



Bottom Line

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

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Congratulations Leadership Class 31

There are moments in life that we know beyond any shadow of a doubt that they will remain vivid and prominent no matter where we go, or what direction life takes us. And all of these moments collectively enhance our lives. One of those moments each year is our Leadership Las Cruces program. Our Leadership Class 31 graduated on June 28th, having completed the 10-month course.

A community/personal leadership program sponsored by the Greater Las Cruces Chamber of Commerce, Leadership

Las Cruces provides educational, informative and information on our community. To play a small role in the development of our leaders each year is something the Chamber is indeed proud of.

Over the course of the program year, our participants molded together into a cohesive class to learn about leadership, both personal and community leadership. While their relationships will continue way beyond their graduation day, it is my sincere hope that each of them realized that making a difference begins with just one.

It is often said that it just takes one candle to light up an entire darkened room. Being impactful, influential and making a difference can be understated and often invisible. We watch people from afar, looking for someone to lead us, to impact us or to influence us. That person often has no idea that we're watching them. Unfortunately, we don't always reach out to them and let them know the positive influence and impact they have played on our individual lives. To the LLC31 class, you've impacted my life in so many ways...Thank you!



DEBBI MOORE
GLCC President & CEO

NOW ACCEPTING APPLICATIONS

We are currently accepting applications for the Leadership Las Cruces Class 32. If you would like more information on becoming a more impactful leader and growing your knowledge of our region, contact us at 575.524.1968.

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



GREATER LAS CRUCES
CHAMBER OF COMMERCE



Debbi Moore, President/CEO, with the Greater Las Cruces Chamber of Commerce had a one on one conversation on Friday, June 14 with Rico Gonzales, incoming Chamber Board Chair.

The Las Cruces Leadership #31's "Tourism and Leaders in the Southwest."

The Las Cruces Leadership #31's last session was held on Friday, June 14. The theme of the day was "Tourism and Leaders in the Southwest." Our goal was to learn the impact of tourism on the economy and community in Dona Ana County. And we most certainly did!

We started our morning with a yummy breakfast donated by Dickerson's Catering. Thank you to Marci and her staff at NM Farm and Ranch Heritage Museum for being such wonderful hosts. Greater Las Cruces Chamber President Debbi Moore graced us with her tidbits on leadership. Our passionate panel of speakers; David Crider owner of Southwest Expeditions, Ed Carnathan with Visit Las Cruces and Wanda & Bill Mattice, owners of Adventure Travel Agency, shared their knowledge of tourism and answered questions from our class of 28 leaders.

Our first stop was NMSU Golf Course. Jason White, Director of the course and his staff instructed us with a fantastic golf lesson and shared his years of experience working with tourism

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2024 Board Members

Executive Committee

2024 Chair Dr. Michael Law
Warren & Law Dental

2025 Chair Rico Gonzales
El Paso Electric

2023 Chair Jason Lazich
Virgin Galactic

Secretary/Treasurer Kevin Merhege
Pioneer Bank

Vice Chair Building Community Sector Mike Tourtilott
Sisbarro Volkswagen

Vice Chair Grow Your Business Sector Barbara Torres
Nothing Bundt Cakes

Vice Chair Investor Services Sector Chad Getz
Getz Funeral Home

Vice Chair Public Policy Sector Richard Haas
Desert Peak Architects

Directors Steve Aragon
Blue Halo

Directors Leslie Cervantes
NMSU

Directors Matthew Conrad
MountainView Regional Medical Center

Directors Brandy Darden
Western Heritage Powered by Nusenda Credit Union

Directors Joah Franzoy
EBID

Directors John Harris
Memorial Medical Center

Directors Kevin Horner
PTS Office Systems

Directors Amy Hummer
BH&G/Steinborn Real Estate

Directors Courage Idemudia
Wells Fargo

Directors Royal Jones
MVT Services, Inc.

Directors Michael Lutz
American Linen Supply of NM

Directors Scott McLaughlin
Spaceport America

Directors Albert Parra
Electronic Caregiver

Directors Monica Torres
Doña Ana Community College

Directors Mike Woods
Burrell College of Osteopathic Medicine

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

NEW INVESTORS

Alma d' Arte Charter High School
402 W. Court Ave
Las Cruces, NM 88005
575-541-0145
almadarte.org
Anniversary Date: 5/1/2024

Always Best Care
505 S. Main St Suite 134
Las Cruces, NM 88001
575-222-9623
alwaysbestcarelascruces.com
Anniversary Date: 6/1/2024

A-Mountain Sports NIL Collective
141 Roadrunner Pkwy
Las Cruces, NM 88011
214-938-1252
AggieNIL.com
Anniversary Date: 5/1/2024

CollectiveCo
211 N. Water St.
Las Cruces, NM 88001
575-312-2969
collectiveco.com
Anniversary Date: 5/1/2024

HTEaO
2223 N. Main St.
Las Cruces, NM 88001
575-888-3431
hteao.com
Anniversary Date: 6/1/2024

Mycelia Foundation
3977 Pacific Loop
Las Cruces, NM 88012
575-224-6986
myfound.org
Anniversary Date: 6/1/2024

New Mexico Minority Business Development Agency (NMMBDA)
277 E. Amador Ave, Ste 275
Las Cruces, NM 88001
505-376-7823
nmmbda.com
Anniversary Date: 6/1/2024

ProAction Emergency Services
1400 George Dieter
El Paso, TX 79936
915-539-3198

pro-action.org
Anniversary Date: 5/1/2024

RENEWING MEMBERS
Casa Bandera Apartments
855 E. University Ave.
Las Cruces, NM 88001-6605
575-647-0881
hpicasabandera.com/
Anniversary Date: 5/2/2014

Dawson Dinsmore
Anniversary Date: 8/1/2019

Document Solutions, Inc.
1705 N. Valley Dr Suite 5
Las Cruces, NM 88007-5121
575-647-4411
dsinm.com
Anniversary Date: 2/19/2009

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

FirstLight Federal Credit Union
3791 E. Lohman Ave
Las Cruces, NM 88011-8282
575-526-4401 x3528
firstlightfcu.org
Anniversary Date: 6/11/2007

Hansen Auction Group
PO Box 15068
Las Cruces, NM 88004-5068
575-523-7775
griffinspropane.com
Anniversary Date: 5/3/2000

Memorial Medical Center
2450 S Telshor Blvd
Las Cruces, NM 88011-5069
575-522-8641
mmclc.org
Anniversary Date: 2/13/1981

Mesilla Valley Hospital
3751 Del Rey Blvd.
Las Cruces, NM 88012-7710
575-382-3500
mesillavalleyhospital.com
Anniversary Date: 10/28/1985

Mesilla Valley Transportation
3590 W Picacho Ave
Las Cruces, NM 88007-4725
505-231-7303
m-v-t.com
Anniversary Date: 5/1/2009

WestStar Bank
555 S. Telshor Blvd. Suite 100A
Las Cruces, NM 88011-3653
575-323-6040
https://www.weststarbank.com
Anniversary Date: 12/2/2014



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in our area. We loaded the bus for our next stop, the home of our local legend and icon Barbara "Mother" Hubbard. Mother Hubbard greeted us with open arms and spilled the tea on her experiences with tourism, leadership and her impact on our community. We walked the halls of Mama Hubbard's home in admiration over the decades of photos and memorabilia documenting her life's work. What a legend! We were treated to refreshments courtesy of Chalas Wood Fire Grill and Citizens Bank Country Club. Next stop, Hacienda de Mesilla for a lavish and tasty lunch. Thank you to Chris Hutchinson and his staff for their wonderful service to our Las Cruces Leadership #31 group.



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the
bottom line
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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RIBBON CUTTINGS



On Friday, May 31, the Greater Las Cruces Chamber of Commerce held a ribbon cutting to celebrate the Grand Opening for Collective Co., 211 N. Water St. Kendra Espiritu, Co-Owner, and Sandra Espiritu, Co-Owner holds the proclamation and member certificate while Tony Espiritu cuts the ribbon.



Solstice Senior Living at Las Cruces, 151 Roadrunner, celebrated their Grand Re-Opening on Wednesday, June 12. Paulett Izydorski, Deborah Bergman and Wanda Schall hold the proclamation while Ericka Marmolejo, Executive Director, and Laura Arriaga, Senior Director of Sales and Marketing, cut the ribbon.



HTeaO, 2223 N. Main, celebrated their grand opening with a ribbon cutting. Brooks Thompson and son hold the proclamation & membership certificate while Ashley Thompson, Owner, and Elizabeth Harrison, General Manager, cut the ribbon.



The Greater Las Cruces Chamber of Commerce and the El Paso Chamber of Commerce held a ribbon cutting on Friday, June 21 to celebrate the Grand Opening for Public Affair, 5325 McNutt Rd, Santa Teresa. Michelle Lowery, Owner, is joined by friends, family and staff as she cuts the ribbon.

COURTESY PHOTOS

One way to celebrate tourism is to visit the historic town of Old Mesilla. An even better way was having Preciliana Sandoval (La Morina Walking Tours) guide us through historic and haunted parts of the plaza. The La Morena Walking tour gave us insight into the rich history and cultural heritage of the small town. Our final stop for this hot day in June was a visit to Rio Grande Winery for a wine tasting. We walked through the process of local wine making and sampled delicious wines. We noshed in style with a charcuterie board fit for royalty created by Fig and Brie. Along the way we were able to share special prizes, smiles, laughs and stories to make our last session day memorable. We would like to thank Cydni Armijo with the Greater Las Cruces Chamber of Commerce, Rod our bus driver and all the speakers, businesses and individuals that generously donated to help make Las Cruces Leadership #31 Tourism Day a success.



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3475 Bataan Memorial W, Las Cruces
HANSENAUCTIONGROUP.COM

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Nicole K. Moberly, D.D.S.

FROM THE AMBASSADOR CHAIR



BY LYNDSAY MARTIN
2024 Ambassador Chair

We are officially halfway through 2024 and it seems like the first half of the year flew by in the blink of an eye! With July comes a new school year and a fresh start for the students. There are many local organizations and charities around town that have been and still are collecting school supplies for students. I always feel that it is important to give back (when you are able) to our community. What better way to do so than to give back to our youth? Going back to school prepared is something that all children should be able to experience. To all of the teachers and school administrators, I would like to thank you for all you do for the students and community. Being an educator is not an easy feat. I come from a family of educators and I would like to say that I understand both the challenges and rewards that come along with teaching, but I don't. So as the students and educators of our community start heading back to school this month, please consider thanking a teacher and encouraging a child. Small gestures can go a long way. I hope everyone has a wonderful school year!



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FUTURE EVENTS
YOU DONT
WANT TO MISS!



For more events,
please scan

IMPORTANT DATES

Jul 8 - 3:00pm

LLC32
Leadership Las Cruces
Application Deadline

Jul 9 - 8:00am

Chamber University:
"Maximizing Your Investment"
Chamber Boardroom

Jul 12 - 7:30am

Eggs & Conversation
w/Dr. Monica Torres
LC Convention Center

Jul 17 - 11:30am

In the Know Luncheon
Update: County School Districts
NM Farm & Ranch

Aug 2 - 6:00pm

Healthcare Awards NM
Farm & Ranch

Oct 4 - 6:00pm

Chamber Celebration Dinner
& Choice Awards
NM Farm & Ranch
Award nominations due Aug 30

NOMINATIONS OPEN FOR
CHAMBER CHOICE AWARDS: Due August 30
For more information, please contact us at 575-524-1968



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