

# **Bottom Line**

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GREATER LAS CRUCES CHAMBER OF COMMERCE • MARCH 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 WWW.LASCRUCES.ORG



# **Consistency** is key

Recently, I ran across a saying from John Maxwell: "Consistency ... It doesn't matter how talented you are. It doesn't matter how many opportunities you receive. If vou want to grow, consistency is key." This little saying got me thinking just what consistency is and how it applies to business, and in particular to leadership.

As defined by Webster's dictionary, Consistency is, "1) the firmness of constitution or character and 2) agreement or harmony of parts or features to one another or a whole." The most amazing thing about consistency and growth is just that — one doesn't have to be stagnant and the same to be consistent.

In business, being consistent is one of the most overlooked attributes of growing a successful business. The consistency you give to both employees and customers will enable growth to happen in a quality, quantified and realistic pathway. There are three key areas of consistency in a business:

• Employee Relationships – Making certain that there is consistency in the processes and procedures employees follow each day. However, that doesn't mean flexibility and creativity cannot be a part of your growth pattern. My dear friend, Don Chalmers, always said, "Happy employees mean happy customers." This is a tried and true statement that pays tremendous dividends for the business.

• Customer Service – This area can literally make or break a business. Being consistent in the training of employees, particularly the "director of first impressions," or your front-line person is a critical part of consistency. The

**DEBBI MOORE** simple task of greeting a customer, answering

GLCC President & CEO a phone, or responding

to an email in a friendly manner establishes the tone of the relationship with the customer. As a follow-up to item #1, customer service begins with the internal customers, the employees. Are they treating one another with the same positive. friendly attitude they show your customers? If the answer is not "Yes," then consistency in training has wavered.

• Accountability – Measuring your changes as you implement new processes, products or systems will ensure reliable results. A key element of anything new is to educate, educate, educate -employees and customers alike. If the education and planning are in place, then the consistency of doing this several times will ensure continual forward movement.

Consistency can also be a key to leadership success and thus growth of a business. We all have different definitions of a leader, along with a multitude of reasons for following a leader. Traditionally, we believe it is the charisma, charm and outgoing, positive nature of a leader that draws us to them. I suppose in a lot of ways this is correct. However, through the years, I've seen charisma dwindle, charm



Potentially, this consistency follows three areas of focus: vision, values and passion. We all want our leaders to have a vision and know where they are leading us. A leader must communicate the vision with a consistent message. It goes without saying that the values of a leader must be of the utmost consistency. Finally, a leader must always be consistent with their passion. That energetic commitment to fulfill their vision with passion is a key to a leader creating other leaders.

Yes, consistency is an overlooked virtue in many of our lives. While many of us exhibit it day in and day out, we've never quite known what to call it...now you know. Just thinkin' over coffee ... #LasCrucesStrong.





#### **Executive Committee**

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2025 Chair	Rico Gonzales
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2023 Chair	Jason Lazich Virgin Galactic
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Business Sector	Barbara Torres Nothing Bundt Cakes
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Vice Chair	Gers I unclui Home
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<b>D1</b>	Western Heritage
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Directors	Amy Hummer BHੳG/Steinborn Real Estate
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Directors	Michael Lutz American Linen Supply of NM
Directors	Scott McLaughlin Spaceport America
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Directors	Monica Torres Doña Ana Community College
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**Chamber Staff** 

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Cvndi Armiio Director of Operations

Taylor Isaacs Director of Development and Investor Services

Osteopathic Medicine

# **NEW AND RENEWING MEMBERS**

Prime IV Sonoma Ranch

4300 Sonoma Ranch Blvd

Las Cruces, NM 88011 575-237-8070

primeivhydration.com/

cruces-88011/

1014 Parkhill Dr

575-519-4041

Las Cruces, NM 88012

locations/new-mexico/las-

Anniversary Date: 2/1/2024

Red Dog Roll Off Dumpster

Suite A

#### **WE LOVE OUR MEMBER INVESTORS**

Say hello to our new & renewing members for February 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

#### **MANS** Construction Company 1996 S Valley Las Cruces, NM 88005 575-525-8050 mansconstruction.com

Anniversary Date: 2/1/2024

Ramada Hotel & Conference Center 201 E. University Ave. Las Cruces, NM 88005 575-526-4411 wyndhamhotels.com/ramada/ las-cruces-new-mexico/ ramada-palms-de-las-cruces Anniversary Date: 2/1/2024 Sport Air Racing Council Corp

610 Wingspan Drive Las Cruces, NM 88001 623-275-0413 sportclass.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

Hawk Networks Inc 506 S Main St #1000 Las Cruces, NM 88001 866-425-8432

hawknetworks.net/las-cruces Anniversary Date: 2/1/2024



reddogrolloff.com Anniversary Date: 2/1/2024 Sunfire Solar Systems LLC 121 Wyatt Dr Suite #1 Las Cruces, NM 88005 575-571-4269

sunfiresolar.com Anniversary Date: 1/1/2024 **RENEWING MEMBERS** 

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

American Document Services 300A North 17th Street Las Cruces, NM 88005-4186 575-647-0060 adslcnm.com Anniversary Date: 9/12/2001

**ASA Architects** PO Box 146 Las Cruces, NM 88004-0146 575-526-3111 asa-architects.com/ Anniversary Date: 1/1/1974

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

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

**Community Options** 2500 Missouri Ave Las Cruces, NM 88011-9104 575-532-9275 comop.org/ Anniversary Date: 1/23/2013

**GROUP PUBLISHER** 

Belinda Mills

Dawson Dinsmore 441 N. Miranda Las Cruces, NM 88005-2560 575-343-0159 Anniversary Date: 8/1/2019

**Desert Peak Architects** 311 N. Main St. Las Cruces, NM 88001-1279 575-528-0021 https://desertpeakarchitects.com Anniversary Date: 1/1/2019

Dona Ana Community **College** MSC-3DA, Box 30001 Las Cruces, NM 88003 575-527-7500 http://dacc.nmsu.edu/ Anniversary Date: 12/20/1984

Edward Jones - Bruce Ball 3880 Foothills Rd. Ste 2 Las Cruces, NM 88011-5143 575-522-5583 edwardjones.com/bruce-ball Anniversary Date: 2/1/2022

Epiphany Dermatology 141 N. Roadrunner Pkwy, Ste. 228 Las Cruces, NM 88011-2001

575-521-1177

epiphanydermatology.com Anniversary Date: 1/1/2020 Fastwave.Biz 555 S. Miranda St. Las Cruces, NM 88005-2823 575-521-3000 fastwave.biz Anniversary Date: 1/17/2018 First American Bank in Las

Cruces 1553 Avenida de Mesilla Las Cruces, NM 88005-3946 575-524-8000 firstamericanbanknm.com Anniversary Date: 4/14/1998

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

4/11/2001

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

Ikard's, Inc. 101 E. Lohman Las Cruces, NM 88001-3662 575-526-6691 ikardsfurniture.com Anniversary Date: 3/1/1973

La Posta de Mesilla Restaurant

Mesilla, NM 88046 575-524-3524 laposta-de-mesilla.com/ Anniversary Date: 7/3/1972

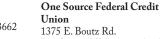
Martin & Lutz, PC. PO Drawer 1837

Anniversary Date: 7/1/1991 PO Box 2797

575-524-2912 mcdonalds.com

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

Mesilla Valley Hospice



**RT Electric Inc.** 

480 N. 17th

575-523-9252

750 N 17th St

575-524-8998

720-245-1211

575-424-2100

virgingalactic.com

1C

rtelectricinc.com

Las Cruces, NM 88001-5305 575-523-5524 onesourcefcu.coop Anniversary Date: 5/14/1987

Las Cruces, NM 88005-4148

Anniversary Date: 1/19/2010

Sonic Drive-In Restaurant

Las Cruces, NM 88005-4153

Anniversary Date: 3/11/1983

Transforming Life with Heidi

1180 Commerce Dr Box 13122

Las Cruces, NM 88013-4605

transforminglifewithheidi.com

166 Roadrunner Parkway Suite

Las Cruces, NM 88011-7044

Anniversary Date: 6/22/2009

Anniversary Date: 11/1/2023

Virgin Galactic, LLC

2410 Calle de San Albino

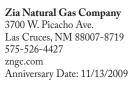
Las Cruces Symphony Association 1075 N. Horseshoe St. STE 210 Las Cruces, NM 88003 575-571-3813 https://lascrucessymphony.com/ Anniversary Date: 12/1/2022

Las Cruces, NM 88004-1837 575-526-2449

McDonald's Restaurant Las Cruces, NM 88004-2797 Anniversary Date: 10/5/1973

**McGinley Construction**, Inc.

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





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## **RIBBON CUTTINGS**



The Greater Las Cruces Chamber of Commerce welcomed Print-O-Rama, 1455 Hickory, as a new member with a ribbon cutting on Friday, Feb. 2. Owner Asucena Mandoza cutting. AJ Ronquillo is holding the proclamation while is joined by family and staff as the ribbon is cut.



On Friday, Feb. 23, the Greater Las Cruces Chamber of Commerce welcomed LiveWell MD, 1855 E. Lohman. Eve Sanchez and owner Beaux Selznick hold the proclamation and member certificate while Alexis Gomez-Primero cuts the ribbon.



On Thursday, Feb. 6, Prime IV Sonoma Ranch, 4300 Sonoma, celebrated their Grand Opening with a ribbon owner Becki Jacquez cuts the ribbon.



The Chicken Store, 140 B. W Picacho, celebrated their grand opening on Saturday, Feb. 10 with a ribbon cutting. Dwight Dixon held the proclamation while Southwest District Manager Judy Marshall cuts the ribbon.

# FROM THE AMBASSADOR CHAIR

2023 Ambassador Chair

The month of March brings many things with it: the first day of spring, the start of Daylight Saving Time (yay for more evening daylight!), St. Patrick's Day (one of my favor-**BY LYNDSAY MARTIN** 

ite holidays), and, for us here in Las Cruces. the Bataan Memorial Death March.

As an ambassador with the Greater Las Cruces Chamber of Commerce. I have had the pleasure of volunteering for this event several times in the past. This year, the ambassadors will again have a water station at the marathon. I never look forward to the early wakeup for this event (3am!), but then I remember what this event is all about. The Bataan Memorial Death March commemorates the event that took place on April 9, 1942 during World War II. Thousands of American and Filipino prisoners of war

were forced by the Japanese to march a treacherous 65 miles to prisoner camps. Many did not survive the march due to exhaustion, malnutrition and extreme heat.

I would like to thank the ambassadors that have volunteered to help out at our water point this year. It is a humbling experience to be out there as participants come by. The strength and endurance you witness in these individuals is absolutely incredible. If you are participating this year,

be sure to say hi as you pass through our water point. I would like to wish all participants well and good luck on March 16. See you all out there!





On Friday, Feb. 9. The Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined American Document Services, 300A N. 17th St. to celebrate their new plant-based shredding operation with a ribbon cutting. Buffy Jackson and Robert Selby held the proclamations while founder and co-owner Rick Jackson, with CEO and coowner Brandi Selby, cut the ribbons.

COURTESY PHOTOS

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warrenlawdental.com

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Las Cruces, NM 88011

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