: 7/1/1991

Doña Ana Title Company

425-B S. Telshor Blvd.

Las Cruces, NM 88011-8237
575-521-5800
donaanatile.com
Anniversary Date: 7/20/1984

Farm Bureau Financial Services - Telshor Blvd. Branch

2220 N. Telshor
Las Cruces, NM 88011-8227
575-532-4806
fbfs.com
Anniversary Date: 8/18/2005

First Savings Bank

2804 N. Telshor Blvd
Las Cruces, NM 88011-8230
575-521-7931
firstsavingsbanks.com
Anniversary Date: 7/14/1995

Hillrise Pharmacy

2906 Hillrise Drive
Las Cruces, NM 88011-4702
575-652-4499
hillrisepharmacy.com
Anniversary Date: 2/1/2022

Insta-Copy Imaging

318 N. Main St.
Las Cruces, NM 88001-1273
575-526-6602
insta-copy.com
Anniversary Date: 7/12/2000

KRWG Public Media

PO Box 30001 MSC: TV22
NMSU
Las Cruces, NM 88003-8001
575-646-2222
krwg.org
Anniversary Date: 5/28/1982

Las Cruces Public Schools

505 S. Main, Ste. 249
Las Cruces, NM 88001-1243
575-527-5800
lpcs.k12.nm.us
Anniversary Date: 7/27/1984

L-E Electric, Inc.

4558 Gerald Dr.
Las Cruces, NM 88007-5312
575-526-8483

le-electric.com
Anniversary Date: 6/11/2009

Mesilla Valley Public Housing Authority

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

Metal Craft Company

924 W. Picacho
Las Cruces, NM 88005-2234
575-524-8653
metalcraftco.com
Anniversary Date: 8/11/2017

New Mexico Farm & Ranch Heritage Museum

4100 Dripping Springs Rd.
Las Cruces, NM 88011-5067
575-522-4100
nmfarmandranchmuseum.org
Anniversary Date: 1/1/1996

Nothing Bundt Cakes

540 Walton Blvd Ste A
Las Cruces, NM 88001-8433
575-205-8126
nothingbundtcakes.com/
bakery/NM/las-cruces?utm_source=google&utm_medium=yext
Anniversary Date: 7/1/2019

Pat Campbell Insurance, LLC

141 Roadrunner Parkway Suite 109
Las Cruces, NM 88011-2000
575-524-8642

campbell-ins.com
Anniversary Date: 7/17/1973

PTS Office Systems, Inc.

2840 N. Telshor Blvd
Las Cruces, NM 88011-8230
575-524-4384
ptsofficesystems.com
Anniversary Date: 7/1/1996

Southwest Sport & Spine Center, Inc.

2404 S. Locust St., Ste. 5
Las Cruces, NM 88001-5789
575-521-4188
swsportandspine.com
Anniversary Date: 8/11/2003

Southwestern Abstract & Title

1125 S. Main Street
Las Cruces, NM 88005-2977
575-523-8561
swatlc.com
Anniversary Date: 10/17/1972

Trails West Manufactured Home Community for Senior Living

1450 Avenida de Mesilla
Las Cruces, NM 88005-3905
575-524-9226
trailswestnm.com
Anniversary Date: 5/1/1994

Tresco, Inc.

1800 Copper Loop
Las Cruces, NM 88005-8139
575-528-2200
trescoinc.org
Anniversary Date: 1/1/1981

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THE LAS CRUCES
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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

RIBBON CUTTINGS



On Friday, Aug. 11, Casa de Peregrinos, 999 W. Amador Ave, held their Grand Opening to celebrate the opening of their new building. The Greater Las Cruces Chamber of Commerce, the Las Cruces Green Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined Casa de Peregrinos with a ribbon cutting. Lorenzo Alba Jr., Executive Director, is joined by staff and community as he cuts the ribbon.



On Saturday, Aug. 12, the Greater Las Cruces Chamber of Commerce welcomed new member Sherwin-Williams Sonoma, 4157 White Sage Arc, with a ribbon cutting. Lorenzo Polanco, Assistant Manager, holds the proclamation while Eric Maldonado, General Manager, cuts the ribbon.



On Saturday, Aug. 26, Ware We Save, 201 S. Solano, Ste. A, celebrated their grand opening with a ribbon cutting. Mat Dynek and Kevin Edgington, Owner/Operator, held the proclamation and the membership certificate while Jesus Lira, General Manager, cut the ribbon.

COURTESY PHOTOS

FROM THE AMBASSADOR CHAIR

Last month we recognized some of our new “Lifetimer” Ambassadors; those who have at least 10 years of service with the Ambassadors and/or served as the Chair of the Ambassadors. This month, I would like to spotlight our “yellow peppers.”

Yellow peppers are our new Ambassadors who have not yet been inducted as a red or green pepper. To become a yellow pepper, your business must be a Chamber member, you must have a sponsor (the sponsor must be an active red or green pepper), and you are required to attend events such as ribbon cuttings, S.T.I.R, groundbreakings, committee meetings, etc. The Ambassadors have two induction ceremonies per year. One is at our Spring Quarterly and the other at our Fall Quarterly. Prior to these quarterlies, our executive council will meet to discuss



BY LYNSAY MARTIN
2023 Ambassador Chair

who has fulfilled their duties as a yellow pepper and who should be inducted. The most exciting part is deciding which team each yellow pepper will be assigned to – which is also the most popular question in New Mexico: “Red or Green?” We have a friendly competition within our group between the red and green peppers to see who can obtain the most “points” for participation. The winning team gets bragging rights.

I would like to shout out our current yellow peppers: Diego Acosta, Miguel Acosta, Daniel Barela, Brandi Chaney, Brian Dabbs, Laurie Findley, Jesus Olivas and Adrian Varela.

Are you interested in starting your journey as an Ambassador? If so, reach out to me at lyndsay@suncapitalhotels.com. Also, be sure to follow our Facebook page so you can stay up to date on all of our events and activities.

SEPTEMBER 9, 2023
LAS CRUCES
CONVENTION CENTER

THE GREATER LAS CRUCES
CHAMBER OF COMMERCE

2023
HEALTHCARE
& BIZ EXPO

Balance Tests

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Eye Screenings by
The Lions Club

Blood Pressure Testing

Live Entertainment

Where does our food come from?
Kids Area by NMSU College of ACES

And Much More!



10:00 AM TO 2:00 PM
NO ADMISSION FEE

CHAMBER from | 1

at every level means we are visibly and actively watching for issues that impact businesses, both positively and negatively. Working diligently with our elected officials and staff, we are making a difference for businesses at all levels.

These are just a sampling of the many ways we can help your business grow. From the smallest to the largest of business, from agriculture to space to healthcare to retail and beyond, the Chamber stands ready to be the conduit of growth, information, networking, education and advocacy. I'M INVESTED...ARE YOU? YOUR business is OUR business! To become invested, give us a call at the Greater Las Cruces Chamber at 575-524-1968.



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