



Bottom Line

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

GREATER LAS CRUCES CHAMBER OF COMMERCE • MAY 2024 • WWW.LASCRUCES.ORG

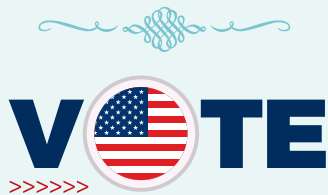
TABLE OF CONTENTS

New & Renewing Members 2

Upcoming Events .. 2

Ribbon Cuttings 3

From the Ambassador Chair 3



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



The Power of your vote: Why every ballot counts

The June primary is just around the corner. In fact, early voting process begins on May 7. Please access Doña Ana County elections via: DonaAnaCountyElections.com/election-information/ for detailed information on the June 4 primary election as well as the Nov. 5 general election.

In the grand theater of democracy, voting is a cornerstone. It's the most direct and effective form of individual influence that citizens have over their government and the policies that govern their daily lives. The importance of voting in elections cannot be overstated, and here's why: A voice for the voiceless voting is the great equalizer. Regardless of wealth, social status or education, every eligible voter's ballot carries the same weight. This means that voting is one of the key ways in which all citizens can speak, be heard and contribute to the national dialogue.

Shaping the future

Elections determine our collective future. They decide critical issues

such as health-care, education and environmental policy. By voting, citizens have a say in shaping the policies that will affect future generations. Voting is a powerful tool for holding elected officials accountable. Leaders are more likely to serve the interests of their constituents when they know that voters are watching and will hold them accountable at the polls.

Promoting a healthy democracy

Participation in elections is a measure of a healthy democracy. High voter turnout is a sign that a nation's citizens are engaged and believe in the power of their votes to make a difference. The ripple effect is when individuals vote, they are more likely to encourage friends and family to engage in the political process, creating a ripple effect that strengthens



DEBBI MOORE
GLCC President & CEO

the democratic fabric of society.

The act of casting a ballot is a declaration of hope, a testament to the belief in the power of democracy. It's a personal statement that says, "I care about the future and choose to stand up and be counted." So, when the time comes to mark your ballot, remember that your vote is more than just a choice — it's a declaration of your commitment to yourself, your community and the principles upon which your country was built.

As each and every election comes around, I remember vividly my dad taking me to register to vote in the fall of 1973. Beginning that November, the tradition began as we would go vote together: my dad, mom and me. My dad, a World War II Army veteran, believed voting was not only a right, but a privilege. Voting to him was sacred and an heartfelt reflection of citizenship.

Remember, every vote counts, and your participation is crucial in shaping the world you want to live in. So, make your voice heard — vote!



The Greater Las Cruces Chamber of Commerce held their inaugural Eggs & Conversation on Friday, April 12 featuring a one-on-one in depth conversation with Dr. Michael Law.

Leadership Las Cruces

On March 15, 2024, Leadership Class 31 embarked on its sixth group day. We were fortunate to learn about many helpful offerings within Las Cruces relating to health and human services.

We began the day at Workspace 141 with a thought-provoking conversation led by Debbi Moore regarding strat-

egies of handling employee management as an effective leader.

Shortly thereafter, we began another wonderful conversation with panelists Dr. Michael Woods, assistant dean of pre-clinical education and professor of pathology at Burrell College of Osteopathic Medi-

continued on 3



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

Taylor Isaacs
*Director of Development
and Investor Services*

Cyndi Armijo
Director of Operations

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

Say hello to our new & renewing members for April 2024. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Las Cruces Lights LLC
7117 Meridian St
Las Cruces, NM 88012
575-915-9135
LasCrucesLights.com
Anniversary Date: 4/1/2024

NextEra Energy Resources
7349 Highway 26
Hatch, NM 87937
561-691-7010
NextEraEnergyResources.com
Anniversary Date: 4/1/2024

Satori Wellness
1900 S. Telshor Blvd Suite C
Las Cruces, NM 88011
575-652-1133
SatoriWholeBodyWellnessInc.com
Anniversary Date: 4/1/2024

SmarTech Solutions by Mr. Phone Doctor
609 E Amador Suite F101
Las Cruces, NM 88001
575-202-2678
SmarTech.mrphonedoctor.com
Anniversary Date: 3/1/2024

RENEWING MEMBERS
Billy the Kid
2385 Calle de Guadalupe
Mesilla, NM 88046
575-523-5562
mesilla.com
Anniversary Date: 3/15/2010

Burrell College of Osteopathic Medicine
3501 Arrowhead Dr.
Las Cruces, NM 88001-6056
575-674-2266
bcmnm.org
Anniversary Date: 2/5/2016

Cornerstone Christian Academy
5301 Cortez Dr.
Las Cruces, NM 88012-7150
575-532-0902
cornerstn.org
Anniversary Date: 2/21/2013

Crown Building Maintenance, Inc.
801 E. Las Cruces Ave
Las Cruces, NM 88001-2875
575-523-8729
nmcrown.com/
Anniversary Date: 3/29/2000

Delta Dental of New Mexico
100 Sun Ave Ne Ste 400
Albuquerque, NM 87109
505-218-2801
deltadentalnm.com/
Anniversary Date: 4/12/1999

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

EnrichTheKids, Inc.
2704 Sandigale Drive
Las Cruces, NM 88011-4546
575-571-7734
enrichthekids.org
Anniversary Date: 5/4/2010

Getz Funeral Home
1410 E. Bowman
Las Cruces, NM 88001-3001
575-526-2419
getzcares.com
Anniversary Date: 5/1/2019

Haciendas at Grace Village
2802 Corte Dios
Las Cruces, NM 88011-8140
575-524-1020
gracevillageLC.com
Anniversary Date: 6/8/2012

Home Instead Senior Care
605 N Water Street
Las Cruces, NM 88001-1225
575-522-7133
homeinstead.com/138
Anniversary Date: 10/1/1996

Ignite
Las Cruces, NM 88012-8018
575-642-5963
ignitenow.net
Anniversary Date: 4/1/2021

Junior League of Las Cruces
PO Box 342
Las Cruces, NM 88004-0342
918-884-8691
jllc.org/
Anniversary Date: 2/1/2021

La Mesa Lions Club
PO Box 7
La Mesa, NM 88044-0007
575-649-1852
Anniversary Date: 5/1/2023

La Pinon Sexual Assault and Recovery Services
850 N Motel Blvd Suite B
Las Cruces, NM 88007-8159
575-526-3437
lapinon.org/
Anniversary Date: 3/14/2008

Legacy Pecans, LLC
2355 Calle de Guadalupe
Mesilla, NM 88046

575-527-9129
legacypecans.com/
Anniversary Date: 2/9/2015

Lorenzo's Italian Restaurant - Pan Am
1753 E. University
Las Cruces, NM 88001-5780
575-521-3505
lorenzositalian.com/
Anniversary Date: 4/13/2011

NAI 1st Valley
1155 S. Telshor
Las Cruces, NM 88011-1009
575-521-1535
1stvalley.com
Anniversary Date: 4/11/2001

Navy Federal Credit Union
143 Rock Island Ave
White Sands Missile Range,
NM 88002
575-323-6565
navyfederal.org/branches-

atms/locations/usa/nm/wsmr/
wsd.html
Anniversary Date: 2/1/2022

Planet Development Design/Build
2380 Sun Valley Lane
Las Cruces, NM 88007-5569
575-526-4321
planetdevelopmentcompany.com
Anniversary Date: 9/29/2003

South Central Regional Transit District
300 W. Lohman Avenue
Suite 115
Las Cruces, NM 88001-3666
575-323-1620
scrtdd.org
Anniversary Date: 2/1/2019

Spencer Theater for the Performing Arts
108 Spencer Rd.
Alto, NM 88312-9559

575-336-4800 x114
spencertheater.com
Anniversary Date: 3/25/2011

The Emerald Isle Boutique
1701 Calle de Mercado #2
Las Cruces, NM 88005-8222
575-525-9177
eiboutique.com
Anniversary Date: 4/26/2017

The Bridge of Southern New Mexico
150 E. Lohman
Las Cruces, NM 88001
575-646-2527
thebridgeofsnm.org
Anniversary Date: 1/24/2011

Wienerschnitzel - El Paseo
1028 El Paseo Rd.
Las Cruces, NM 88001-6030
575-524-7471
Anniversary Date: 5/9/2011



GREATER LAS CRUCES
CHAMBER OF COMMERCE

FUTURE EVENTS
YOU DONT
WANT TO MISS!

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

UPCOMING EVENTS

May 14 - 7:30-9:00am
Eggs & Conversations
with Mayor Eric Enriquez
Las Cruces Convention Center

May 16 - 11:15am-1:15pm
In The Know Luncheon:
Election 2024 Candidate Forum
3rd Judicial DA Candidates
NM Farm & Ranch

May 23 - 5:30-7:00pm
Business After Hours
Mesilla Valley Pharmacy
4119 White Sage Arc,

June 7 - AM & PM Flights
Golf Classic
"Business on the Green"
Red Hawk Golf Course

Jul 9 - 8:00am
Chamber University:
Maximizing Your Investment
Chamber Boardroom

Aug 2 - 6:00pm
Healthcare Awards
NM Farm & Ranch
Nominations due Fri, May 31

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

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

SOUTHWEST REGIONAL
GROUP PUBLISHER
Belinda Mills

EDITOR & PUBLISHER
Algernon D'Amassa

ADVERTISING
Eve Holguin
Lauri Champion

Sandra Moulton

DISTRIBUTION
Becky Jimenez

DESIGN
Christy Anchondo
Matthew Meerbolt

the
bottom line
THE LAS CRUCES
Bulletin

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, 506 S. Main, Suite 250, Las Cruces, NM 88001. 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

FROM THE AMBASSADOR CHAIR

The Ambassadors have had a very busy schedule these last few months with numerous ribbon cuttings celebrating new businesses and new Chamber members. We also had our Ambassador Spring Quarterly recently, in which all ambassadors get together for a lunch and enjoy great conversation and updates. At the quarterly, we inducted one of our yellow peppers, Miguel Acosta. At induction, the yellow pepper finds out if they are a red pepper or green pepper, and for Miguel it was green! I would like to thank Miguel for his participation and dedication to our group.

I would also like to welcome and recognize our new yellow peppers: Diego Acosta, Brian Dabbs, Vivian Frieze, Michael Howard, Jonathan Rafferty and Maximilio Ortega. These yellow peppers have been very active within our group already and we are grateful to have them.



BY LYNSAY MARTIN
2024 Ambassador Chair

You may be wondering, “what is with all the colored peppers?” Well, when you join the Ambassadors, you start off as a yellow pepper. Once you have been involved and participated at our many events, we will hold an induction ceremony at our spring and fall quarterlies in which the yellow pepper will “ripen” into a green or red pepper.

We have a friendly competition between the red and green team throughout the year. The losing team will eat hot dogs at the summer quarterly while the winning team eats steaks. (Everyone ends up eating steaks.) It’s mainly for bragging rights and if you ask someone what team they are on, I guarantee you, they will proudly represent their red or green team.

We have a great group of ambassadors and I am very grateful that I have the honor of being the Ambassador Chair this year. We are always happy to welcome new ambassadors into our group so if you are interested in joining us, please reach out to me for more information at lyndsay@suncapitalhotels.com.

Leadership continued

cine; Jamie Michaels, director of health and human services at Doña Ana County; Candice Trujillo, Southwest Regional WIC program manager; and Deryl Palmer, executive director of Amistad Family Services. That conversation allowed the panelists to offer their perspectives on leadership both generally and in their respective roles. It also included discussion on the progress that Las Cruces has made regarding health and human services in addition to areas that still need improvement.

Following the panel, we traveled to Memorial HealthPlex to tour their outpatient surgery center and women’s diagnostics. That tour was led by Raul Gonzalez and Karen Mathews, who each did an excellent job of educating

the group on the inner workings of the facility.

Our next stop was Peter Piper Pizza for lunch. That stop provided us the opportunity to enjoy a variety of options in the lunch buffet and decompress before continuing our day.



After that, we bussed over to Bridle Up Hope Las Cruces. Bridle Up Hope is a program that combines equestrian training, life skills

development and self-renewal activities to inspire hope, confidence and resilience in girls and women. Program Director Kelly Koerper gave us a tour of the grounds on which the program takes place, and educated us on the positive and long-last-

ing impact her program is making on our community.

Our last stop was MountainView Regional Medical Center, to tour the OR and maternity care department. That stop was organized by Alex Hummer and Alexia Severson, who placed us with well-versed faculty and staff to tour some of MountainView’s many services. One highlight included the daVinci, a technological advancement which allows surgeons to operate on patients through their control of robotic arms.

We would like to thank all our speakers, tour leaders, and donors for making health and human services day a success. The day allowed us to gain a deeper appreciation for Las Cruces’ forward progress on servicing our residents’ health needs.

RIBBON CUTTINGS



On April 5, NGAGE New Mexico held a ribbon cutting with the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce to launch *Vamos Niños*, the new children’s museum bus. Southern DAC ECE Coalition Coordinator Cindy Duran and Museum Development Coordinator Kimmie Cravens held the proclamations while Executive Director Lori Martinez cut the ribbons.



The Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce joined together for a ribbon cutting to launch the start of the inaugural Las Cruces Pecan Festival on April 12. Vice President Sam Belletete and vendor representative Sarah Bigler held the proclamations while President Kristen Worthington and Camille Plante, CEO and founder of the the Wee Warrior Project, cut the ribbons. Also pictured are Secretary Megan Stewart and Treasurer Amber Carreras.



Ashley Furniture, 3299 Del Rey Blvd., held a ribbon cutting on April 19 to celebrate their grand reopening. General Manager Jesus Duran held the proclamation while owner Wanda Bowman and Sales Associate Logan Bowman cut the ribbon.



On April 23, the Greater Las Cruces Chamber of Commerce welcomed new member LNA Interiors, 1024 S. Main St., with a ribbon cutting. Owner Lindsey Potts is joined by friends and family as she cuts the ribbon. Also pictured is Assistant Designer Leann Andrews.

COURTESY PHOTOS

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.



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



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

