



Bottom Line

Powered by Investors, Driven by Business
Connecting • Convening • Cultivating

GREATER LAS CRUCES CHAMBER OF COMMERCE • FEBRUARY 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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GREATER LAS CRUCES
CHAMBER OF COMMERCE

In love with the mission

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 in a community. Fast forward years later, I am blessed to be here in Las Cruces. You see a Chamber is much more than an organization of business owners: It's the heart of our community, fostering a strong workforce and future leaders. 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.

Chambers of Commerce play a vital role in our community by bringing together local businesses to support economic growth, education and community development. Joining a Chamber of Commerce can provide a business with networking opportunities, access to local resources and information, visibility in the community, advocacy support on local issues and potential cost savings through member benefits and discounts. It can also help to establish credibility and trust with customers, suppliers and other businesses in the community.

It is no wonder that I proudly say, "My career found me." To think, through the years and in several communities, I've

played a small role in community impact is an amazing thought.

Over the years, no matter where I have been, 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. Simply put, investing in the Chamber of Commerce is investing in the community. The Chamber 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 that the mission of your business compliments 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



DEBBI MOORE
GLCC President & CEO

retain customers and builds a lifelong professional network.

For this year, the Greater Las Cruces Chamber is concentrating on delivery of a renewed commitment to our investors and area businesses. Through our new slogan, "Powered by Investors, Driven by Business: Connecting, Convening, Cultivating," we will work diligently to ensure the Chamber's body of work continues to make a difference in our community.

Public Policy Sector: Government Relations, Public Policy & Advocacy
Investor Services Sector: Connecting-Member Relations
Building Community Sector: Cultivating future leaders
Grow Your Business Sector: Cultivating businesses; Workforce Education

These four areas are full of opportunity for businesses to be actively involved in the Chamber through the many committees, taskforces and initiatives. Whether your focus is on supporting our military, growing your business, finding out more about the space industry, or healthcare, or networking, we've got a place for you!

And this is just the beginning. With expansion and growth of our Business After Hours, the networking opportunity continues to increase. Adding in our ribbon cuttings, anniversary celebrations and "red carpet" ceremonies, the exposure one gets from their investment of time, money and commitment is a tremendous return on investment.





2024 Board Members

Executive Committee

2024 Chair	Dr. Michael Law <i>Warren & Law Dental</i>
2025 Chair	Rico Gonzales <i>El Paso Electric</i>
2023 Chair	Jason Lazich <i>Virgin Galactic</i>
Secretary/Treasurer	Kevin Merhege <i>Pioneer Bank</i>
Vice Chair Building Community Sector	Mike Tourtilott <i>Sisbarro Volkswagen</i>
Vice Chair Grow Your Business Sector	Barbara Torres <i>Nothing Bundt Cakes</i>
Vice Chair Investor Services Sector	Chad Getz <i>Getz Funeral Home</i>
Vice Chair Public Policy Sector	Richard Haas <i>Desert Peak Architects</i>
Directors	Steve Aragon <i>Blue Halo</i>
Directors	Leslie Cervantes <i>NMSU</i>
Directors	Matthew Conrad <i>MountainView Regional Medical Center</i>
Directors	Brandy Darden <i>Western Heritage Bank</i>
Directors	Joah Franzoy <i>EBID</i>
Directors	John Harris <i>Memorial Medical Center</i>
Directors	Kevin Horner <i>PTS Office Systems</i>
Directors	Amy Hummer <i>BH&G/Steinborn Real Estate</i>
Directors	Courage Idemudia <i>Wells Fargo</i>
Directors	Royal Jones <i>MVT Services, Inc.</i>
Directors	Michael Lutz <i>American Linen Supply of NM</i>
Directors	Scott McLaughlin <i>Spaceport America</i>
Directors	Albert Parra <i>Electronic Caregiver</i>
	Monica Torres <i>Doña Ana Community College</i>
	Mike Woods <i>Burrell College of Osteopathic Medicine</i>

Chamber Staff

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 January 2024. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

ADT Security Services
12305 Mercantile Ave Suite F
El Paso, TX 79928
575-636-8058
adt.com
Anniversary Date: 1/1/2024

Kidz Quest Academy Learning Center & Pre-k
1190 Foster Rd.
Las Cruces, NM 88001
575-373-8541
kidzquestlc.com
Anniversary Date: 1/1/2024

Sol Ballroom Dance Center
200 S. Solano Dr. Ste 1
Las Cruces, NM 88001
575-288-1113
solballroom.com
Anniversary Date: 1/1/2024

Sport Air Racing Council Corp
610 Wingspan Drive
Las Cruces, NM 88001
623-275-0413
sportclass.com
Anniversary Date: 1/1/2024

Sunflower Bank - Water St. Branch

421 N. Water Street
Las Cruces, NM 88001
575-525-8907
sunflowerbank.com
Anniversary Date: 1/1/2024

The Chicken Store
140 B. West Picacho
Las Cruces, NM 88005
575-237-6533
Anniversary Date: 1/1/2024

Icon Homes New Mexico LLC
6060 Surety Dr.
El Paso, TX 79904
915-820-8870
iconcustombuilder.com/newmexico/
Anniversary Date: 1/1/2024

Roasted Rooster LLC
2702 W. Amador
Las Cruces, NM 88005
575-888-7334
roastedroosternm.com
Anniversary Date: 12/1/2023

Southern Roots Nut Company, LLC
2455 Entrada Del Sol
Las Cruces, NM 88001
575-523-8550
southernroots.org
Anniversary Date: 1/1/2024

Sunfire Solar Systems LLC
121 Wyatt Dr Suite #1
Las Cruces, NM 88005
575-571-4269
sunfiresolar.com
Anniversary Date: 1/1/2024

The AMF Creative Studio LLC
711 S. Florida Ave Unit B
Alamogordo, NM 88301
571-447-0835

theamfcreativestudio.com
Anniversary Date: 12/1/2023

RENEWING MEMBERS
Allen Theatres, Inc.
1401 Don Roser Dr. Building C
Las Cruces, NM 88011-4577
575-524-7933
allentheatresinc.com
Anniversary Date: 7/1/1996

Clifford, Ross, & Cooper, CPAs, LLC
1155 Commerce Dr. Ste. E
Las Cruces, NM 88011-8257
575-524-1040
crrc-cpa.com
Anniversary Date: 3/1/1988

First New Mexico Bank, LC
3000 E. Lohman
Las Cruces, NM 88011-8246
575-556-3000
firstnewmexicobanklc.com
Anniversary Date: 4/11/2001

Joe Bullington
9012 Whittier Rd. SW
Huntsville, AR 35802
575-202-5581
Anniversary Date: 7/1/2022

Martin & Lutz, PC.
PO Drawer 1837
Las Cruces, NM 88004-1837
575-526-2449
Anniversary Date: 7/1/1991

McGinley Construction, Inc.
PO Box 370
Mesilla, NM 88046-0370
575-523-9140
mcginley-construction.com/
Anniversary Date: 12/17/1997

Mesilla Valley Hospice
299 E. Montana Ave
Las Cruces, NM 88005-3223
575-523-4700
mvhospice.org
Anniversary Date: 5/12/1992

One Source Federal Credit Union
1375 E. Boutz Rd.
Las Cruces, NM 88001-5305
575-523-5524
onesourcefcu.coop
Anniversary Date: 5/14/1987

Virgin Galactic, LLC
166 Roadrunner Parkway Ste 1C
Las Cruces, NM 88011-7044
575-424-2100
virinalgalactic.com
Anniversary Date: 6/22/2009

American Linen Supply of NM
550 N. Church
Las Cruces, NM 88001-3440
575-526-6641
yourlinencompany.com
Anniversary Date: 1/1/1949

Comfort Keepers
755 S. Telshor Blvd. Suite C-101
Las Cruces, NM 88011-4681
575-521-4400
comfortkeepers.com
Anniversary Date: 1/12/2011

Goodwill Industries of El Paso, Inc.
11460 Pellicano Dr.
El Paso, TX 79936-5905
915-778-1858
goodwillep.org
Anniversary Date: 1/30/2007

Las Cruces Symphony Association
1075 N. Horseshoe St. STE 210
Las Cruces, NM 88003
575-571-3813
lascrucesymphony.com/
Anniversary Date: 12/1/2022

McDonald's Restaurant
PO Box 2797
Las Cruces, NM 88004-2797
575-524-2912
mcdonalds.com/us/en/home
Anniversary Date: 10/5/1973

Mesilla Valley Economic Development Alliance
277 E. Amador Ste 304
Las Cruces, NM 88004-1299
575-525-2852
mveda.com
Anniversary Date: 12/1/2008

Mesilla Valley Mall
700 S. Telshor Blvd
Las Cruces, NM 88011-4669
575-522-1001
mesillavalleymall.com
Anniversary Date: 12/1/2021

Sonic Drive-In Restaurant
750 N. 17th St.
Las Cruces, NM 88005-4153
575-524-8998
Anniversary Date: 3/11/1983

Zia Natural Gas Company
3700 W. Picacho Ave.
Las Cruces, NM 88007-8719
575-526-4427
zngc.com
Anniversary Date: 11/13/2009



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RIBBON CUTTINGS



On Jan. 5, the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce celebrated the 5-year anniversary of SOL Ballroom, 200 S. Solano, with a ribbon cutting. Instructors Julie Thompson and Alexander Donaghe hold the proclamations while founder Hannah Cole cuts the ribbon. Also pictured is instructor Sara Youngblood.



On Jan. 18, the Greater Las Cruces Chamber of Commerce welcomed new member ICON Custom Builders, 3876 Heartland Loop. Yvet Sierra, ICON TX GM, holds the proclamation while Fernando Ortega, president of ICON NM, cuts the ribbon. Also pictured are Charlie Garcia, general manager of Rise Homes, and Yamel Garcia, Icon family member.



On Jan. 19, Camplyf RV Repair and Rentals of Las Cruces, 300-B N. 17th Street, celebrated their new location with a ribbon cutting. Owner Robert Selby holds the proclamation while Lauren Selby cuts the ribbon. Also pictured is owner Brandi Selby.



The Greater Las Cruces Chamber of Commerce welcomed new member T-Mobile, 4169 White Sage Arc, on Jan. 26. Retail Associate Manager Marc Joyce holds the proclamation while Retail Store Manager Louie Cobos cuts the ribbon.

COURTESY PHOTOS



The Greater Las Cruces Chamber of Commerce welcomed new member Nubes Dispensary, 1713 E. University, on January 12. Jay Matos, CEO, and Debbie Rodriguez, Director of Marketing, hold the proclamation and membership certificate while Brandi Gutierrez, COO, cuts the ribbon.



On Jan. 25, Jardin de Los Ninos, 509 N. Franklin St. in Hatch, celebrated their expanded location there. Alma Mendoza Ketcherside, director of family services, Amber Sedillo, director of development and community engagement, and Jeff Flores, owner of MECA Therapies, hold the proclamations while Hatch Mayor Slim Whitlock and Executive Director Michelle Saenz-Adames, cut the ribbon.



FirstLight Federal Credit Union, 3791 E. Lohman, showcased their remodeled Lohman Engagement Center on Jan. 18. Chief Retail Officer Jim Huff holds the proclamation while Margie Salazar, president & CEO, cuts the ribbon.

FROM THE AMBASSADOR CHAIR

I just got back from a fantastic Las Cruces Day in Santa Fe 2024. This year we held it at La Fonda on the Plaza. We kicked things off with a Saturday evening reception at the hotel which gave everyone a great opportunity to network. On Sunday morning we heard from the City of Las Cruces, Doña Ana County, Las Cruces Public Schools and NMSU on their legislative priorities. These presentations were followed by two workshops which were very informative. I learned a lot about



BY LYNDSAY MARTIN
2023 Ambassador Chair

the legislative session and lobbying. Sunday afternoon we headed over to the governor's residence for a beautiful reception. Gov. Lujan Grisham spoke to our group and we also heard from local astronaut Jamila Gilbert on her incredible journey to space. We wrapped up on Monday morning with a mayoral panel and heard from the mayors of Las Cruces, Mesilla and Sunland Park. A group of us headed over to the Roundhouse after breakfast to represent Las Cruces and Doña Ana County. I would like to give a shout-out to Shawn Martin (Chair of Las Cruces Day in Santa Fe) and the entire committee for putting on such a successful event. We appreciate everyone who attended this year and hope you plan to join us in 2025!

Leadership Class 31 challenges their learning

BY EVE HOLGUIN
Las Cruces Bulletin

Leadership Class 31 had its fourth group day learning about the education system and the great people that continue to drive education forward in our community.

We began our day at the Challenger Learning Center, which was a new and fun experience for many in the class. The Challenger Learning Center mission to educate and excite young minds about the STEM world was seen as an absolute success as Class 31 took part in the space simulation and learned more about Associate Director Stephanie Hofacket's great programs for outreach in our school system.

Next, we visited the Las Cruces Public Schools administrative building for a tour with Director of Communications and Leadership Alum Kelly Jameson. The class also got to meet with Superintendent Ignacio Ruiz; Deputy Superintendent of Instruction Wendi Miller Tomlinson; Deputy Superintendent of

Finance Alex Liu; and Deputy Superintendent of Operations Gabe Jacquez to talk about LCPS' plans and goals for the future.

Following the panel, the group enjoyed lunch at The Game 1 and spent time talking with Bryan Ashenbaum (Dead of College of Business) and Eddie Reyna (Arrowhead Early College Counselor) to talk about leadership in education as well as the ways they are helping students and the community toward higher education.

Finally, we ended the day with a beautiful tour of the Burrell College of Osteopathic Medicine and heard from John Hummer about all the ways Burrell is enriching our community through education in the health care field.

Leadership Class 31 would like to extend a huge thank you to all of the people who made the day possible and showed the class all the amazing ways to continue to be a strong leader in our community!

LOVE from | 1

As the good-will arm of the Chamber, the Ambassadors are committed to promoting the Chamber and the region in many, many activities. 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. 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. Through our "In the Know" luncheons throughout the year featuring general business topics and updates from government, education, space and military, we educate and inform our members. A brand-new program this year, Business Over Breakfast (BOB), will showcase one-on-

one interviews with business leaders throughout our region.

Advocating for business at every level (city, county, state, federal), 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.

This is just a sample of the many ways we can help your business grow. From the smallest to the largest of businesses, the Chamber stands ready to be the conduit of growth, information, networking, education and advocacy. I'm invested; are you? Give us a call at the Greater Las Cruces Chamber at 575.524.1968 for investment and partnership opportunities. We are Las Cruces strong!



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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.

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