



Bottom Line

YOUR Business is OUR Business

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

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CHAMBER OF COMMERCE
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Participate in 'very special day'

Participating in the electoral process is a privilege that is afforded all American citizens. Registering to vote is the beginning of this wonderful process. I remember the day, so many, many years ago, that my dad took me to register to vote. As a World War II Army veteran, my father was so proud of America and my registering to vote was his way of passing on his legacy of service. The morning he took me to register to vote, he was so proud. Soon afterwards though, he began to explain that registration is just the first step.

"To fully understand the process," he said, "you

will need to get educated on the candidates in every race and then actually participate in voting on Election Day." Election Day was a very special day in my family ... the culmination of the entire voting process. Yes, I first registered to vote in the days of no early voting!

The words of my father ring just as true to me today as they did so many years ago. Registration, education and participation are the three key components of our voting process. To fully engage in the process, none of



DEBBI MOORE
GLCC President & CEO

these can be missed. So here we are – 2023 – just a few days from the Nov. 7 elections. Education is the second element in the voting process. The City of Las Cruces and Doña Ana County

both have great websites where you can print a sample copy of the ballot. On the sample, you will see the positions and names as it will appear on your official ballot. Additionally, the DACC G.O. Bond (on the back of the ballot) will appear on the Nov. 7th ballot.

At right is an "Election 2023" QR code. By scanning



this code from your cell phone, you will be directed to the Chamber's Election 2023 page on our website. This site is full of links and informational materials, including completed questionnaires from various candidates.

Seeing the names is good

See SPECIAL | 3

And the winner is...

The Chamber congratulates the WSMR team on winning the 2023 GLCCC vs WSMR Golf Challenge, held on Oct. 27.

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>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 October 2023. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Duffy Group
4727 E. Union Hills Dr. Ste 200
Phoenix, AZ 85050
602-875-5688
duffygroup.com
Anniversary Date: 11/1/2023

Twisted Sugar
4165 White Sage Arc Suite A
Las Cruces, NM 88012
575-222-0293
twistedsugar.com
Anniversary Date: 10/1/2023

Four Wise Coffee, LLC dba Scooter's Coffee
1105 N. Main
Las Cruces, NM 88001
575-405-9695
scooterscoffee.com
Anniversary Date: 10/1/2023



RENEWING MEMBERS

Ashley Furniture HomeStore
3299 Del Rey Blvd.
Las Cruces, NM 88012-7718
575-523-3933
ashleyfurniturehomestore.com
Anniversary Date: 6/2/2011

Bank of the Southwest
1043 North Main St.
Las Cruces, NM 88001-1225
575-527-5498
www.bankofsw.com
Anniversary Date: 9/27/1999

Ben Archer Health Center
1600 Thorpe Rd.
Las Cruces, NM 88012-9776
575-382-9292
bahcnm.org
Anniversary Date: 8/18/1998

Better Homes & Gardens Real Estate-Amy Hummer
141 Roadrunner Pkwy, Suite 141
Las Cruces, NM 88011-2000
575-522-3698
www.steinborn.com
Anniversary Date: 1/1/1963

Casa de Peregrinos Emergency Food Program
999 W. Amador Ave
Las Cruces, NM 88005-2739
575-523-5542
casadeperegrinos.org/home
Anniversary Date: 9/22/2010

Charles Schwab Independent Branch - Las Cruces
141 S. Roadrunner Pkwy, Suite 141-C
Las Cruces, NM 88011-2001
575-993-5050
schwab.com/lascruces
Anniversary Date: 9/13/2012

Chick-fil-A Lohman Ave
2091 E. Lohman Ave.
Las Cruces, NM 88001-3189
575-524-2888
Anniversary Date: 10/11/2016

Cupit & Company Inc.
PO Box 1620
Fairacres, NM 88033-1620
575-649-0055
Anniversary Date: 10/25/2005

Double Eagle Restaurant on The Historic Plaza
2355 Calle de Guadalupe
Mesilla, NM 88046
575-523-6700
double-eagle-mesilla.com
Anniversary Date: 8/21/1997

Hacienda de Mesilla
1891 Avenida de Mesilla
Mesilla, NM 88005-3908
575-652-4953
haciendademessilla.com
Anniversary Date: 9/1/2017

Las Cruces Convention Center
680 E. University Avenue

Las Cruces, NM 88001-6053
575-526-0100
meetinlascruces.com
Anniversary Date: 9/21/2009

Las Cruces First
5605 Bataan Memorial West
Las Cruces, NM 88012-5023
575-524-0654
lascrucesfirst.com
Anniversary Date: 9/26/2008

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

NMSU
MSC 3Z PO Box 30001,
Las Cruces, NM 88003-8800
575-556-7600
nmsu.edu
Anniversary Date: 5/10/1972

Pioneer Bank
3831 E Lohman
Las Cruces, NM 88011-8447
575-532-7500
pioneerbnk.com
Anniversary Date: 5/29/1979

Roto-Rooter
1811 Copper Lp.
Las Cruces, NM 88005-8166
575-524-1911
rotorooter.com

Anniversary Date: 3/3/2006

Safe Haven Animal Sanctuary
P O Box 16227
Las Cruces, NM 88004-6227
575-527-4544
shaspets.com
Anniversary Date: 9/28/2007

Soroptimist International of Las Cruces
PO Box 714
Las Cruces, NM 88004-0714
575-642-3322
silcnm.org
Anniversary Date: 10/1/2021

Tharp Farms
6000 N. Valley Dr.
Las Cruces, NM 88007-6001
575-524-4935
Anniversary Date: 11/14/1972

The Heritage Assisted Living
854 Lettuce Lane
Las Cruces, NM 88001-8808
575-525-9215
heritage-lc.com
Anniversary Date: 9/1/2019

White Sands Missile Range Historical Foundation
PO Box 171
WSMR, NM 88012-0171
575-649-6035
wsmr-history.org
Anniversary Date: 6/21/2004



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as it will probably bring to your memory either an ad or a mailing. How do you know which candidate is more aligned with your personal political beliefs if all you see is their name? The answer is easy, “Ask them.” Most candidates have websites that give you historical, experience and personal background along with statements of what they will do if elected. Many candidates also have coffees or meetings throughout the community and are open to question-and-answer sessions with the potential constituents.

Having run in two races in another part of New Mexico, I can tell you that a candidate always wants to discuss their motivation to run, the platform they are running on and why your vote makes a difference. Yes, of course, they are trying to convince you to vote for them, but more than anything, each candidate is honored you're taking the time to talk to them. Engaging with candidates is yet another piece of participating in the voting process.

This is your time for your vote to count. There are many opportunities to vote. You can vote early in person, absentee ballot, or wait until Election Day. Your choice. Your vote. Your participation. This is what my dad instilled in me so many, many years ago: “My vote counts.” Let's break all voter participation records this year, Las Cruces and Doña Ana County! We are indeed #LASCRUCESSTRONG!

RIBBON CUTTINGS



On Oct. 17, the Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce held a ribbon cutting to congratulate La Clinica de Familia on the grand opening of their Behavioral Health Wellness Center, 760 Motel Blvd. Virgil Medina, CEO, is joined by staff as he cuts the ribbon.



On Oct. 19, The Village at Northrise, 2880 Roadrunner Pkwy. invited the Greater Las Cruces Chamber of Commerce, the Las Cruces Green Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce to celebrate their 25th Anniversary. Marcus Royo, Director of Sales and Marketing, Sylvia Padilla, Director of Guest Services, and Bonnie Zeiler, Director of Health and Wellness, held the proclamations while Leah Knight, Executive Director, cuts the ribbons.



On Wednesday, Oct. 25, the Ambassadors gathered to recognize Rick Jackson, American Document Services, as a “lifetimer” Ambassador. Rick has served as a chair and has participated as an Ambassador for more than 20 years.

COURTESY PHOTOS

Leadership class 31 tours Spaceport America

Leadership Class 31 had its first group day traveling to Spaceport America. Twenty-six students and six advisers experienced the VIP Astronaut Tour.

The day started with breakfast burritos from One Stop – a local favorite. The class toured the facility led by Virgin Galactic's own Brock Neely. They were treated to an overview by Scott McLaughlin and learned about how Spaceport America was started and enjoyed an informative presentation in the fire department hangar. Next, they visited the Virgin Galactic facility. The class took a “trip” to space in the flight simulator piloted by C.J. Stuckrow and walked through the hangar where the mother ship is housed. Following the tour, the group



COURTESY PHOTO

enjoyed lunch and a talk from Jamila Gilbert about her space flight. Finally, the group traveled back to Workspace 141 and were treated to Caliche's and a fabulous leadership talk by Las Cruces Chamber of Commerce CEO and Director Debbi Moore.

Leadership Las Cruces Class 31 would like to extend a huge thank you to the entire team at Virgin Galactic and Spaceport America – it was truly an experience like no other.

FROM THE AMBASSADOR CHAIR

I cannot believe it is already November! This year is flying by. I feel like once we get into the last three months, if you blink, they're gone! I always associate the month of November with Thanksgiving, and therefore reflect on what I am thankful for and how I can give. Our wonderful community has a plethora of opportunities to “give,” especially during the months of November and December. Non-profits are gearing up for Christmas and starting to accept donations for gifts, etc. The food pantry is looking to collect food for families at Thanksgiving and volunteers to help with this. There are so many opportunities to give. I ask



BY LYNSAY MARTIN
2023 Ambassador Chair

that this holiday season, you considering giving. You don't necessarily have to give an item, but consider giving a few hours of your time to volunteer. I can guarantee you that doing some volunteer work or giving a few donations will go a long way. The recipients will be thankful for YOU! I hope that everyone has a wonderful Thanksgiving holiday.





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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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