



Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • JANUARY 2024 • WWW.LASCRUCES.ORG

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GREATER LAS CRUCES
CHAMBER OF COMMERCE
150 E. LOHMAN AVE.
LAS CRUCES, NM 88001
575-524-1968
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The 'Echoes of the Past'

Contemplating my article for this, the very first Bottom Line of 2024, I remembered an article written many years ago. If memory serves me right, it was January 2009 and I was in Santa Fe during the session. Walking from one hotel to another for an event, surrounded by snow on the ground with snow softly coming down, in the quietness of the moment I listened to the echoes of my footsteps on the cobblestone sidewalk. At that time I spoke to the importance of listening to the echoes of those who have gone before us and building on their foundations in our communities.

Remembering that speech, I realized that year after year, we create echoes of our own in so many ways. Taking this quiet personal, I pondered the question, "What are my echoes that future generations will build upon or history will remember and value?"

Both collectively and individually, we have, and will continue to navigate into our new norm. As often when a new year arrives, reflection of the past year always comes to

the forefront of our minds. My echoes... my echoes...I hope my echoes will be ones of servant leadership, of inspiration in the darkest of times and of a listening ear. I trust my echoes will give confidence that no matter how dire, how impossible, the situation seems to be, there is always hope. Echoes of the simple power of working together as a team can move mountains and make our community stronger than ever. Echoes our future generations will look



DEBBI MOORE
GLCC President & CEO

back and say those are echoes, those foundations, are ones we can build upon.

Right around the corner is our 2024 Legislative Session. The January 11th In the Know Luncheon will be an official "send-off" to our legislators, followed by Las Cruces Day in SF January 27-29. Remember it's very important to stay in touch with our legislators regarding various pieces of legislation. They want to hear from you. Grassroots advocacy is a vital key to the passage or not of legislation. The Chamber will be there to actively support business-friendly legislation and be just as active in not support bills which are not friendly to business.

In conclusion we want to thank Jason Lazich for his exemplary leadership in 2023. It's been an honor and privilege to work side by side with Jason. Under the leadership of Dr. Michael Law, we are certain 2024 will bring us much success, along with some new programs, activities and initiatives.





2024 Board Members

Executive Committee

2024 Chair Dr. Michael Law
Warren & Law Dental

2025 Chair Rico Gonzales
El Paso Electric

2023 Chair Jason Lazich
Virgin Galactic

Secretary/Treasurer Kevin Merhege
Pioneer Bank

Vice Chair Building Community Sector Mike Tourtilott
Sisbarro Volkswagen

Vice Chair Grow Your Business Sector Barbara Torres
Nothing Bundt Cakes

Vice Chair Investor Services Sector Chad Getz
Getz Funeral Home

Vice Chair Public Policy Sector Richard Haas
Desert Peak Architects

Directors Steve Aragon
Blue Halo

Directors Leslie Cervantes
NMSU

Directors Matthew Conrad
MountainView Regional Medical Center

Directors Brandy Darden
Western Heritage Bank

Directors Joah Franzoy
EBID

Directors John Harris
Memorial Medical Center

Directors Kevin Horner
PTS Office Systems

Directors Amy Hummer
BH&G/Steinborn Real Estate

Directors Courage Idemudia
Wells Fargo

Directors Royal Jones
MVT Services, Inc.

Directors Michael Lutz
American Linen Supply of NM

Directors Scott McLaughlin
Spaceport America

Directors Albert Parra
Electronic Caregiver

Monica Torres
Doña Ana Community College

Mike Woods
Burrell College of

Osteopathic Medicine

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Debbi Moore
President & CEO

Cyndi Armijo
Director of Operations

Taylor Isaacs
Director of Development and Investor Services

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

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

NEW INVESTORS

Back in Action Therapy of Las Cruces
4400 Sonoma Ranch Blvd., Suite B
Las Cruces, NM 88011
575-430-8648
backinactiontherapy.com
Anniversary Date: 5/30/2023

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

LNA Interiors
6415 Camino Tesoro
La Mesa, NM 88044
575-200-3993
lnainteriorsdesign.com
Anniversary Date: 11/1/2023

Transforming Life with Heidi
1180 Commerce Dr., Box 13122

Las Cruces, NM 88013-4605
720-245-1211
transforminglifewithheidi.com
Anniversary Date: 11/1/2023

RENEWING MEMBERS

Archuleta Insurance Agency
334 S. San Pedro St. #2
Las Cruces, NM 88001
575-524-8525
https://agents.farmers.com/nm/las-cruces/jeremiah-archuleta?SourceID=AMPALFGMAG&utm_source=GMB&utm_m

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
bankofsw.com
Anniversary Date: 9/27/1999

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

Bradbury Stamm Construction

7110 2nd St. NW
Albuquerque, NM 87107-6702
505-765-1200
bradburystamm.com
Anniversary Date: 8/31/2009

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

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

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

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

Judy Enterprises SIG
4096 Demos Ave.
Las Cruces, NM 88011-4209
575-640-5640
Anniversary Date: 1/3/2014

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

Las Cruces International Mariachi Conference
PO Box 938
Las Cruces, NM 88004-0934
575-525-1735
lascrucesmariachi.org
Anniversary Date: 8/1/2022

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

NMSU Foundation
PO Box 3590
Las Cruces, NM 88003-3590
575-646-1613
support.nmsu.edu/
Anniversary Date: 1/1/1991

Roto-Rooter
1811 Copper Lp.
Las Cruces, NM 88005-8166

575-524-1911
rotorooter.com
Anniversary Date: 3/3/2006

Sierra Lobo, Inc.
12600 NASA Rd., Bldg. 101
Las Cruces, NM 88012
575-524-5277
sierralobo.com
Anniversary Date: 10/1/2022

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 Dickerson Group
3920 W. Picacho Ave.
Las Cruces, NM 88007-4727
575-649-1520
dickersongroup.com
Anniversary Date: 1/14/2014

Waterstone Mortgage
4440 Sonoma Ranch Blvd. Ste. D
Las Cruces, NM 88011-7336
575-496-0225
newmexico.waterstonemortgage.com/
VickiLucero.html
Anniversary Date: 6/1/2019



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THE LAS CRUCES
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SOUTHWEST REGIONAL GROUP PUBLISHER
Belinda Mills

EDITOR & PUBLISHER
Richard Coltharp

ADVERTISING
Desaree Bordé
Lauri Champion

Eve Holguin
Katie Jansen

DISTRIBUTION
Becky Jimenez

DESIGN
Christy Anchondo

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RIBBON CUTTINGS



On December 7, Casa Auto Group, 470 W. Boutz, celebrated their Grand Opening with a ribbon cutting. Luke Lowenfield, Vice President, holds the membership certificate and Justin Lowenfield, President, holds the proclamation while Ronnie Lowenfield, CEO, and Ashley Lowenfield cut the ribbon. Also pictured Tony Lucas, General Manager, and Rhonda and Clay Lowenfield.



Animal Service Center, 3551 Bataan Memorial West, held a Grand Opening to showcase their new facility on December 7. Councilor Flores holds the proclamation while Mayor Pro-Tem Gandara cuts the ribbon.



Roasted Rooster Coffee & Waffles, 2702 W. Amador, held their Grand Opening on December 15. Daniel Gonzales, General Manager, held the proclamation while Emily Espinoza and Kayla King, Shift Supervisors, cut the ribbon.

COURTESY PHOTOS

FROM THE AMBASSADOR CHAIR

Happy New Year! 2024...time sure does fly! I am now entering my second and final year as chair of the Ambassadors. This last year taught me so much and I am looking forward to what 2024 has in store for the Ambassadors. As you know, we start off the year with a bang as we host Las Cruces Day in Santa Fe. This year's event is being held January 27-29 at the La Fonda on the Plaza. The Las Cruces



BY LYNDsay MARTIN
2023 Ambassador Chair

Day in Santa Fe committee has been working very hard to put this event together and will be implementing some new ideas for this year's event. I am looking forward to seeing everyone the end of the month in Santa Fe! Registration is still open, if you would like more information or would like to register for Las Cruces Day in Santa Fe, please contact the Chamber office at 575-524-1968.

THURSDAY, JANUARY 11 LEGISLATIVE SEND-OFF 2024



Registration begins at 11:15 am
Program to begin at 12:00 pm
\$45 per ticket (member)
\$55 per ticket (future member)
RSVP is required for this event

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2024 LAS CRUCES DAY IN SANTA FE

JANUARY 27-29

THIS ANNUAL EVENT GIVES ATTENDEES AN OPPORTUNITY TO ADVOCATE ON CRITICAL ISSUES IMPACTING LAS CRUCES AND DONA ANA COUNTY. THIS YEAR'S EVENT WILL INCLUDE NEW EVENTS - YOU DON'T WANT TO MISS THIS OPPORTUNITY!



REGISTRATION FEES:
EARLY BIRD (THRU 12/31/23)
\$200/PER PERSON
GENERAL (1/1/24-1/27/24)
\$225/PER PERSON

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