



Bottom Line

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

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CHAMBER OF COMMERCE
150 E. LOHMAN AVE.
LAS CRUCES, NM 88001
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GREATER LAS CRUCES
CHAMBER OF COMMERCE

Entrepreneurs need vacation time

In the heat of this very hot summer, many of us find the time to escape the high temperatures by planning vacations, or ‘holiday’ as they call it in Europe, to cooler areas. The whole purpose of taking a vacation is to relax, enjoy new scenery and to get a new perspective on our work environments. In the current world we live in, however, do we really, really get away? Like most of you, our cell phone goes everywhere with us, even on vacation. Justifying that we need to stay on top of emails, calls and office, we truly never become ‘unplugged,’ do we? I’m as guilty as the next person...just ask my family!

After thinking about the proverbial “vacation,” I began to think about those entrepreneurs, those small business owners, those one-person offices...how do they find the time to take a vacation? Who do they leave in charge of the business? Do they close the business? How do they begin to justify the loss of sales?

These questions are just a few of many the local entrepreneur wrestles with when it comes to planning time away from the business. Research shows that the successful entrepreneur makes and takes the time for vacation. Time away from the business can give them a new perspective, new direction and renewed passion. These “passion-driven” entrepre-

neurs and small business owners are among some of the hardest working people in world. Funny how it is, when your work life and personal life is one, it can be complicated to draw a line between work and home. Taking this time away can be reinvigorating for everyone.

There are three simple things an entrepreneur can gain from taking time away:

Take a Staycation!

1. Renewal of passion. The entrepreneur typically begins their business based on passion. That vision to be their own boss, manage their own schedule and make their own decisions. Adding all the pressures surrounding the art of “owning” your business, the passion oftentimes takes a backseat. Finding a different venue, new environment, will provide you opportunity to find your passion again. Passion drives vision and vision drives success.

2. Renewal of focus. While it may not drive the entrepreneur like pas-

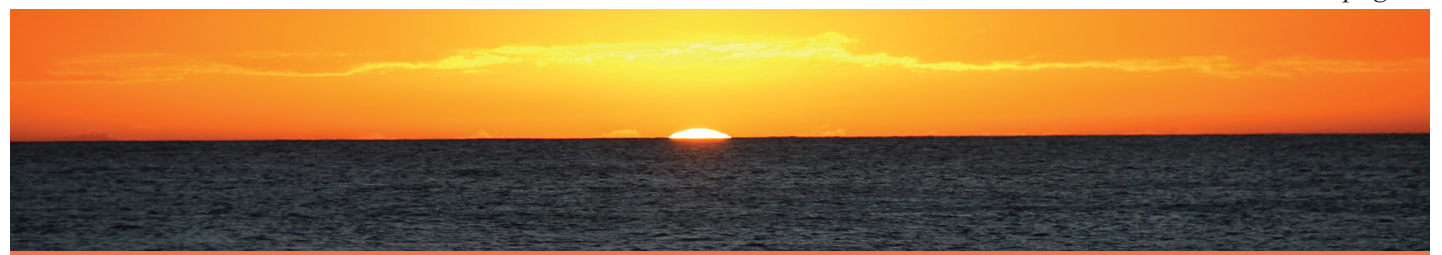
sion, success cannot be achieved without focus. Have you ever kept looking at a piece of paper and all the letters seemed to be scrambling together to the point it can’t be read? This can also happen to a business owner who has looked over their business plan so many times they can’t see the end from the beginning. Stepping away can bring new ideas to the forefront and bring those jumbled letters into focus. Focusing in on the next goals, the next step and the next new product can bring that business plan back to life once again.

3. Renewal of Purpose. There’s not an entrepreneur I have met over the past thirty years who, not only have a purpose for their business, but also a passion for their community. Making an impact, whether it is their family, their employees or the community around them becomes a central part of the heart of their business. Visiting new communities, those quaint local shops, gives us opportunity to have a conversation with the owners,



DEBBI MOORE
GLCC President & CEO

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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 Powered by Nusenda Credit Union</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 JULY 2024. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

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

Love's Travel Stops
8993 Robert Larson Blvd - I-10 Exit 132
Las Cruces, NM 88007
575-527-5102
loves.com
Anniversary Date: 7/1/2024

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

Premier Flag Football League
2604 S. Main St.
Roswell, NM 88203
575-317-0635
premierflagfootballleague.com
Anniversary Date: 7/1/2024

Public Affair
5325 McNutt Rd
Santa Teresa, NM 88008
575-332-4220
public-affair.com/
Anniversary Date: 7/1/2024

RENEWING MEMBERS
ACTion Programs for Animals
537 N. Solano Dr.
Las Cruces, NM 88001-2742
575-644-0505
actionprogramsforanimals.org
Anniversary Date: 6/17/2014

Adventure Travel & Cruise Inc
2340 Avenida de Mesilla
Mesilla, NM 88046
575-521-1400
adventuretravelnm.com
Anniversary Date: 1/1/1985

Chisholm's LLC
PO Box 397
Las Cruces, NM 88004-0397
575-526-2281
Anniversary Date: 7/1/1996

Coas Books, Inc
317 N. Main
Las Cruces, NM 88001-1279
575-524-8471
coasbooks.com
Anniversary Date: 3/16/2004

Dona Ana Title Company
425-B S. Telshor Blvd.
Las Cruces, NM 88011-8237
575-521-5800
donaanatitle.com
Anniversary Date: 7/20/1984

El Paso Electric Company
PO Box 982
El Paso, TX 79960-0001
575-521-2400
epelectric.com
Anniversary Date: 1/1/1968

Hampton Inn & Suites
2350 E Griggs
Las Cruces, NM 88001-2641
575-527-8777 x359
premierhospitality.net
Anniversary Date: 6/15/2007

Las Cruces Chamber Ballet
1195 E. Madrid Ave
Las Cruces, NM 88001-1953
575-527-1893
lascruceschamberballet.org
Anniversary Date: 7/23/2009

Leavitt Group Southwest, Inc.
1740 Calle de Mercado, Suite E
Mesilla, NM 88046-8254
575-521-1200
leavittgroupsw.com
Anniversary Date: 6/1/2006

Lessons of Life
1720 S. Telshor
Las Cruces, NM 88011-4877
575-541-5505
lessonsoflife.com/
Anniversary Date: 6/15/2017

Martha Sanchez Agency
2145 E Lohman Ave
Las Cruces, NM 88001-8496
575-527-9889
farmersagent.com/msanchez2
Anniversary Date: 6/8/2016

MCBE Partners
PO Box 116
Mesilla, NM 88046-0116
575-524-3524
laposta-de-mesilla.com
Anniversary Date: 7/1/1995

Monte Bello Medical, LLC
3851 E. Lohman Ave Ste 4
Las Cruces, NM 88011-8296
575-993-5611
www.mtebello.com
Anniversary Date: 3/1/2023

Nothing Bundt Cakes
540 Walton Blvd Ste A
Las Cruces, NM 88001-8433
575-205-8126
nothingbundtcakes.com/find-a-bakery/nm/lascruces/bakery-341.html
Anniversary Date: 7/1/2019

Organized Bookkeeping Solutions, LLC
5075 Yuma Street
Las Cruces, NM 88012-7378
575-513-7578
www.organizedlc.com
Anniversary Date: 6/1/2021

Pat Campbell Insurance, LLC
141 Roadrunner Parkway Suite 109
Las Cruces, NM 88011-2000
575-524-8642
campbell-ins.com
Anniversary Date: 7/17/1973

PTS Office Systems, Inc.
2840 N. Telshor Blvd
Las Cruces, NM 88011-8230
575-524-4384
ptsofficesystems.com
Anniversary Date: 7/1/1996

Randy Castillo Insurance
755 S. Telshor Bldg F Suite 201
Las Cruces, NM 88005-2915
575-652-4895
Anniversary Date: 4/1/2021

Rosalie Burns
Las Cruces, NM 88011-4210
Anniversary Date: 10/28/1996

Southwestern Abstract & Title
1125 S. Main Street
Las Cruces, NM 88005-2977
575-523-8561

swatlc.com
Anniversary Date: 10/17/1972

Spaceport America
4605 Research Park, Suite A.
Las Cruces, NM 88001-5948
575-267-8500
spaceportamerica.com
Anniversary Date: 6/2/2009

State Farm Insurance - Mike Apodaca
1100 S. Main Ste. 101
Las Cruces, NM 88005-2952
575-526-2409
statefarm.com
Anniversary Date: 7/1/1990

Terracon Consultants, Inc.
4450 Bataan Memorial E
Las Cruces, NM 88011-6000
575-527-1700
terracon.com
Anniversary Date: 3/1/2022

Tresco, Inc.
1800 Copper Loop
Las Cruces, NM 88005-8139
575-528-2200
trescoinc.org
Anniversary Date: 1/1/1981

Vigil & Associates Architectural Group, P.C.
1765 Avenida de Mercado
Las Cruces, NM 88005-4057
575-527-0400
va-architects.com
Anniversary Date: 7/30/2015

Winsupply Las Cruces NM Co.
1844 W. Amador Ave, Ste B
Las Cruces, NM 88005-4009
575-523-7401
Anniversary Date: 4/2/2008

Workspace 141
141 Roadrunner Pkwy Ste 141A
Las Cruces, NM 88011-2006
575-532-2200
www.workspace141.com
Anniversary Date: 7/1/2023



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the
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RIBBON CUTTINGS



On Monday, June 27, the Greater Las Cruces Chamber of Commerce welcomed Mycelia Foundation as a new member with a ribbon cutting at Young Park. Joel Ortiz, Chief Technology Officer, holds the proclamation and Tony Dohrmann, CEO Electronic Caregiver, holds the membership certification while Aaron Casillas, Executive Director, cuts the ribbon



Mesilla Valley Hospice & Palliative Care, 299 E. Montana Ave, celebrated the one year anniversary of their palliative care program on Friday, July 12. Nina Salmon, CEO, holds the proclamation while Dr. John Tucker cuts the ribbon. Also picture Christine May, CFO, and Lorraine Padilla, Executive Director of Mesilla Valley Hospice Foundation



On Thursday, July 18, the Greater Las Cruces Chamber of Commerce held a ribbon cutting to congratulate Conlee Community Elementary School, 1701 Boston Dr., on being designated as the newest community school. Sonia Campos, Principal, and Jennifer Boyle, Assistant Principal, hold the proclamation while Erin Boyd, Community School Coordinator, Rayden Brown, Mia Arredondo Reyes, and Diesel Rojas, Conlee Student Council, cut the ribbon.

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

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Special Needs Dentistry Trained
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David D. Warren, D.D.S.
Michael D. Law, D.D.S.
Nicole K. Moberly, D.D.S.



LLC31 GRADUATION

The Greater Las Cruces Chamber of Commerce celebrated the graduation of the 2023/2024 Leadership Las Cruces class on June 28. This was the 31st class to graduate from the ten-month program.



GREATER LAS CRUCES
CHAMBER OF COMMERCE

FUTURE EVENTS
YOU DON'T
WANT TO MISS!



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For more events,
please scan

IMPORTANT DATES

Aug 2 - 6:00pm

Healthcare Awards
NM Farm & Ranch

Aug 9 - 7:30am

Eggs & Conversation
with Tom Hutchinson
Las Cruces Convention Center

Aug 22 - 5:30pm

Business After Hours
Precision Mortgage
2480 C. Roadrunner Pkwy Ste C

Aug 29 - 11:15am

In the Know Luncheon
Celebrating our Military
NM Farm & Ranch

Sept 14 - 10:00am-2:00pm

2024 Health & Biz Expo
Las Cruces Convention Center

Oct 4 - 6:00pm

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

**NOMINATIONS NOW OPEN FOR
CHAMBER CHOICE CELEBRATION**

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



EDUCATION UPDATE LUNCHEON

On July 17, the Greater Las Cruces Chamber of Commerce hosted the In the Know Luncheon: Update of Education and held a discussion with the Las Cruces Public Schools Superintendent, Ignacio Ruiz, and the Gadsden Independent School Superintendent, Travis Dempsey

Entrepreneurs

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managers and employees of the impact they make in their area. New ideas are born, along with a revival of purposeful impact.



While far away trips are good, I trust you consider some "stay-cations" in our beautiful state! Truly nothing matches up to the wonderful beauty we experience every day in the Land of Enchantment. Full of its culture, unique shopping venues and excellent food, it is a great place to create memories. It continues to be my passion, my focus and my purpose to provide the tools for our visionary entrepreneurs in our community to achieve success and be impactful. The success in "unplugging" can be challenging at best. Perhaps, though, relaxation at some level can give us new energy, new passion and renewed focus.

The Greater Las Cruces Chamber stands ready to help your business be successful. Want to get involved? Want to make a difference? Give me a call at the Chamber at 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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