



# 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 you 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 simple task of greeting a customer, answering 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.



**DEBBI MOORE**  
GLCC President & CEO

- **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

fade and the outgoing positive nature become negative. And with that fading, the leader no longer has followers. It seems to me that we are all looking for consistency in a leader.

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.





## 2024 Board Members

### Executive Committee

2024 Chair	Dr. Michael Law <i>Warren &amp; 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</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&amp;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>
Directors	Monica Torres <i>Doña Ana Community College</i>
Directors	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 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

**Prime IV Sonoma Ranch**  
4300 Sonoma Ranch Blvd  
Suite A  
Las Cruces, NM 88011  
575-237-8070  
primeivhydration.com/  
locations/new-mexico/las-cruces-88011/  
Anniversary Date: 2/1/2024

**Red Dog Roll Off Dumpster**  
1014 Parkhill Dr  
Las Cruces, NM 88012  
575-519-4041  
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

**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  
firstnewmexicobank.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**  
2410 Calle de San Albino  
Mesilla, NM 88046  
575-524-3524  
laposta-de-mesilla.com/  
Anniversary Date: 7/3/1972

**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

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

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

**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

**RT Electric Inc.**  
480 N. 17th  
Las Cruces, NM 88005-4148  
575-523-9252  
rtelectricinc.com  
Anniversary Date: 1/19/2010

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

**Transforming Life with Heidi**  
1180 Commerce Dr Box 13122  
Las Cruces, NM 88013-4605  
720-245-1211  
transforminglifewithheidi.com  
Anniversary Date: 11/1/2023

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

**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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**Bulletin**

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GREATER LAS CRUCES CHAMBER OF COMMERCE

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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 is joined by family and staff as the ribbon is cut.



On Thursday, Feb. 6, Prime IV Sonoma Ranch, 4300 Sonoma, celebrated their Grand Opening with a ribbon cutting. AJ Ronquillo is holding the proclamation while owner Becki Jacquez cuts the ribbon.



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.



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.



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 co-owner Brandi Selby, cut the ribbons.

COURTESY PHOTOS

WARREN & LAW DENTAL WELCOMES LAS CRUCES NATIVE  
**Dr. Nicole Moberly**  
TO OUR DENTAL TEAM



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warrenlawdental.com  
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Las Cruces, NM 88011

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

## FROM THE 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 favorite holidays), and, for us here in Las Cruces, the Bataan Memorial Death March.



BY LYNDsay MARTIN  
2023 Ambassador Chair

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!



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CHAMBER OF COMMERCE

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FUTURE  
EVENTS YOU  
DON'T WANT  
TO MISS!

## UPCOMING EVENTS

**MAR 28 - 5:30-7:00PM**

Business After Hours The  
Chicken Store  
140 W. Picacho

**APR 12 - 7:30-9:00AM**

Eggs & Conversations  
with Dr. Michael Law  
Las Cruces Convention Center

**APR 5 NOON-2:00PM**

Annual Chamber  
Celebration  
NM Farm & Ranch

**JUN 7 - AM & PM FLIGHTS**

Golf Classic  
Red Hawk Golf Course

**APR 9 4:00-5:00PM**

Chamber U : Maximizing  
Your Investment Chamber  
Board Room

**AUG 2 - 6:00PM**

Healthcare Awards  
Location TBD

**NOMINATIONS NOW OPEN FOR  
CHAMBER CHOICE & HEALTHCARE AWARDS**

For more information, please contact us at 575-524-1968







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