



Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • APRIL 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



Businesses for a Safer Las Cruces

As many of you are aware, recently a group, Businesses for a Safer Las Cruces, was created and consists of concerned business owners coming together to work with the Las Cruces Police Department to improve the safety of our community. The Greater Las Cruces Chamber of Commerce is in full support of this group and is asking businesses in Las Cruces to take a few steps to help improve the safety in our city.

ASK #1: A "We Have Your 6" program has been started, a program designed for Las Cruces area businesses to support our local officers. We ask all businesses to place a "We Have Your 6" sticker in their business window. These stickers have been designed by Chad Getz and Vic Villalobos and are printed and sponsored by Getz Funeral Home and Sisbarro Auto Dealerships. The stickers can be picked up at the Greater Las Cruces Chamber of Commerce building at 150 E. Lohman Avenue in Las Cruces. If you are unable to come to the Chamber to pick up a sticker, we will gladly have someone bring one to your business.

ASK #2: If your business is willing and able, please add a police officer benefit program, customized to your business. Ideas include designated parking, fee discount to officers and their immediate families, etc. By customizing it to your business, you can do as little or much as you choose. To sign up for this program, please call us at the Chamber (575-524-1968). Your business will be added to a list given to officers. Each officer will receive a "We Have Your 6" card which they will be able to provide you and your staff to prove they are a part of the LCPD's family of officers.

ASK #3: We're asking all businesses to place "No Soliciting" signs in front of their businesses or business complexes. LCPD has informed us that "No Trespassing" signs are not adequate. If "No Soliciting" signs are placed, officers can come on your property and make anyone, homeless included, that are trying to convince your customers to give them money to leave the premises. Like any other ordinance, this is something that cannot be done unless the guidelines are followed.

Specifications for the signs: Signs must be 12" x 18" and have one visible from the road and another visible in the parking lot from the building. Signs should include a statement at the bottom of the sign that states "unless permit granted." With this phrase, groups such as Girl Scouts or Scouts (formally Boy Scouts) can set up stands in front of your business to sell their fundraisers. You would have them fill out a simple form with their information so that if there is a complaint that you were being discriminatory, you can provide proof that they had a permit to be there soliciting.

Chief Story and the Las Cruces Police Department are listening to businesses and are willing to work with us at the Greater Las Cruces Chamber of Commerce as well as the Businesses for a Safer Las Cruces group to improve the safety of our community. These may seem like small steps, but they are steps in the right direction. We will continue to take necessary steps to improve the safety of our community.

Sincerely,

Michael Law, Chair
2024 Board of Directors
Greater Las Cruces Chamber of Commerce

If you have any questions, or would like to participate in these programs, please note contact information below:

Greater Las Cruces Chamber:

Michael Law, DDS michael.law.dds@gmail.com
Debbi Moore dmoore@lascruces.org

Businesses for a Safer Las Cruces:

Vic Villalobos vicvillalobos@me.com
Donna Stryker donnastryker0@gmail.com

Facebook: Facebook.com/groups/saferlascruces



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</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>
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 March 2024. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

American Southwest Theatre Company
PO Box 30001, MSC 3072
Las Cruces, NM 88003-0001
575-642-2980
theatre.nmsu.edu/american-southwest-theatre-company/about-astc.html
Anniversary Date: 3/1/2024

Erickson Metals of New Mexico, INC
150 Earhardt Way Suite 400
Santa Teresa, NM 88008
575-874-3003
ericksonmetals.com
Anniversary Date: 3/1/2024

Nationwide Medicare Help
Las Cruces, NM 88011
303-594-2434
nationwidemedicarehelp.com
Anniversary Date: 3/1/2024

Livewell MD
1855 E. Lohman Ave Unite C
Las Cruces, NM 88001
575-259-5014
livewellmd.net
Anniversary Date: 2/1/2024

T-Mobile
4169 White Sage Arc Suite A
Las Cruces, NM 88011-8242
575-888-9681
t-mobile.com/stores/bd/t-mobile-las-cruces-nm-88011-470g
Anniversary Date: 3/1/2024

RENEWING MEMBERS

Alaska Structures, Inc.
301 Rea Blvd
Las Cruces, NM 88007-9013
575-541-9116
alaskastructures.com
Anniversary Date: 2/3/2014

Arteries & Veins
3830 E. Lohman Ave
Building 1 Suite 1
Las Cruces, NM 88011-8446
575-522-8346
arteriesveins.com/
Anniversary Date: 1/12/2017

Better Homes & Gardens/Steinborn & Associates
141 Roadrunner Pkwy
Suite 141
Las Cruces, NM 88011-2000
575-522-3698
lascrucesnmproperties.com
Anniversary Date: 3/16/2010

Bravo Mic Communications KMVR, KOBE, KXPZ, KVLC
101 Perkins Dr.
Las Cruces, NM 88005-3424
575-527-1111
<http://www.bravomic.com>
Anniversary Date: 6/23/1994

Builders Source, Inc.
760 West Palms
Las Cruces, NM 88007-8146
575-526-5200
builderssource.com
Anniversary Date: 3/6/2009

Citizens Bank
505 S. Main
Las Cruces, NM 88001-1206
575-647-4100
citizenslc.com
Anniversary Date: 1/1/1970

Coca-Cola
11001 Gateway West
El Paso, TX 79935-5003
800-288-3228
coca-cola.com
Anniversary Date: 12/12/1972

Del Valle Physical Therapy
2445 Missouri Ave. Suite A
Las Cruces, NM 88001-5111
575-523-8080
delvallept.com
Anniversary Date: 4/29/2011

Fox Auto Group
11165 Gateway West
El Paso, TX 79935-5401
915-598-0399
foxtoyotaelpaso.com
Anniversary Date: 4/21/2004

Home Kare Inc. of Dona Ana
2293 Divot Ave., Suite 4
Las Cruces, NM 88001-8416
575-521-2663
homekareinc.com/
Anniversary Date: 11/18/1997

Hub International Insurance Services
3830 E. Lohman Ave Suite 3
Las Cruces, NM 88011-8446
575-524-8686
hubinternational.com
Anniversary Date: 1/1/1996

La Ventana Glass
851 N. Solano Dr.
Las Cruces, NM 88001-2307
575-888-7774

la-ventana-glass.business.site/
Anniversary Date: 3/1/2019

KVIA - TV 7
4140 Rio Bravo
El Paso, TX 79902-1002
915-496-7777
kvia.com
Anniversary Date: 12/9/1996

New Mexico Department of Agriculture
973 Agriculture Way
Las Cruces, NM 88003-8005
575-646-1551
nmdeptag.nmsu.edu/
Anniversary Date: 4/2/1973

Rehabilitation Hospital of Southern New Mexico
4441 E. Lohman Ave
Las Cruces, NM 88011-8267
575-521-6400
ernesthealth.com
Anniversary Date: 10/15/2004

Roto-Rooter
1811 Copper Ip.
Las Cruces, NM 88005-8166
575-524-1911
<http://www.rotorooter.com>
Anniversary Date: 3/3/2006

Solstice Senior Living Community
151 N. Roadrunner Pkwy
Las Cruces, NM 88011-7019
575-522-4219
solsticeseniorlivinglascruces.com
Anniversary Date: 4/1/2022

Southern New Mexico State Fair & Rodeo

12125 Robert Larson Blvd
Las Cruces, NM 88007-9021
575-636-7098
snmstatefairgrounds.net
Anniversary Date: 2/1/2020

The Village at Northrise
2880 N. Roadrunner Parkway
Las Cruces, NM 88011-0875
575-522-1110
genesishcc.com
Anniversary Date: 9/22/1997

Town of Mesilla
2231 Avenida de Mesilla
Mesilla, NM 88046
575-524-3262
mesillanm.gov
Anniversary Date: 4/9/2013

True Title Las Cruces
3880-1 Foothills Rd
Las Cruces, NM 88011-4631
575-993-5114
truelascruces.com/#home
Anniversary Date: 4/1/2023

Western Playland Amusement Park
1249 Futurity Dr.
Sunland Park, NM 88063-9455
575-589-3410
westernplayland.com/
Anniversary Date: 2/1/2023



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THE LAS CRUCES
Bulletin

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GREATER LAS CRUCES CHAMBER OF COMMERCE

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

RIBBON CUTTINGS



The Game Billiards, 245 E Lohman, celebrated their grand opening with a ribbon cutting on Tuesday, March 19. General Manager Lucas Taylor and owner Marci Dickerson cut the ribbon.



SmarTech Solutions by Mr. Phone Doctor, 609 E Amador, Suite F101, held a ribbon cutting to celebrate their "Re-Grand Opening" at their new location. April held the proclamation while owner Javier Guzman cut the ribbon



On Thursday, March 14, the Greater Las Cruces Chamber of Commerce welcomed Red Dog Roll Off Dumpster, 1014 Parkhill Dr., with a ribbon cutting. Controller Jason Kiscadon and owner Bryce Eaton held the proclamation and membership certificate while Dispatcher Sabrina Eaton cut the ribbon.

COURTESY PHOTOS

FROM THE AMBASSADOR CHAIR

Did you know that April is National Volunteer Month? I figured this is the perfect month to highlight our Ambassadors and everything we do as volunteers. Our scope of volunteer work extends far beyond attending ribbon cuttings and groundbreakings. The Ambassadors plan and execute the Las Cruces Day in Santa Fe event. This event takes place in January around legislative session and the planning committee starts meeting around April. The Ambassadors have a water point at the Bataan Memorial Death March each year and are responsible for setting up and passing out



BY LYND SAY MARTIN
2024 Ambassador Chair

water, Gatorade and fruit to all participants. This year the event saw over 5,000 participants and our Ambassadors came out in force to volunteer. Thanks Team WSMR is another event that the Ambassadors help plan and execute. This event takes place in the fall at WSMR to thank all Military personnel, their families and all WSMR staff. The committee for this event starts up in March and requires A LOT of volunteers on the day of the event to make this a success. We also participate in the Dress the Child event around the holidays and volunteer our time to help children in need shop for brand new clothes. The Ambassadors are also involved in many other committees through the Greater Las Cruces Chamber of Commerce. Thank you to all Ambassadors for all of the time you give!

You are appreciated!



FUTURE
EVENTS YOU
DON'T WANT
TO MISS!

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UPCOMING EVENTS

APR 9 - 4:00-5:00pm

Chamber University:
Maximizing Your Investment
Chamber Board Room

APR 12 - 7:30-9:00am

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

APR 25 - 5:30-7:00pm

Business After Hours
Workspace 141 &
Steinborn & Assoc.
141 Roadrunner Pkwy

MAY 16 -- 11:00am-1:15pm

In the Know Luncheon
NM Farm & Ranch

JUN 7 - AM & PM FLIGHTS

Annual Golf Classic
Red Hawk Golf Course

AUG 2 -- 6:00pm

Healthcare Awards
Location TBD

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

For more information & other upcoming events, please call 575-524-1968.



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!

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