



Bottom Line

YOUR Business is OUR Business

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

TABLE OF CONTENTS

New & Renewing Members 2

Ribbon Cuttings 3

From the Ambassador Chair 3

2023 Pulse of the City 3

2024 Las Cruces Day in Santa Fe 3

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



GREATER LAS CRUCES
CHAMBER OF COMMERCE

The 'Magic of the Season'

The sound of holiday music is beginning to permeate many of our homes and businesses and reminds us that the holidays are right in front of us. Again this year, the big debate that remains, as I've witnessed on several Facebook pages and in conversations, is "when" to decorate. Is it before or after Thanksgiving? Is it totally "taboo" to begin before Halloween? Unfortunately, there are no rules, nor do I believe there should be rules when it comes to decorating for the holidays. Whenever you choose to decorate your home, remember the "magic" of the season lies year-round within your heart. The lights, bows, trees are a simple reflection of your heart.

And so here we are, close to the end of the year and the holiday season. We can all find the "Spirit of Santa," that magical feeling which somehow energizes us and keeps us going. Throughout the years, I've been asked many times "why" I collect Santas...well, it's simple. It is the magic that this bearded, red-suited gentleman brings

to the world. For a brief season in time every year, the magic replaces the negativity, pessimism and sadness with positivity, optimism and joy.

We all have the ability to apply these five simple elements of this "magic" to our lives and make a true impact in our community.

1. Magic of Making a Difference – There's something very special of giving to a non-profit during the holiday season. This simple gesture of giving of your time and/or dollars to make a difference in someone's life mirrors the joy of the season in so many ways. Take a moment to reach out to those organizations that make such a difference in our community. Teaching our children and grandchildren the art of "giving back" makes the holidays a perfect teachable moment.

2. Magic of Friends and Family – Although the stress of the holidays can often be overwhelming, the company of friends and family can also calm us. I always



DEBBI MOORE
GLCC President & CEO

enjoy watching the proverbial "happy ending" holiday movies. While real life is not always full of happy endings, I have to say that at least for moments of magic during the holidays, they can be a reality. Whether it's friends or family or both, connecting with those we love can brighten our lives as much as the tree lights do our homes.

3. Magic of Food – The holiday season brings such traditional foods. In New Mexico, these traditions include, but certainly are not limited to, biscochitos, tamales, posole and of course, our own pecan pies. Being raised in Oklahoma, our traditions included chicken and noodles, green bean casserole, cranberry jello salad and Aunt Bill's Brown Candy. The highlight of my memories growing up, however, is my Aunt Sylvia's divinity and fudge. I can still hear the click of the lid on the metal tin where she kept them under layers of wax paper. It's not so much I remember the tastes of the food; once again, it's the

magic of the moment.

4. Magic of Shopping – Shopping during the holiday season can, depending on its definition, be calming or stressful. For years, my daughter and I would be the first in line at many of the stores at the crack of dawn to catch all those bargains. In retrospect, I don't remember the bargains, the money we saved or the crowds we encountered. What I do remember is the "magic" of the morning. Spending time with my daughter, laughing as we stood in line or conversing over hot coffee or hot chocolate. Yes, we were often cold as we stood outside, but now, those memories keep me warm. P.S. Always remember to shop local – your investment makes a big difference in our community.

5. Magic of Laughter – One thing most lovable about Santa is his "Ho, Ho, Ho" you hear almost constantly whenever you see him. It always makes me smile and laugh myself. In my collection of Santas I have ones that sing, dance and read stories. There are





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 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
Anniversary Date: 7/1/2021

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
ffm.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



HANSEN
AUCTION GROUP
ONLINE AUCTIONS

Buy or Sell with Us Today!

Construction, Heavy Equipment, Farm, Business/Real Estate and Much More!

For More Information Call (575) 800-4648

3475 Bataan Memorial W, Las Cruces

HANSENAUCTIONGROUP.COM

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 ACCEPTING NEW PATIENTS Special Needs Dentistry Trained Family Appointments

David D. Warren, D.D.S.
Michael D. Law, D.D.S.
Nicole K. Moberly, D.D.S.

the **bottom line**
THE LAS CRUCES
Bulletin

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

The Bottom Line, the official publication of the Greater Las Cruces Chamber of Commerce, is a copyrighted publication that is designed, produced and distributed monthly by the Las Cruces Bulletin, 1740-A Calle de Mercado, Las Cruces, NM 88005. Content of The Bottom Line is submitted and authorized by the Greater Las Cruces Chamber of Commerce located at 150 E. Lohman Ave. Articles and columns in The Bottom Line may not reflect the opinions of the Las Cruces Bulletin. Inquiries regarding editorial content or advertising may be directed to the publisher at 575-524-8061.

GREATER LAS CRUCES CHAMBER OF COMMERCE

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

RIBBON CUTTINGS



On Friday, Nov. 3, La Casa Inc. celebrated the grand opening of their Safe Exchange and Supervised Visitation Center, 835 Spruce, with a ribbon cutting. Claudia Ocon, Supervised Visitation program manager, held the proclamation while Melissa Mata, director of support services cut the ribbon.



Bubbas 33, 510 S. Telshor, held a ribbon cutting to celebrate their grand opening on Friday, Nov. 10, with a ribbon cutting. Gladys Caffarro, kitchen manager, Ethany Fierro, admin assistant, Deborah Davis, service manager, Tabitha Gomez, kitchen manager, Karla Cardenas service manager, and Esteban Rosales, kitchen manager, held the proclamation and the member certificate while Sylvia Cuen, partner owner, cut the ribbon.



On Friday, Nov. 17, Scooter's Coffee, 1105 N. Main, held a ribbon cutting to celebrate their grand opening. Jamie Yeager, franchisee owner, Zachary Reed and Malachi Yeager held the proclamation and member certificate while Matt Yeager, franchisee owner, cut the ribbon.

COURTESY PHOTOS

FROM THE AMBASSADOR CHAIR

As we wrap up 2023, I would like to give a special shout out to the Ambassador Executive Council: Caroline Zamora (Past Chair), Lensi Shakra (Incoming Chair/ Activities), Brandi Selby (Secretary/Treasurer), Shawn Martin (Las Cruces Day in Santa Fe Chair), Tyler Overberger (Marketing/Ambassador Membership), Darlene Stalder (Red Team Captain) and Sylvia Lauer (Green Team Captain). These individuals have made this year a huge success and I am very grateful for their dedication to the Ambassadors. I would also like to thank the Chamber staff



BY LYNDSAY MARTIN
2023 Ambassador Chair

for all of their support, thank you Debbi, Cyndi and Taylor! The Ambassadors had a very busy 2023, and as we look ahead to 2024, I can assure you that the Ambassadors will be out and about supporting the Chamber and our Las Cruces businesses. Our next big event is Las Cruces Day in Santa Fe which will be Jan. 27-29, 2024. We have some exciting changes for LCDSF 2024 including a new host hotel (La Fonda on the Plaza). Please be sure to register and book your room ASAP! We cannot wait to see everyone in Santa Fe! Until then, I wish everyone a joyous holiday season!

WEDNESDAY, DECEMBER 13 2023 PULSE OF THE CITY



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

NEW MEXICO FARM AND RANCH HERITAGE MUSEUM
4100 DRIPPING SPRINGS RD.

CALL 575-524-1968 TO REGISTER



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

FOR MORE INFORMATION SCAN OR CALL 575-524-1968

MAGIC from | 1
times when I drive my family nuts because I get them all singing, dancing and reading at the same time...and then I find myself laughing. Laugh with someone this holiday season. It'll make your day.

Be strong. Be kind. Be giving. Be supportive. Be available. All of these define what "being a community" really is. Our wonderful, special com-

munity which, while we often have differences, comes together to overcome. Together we turn every challenge into an opportunity. The key is that we do this...TOGETHER!

Am I "over the top" for the holiday, Santa, ribbons, bows and all the colors they bring? You bet I am! The sounds, the sights, the colors...all come together to create the "Magic of the Sea-

son." It's my tradition that as the season concludes for another year, I keep a Santa out all year, a simple gesture to remind me that the magic of Santa can be year-round, if we only believe. In my version of those famous words, "Yes, my friends, there is a Santa Claus. Enjoy the magic of the season.

To wrap up 2023, I want to take a few moments to thank our chair, Jason

Lazich, for his leadership, as we all once again navigated another year to find our "new norm." On behalf of the Board of Directors and the Chamber staff, we thank you for your expertise, leadership and professionalism as you've lead the Board of Directors and the Chamber through this year. You represent all that's good, kind and caring in business...Thank you!



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

Insured by NCUA | Equal Opportunity Lender

