



Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • OCTOBER 2024 • WWW.LASCRCES.ORG

TABLE OF CONTENTS

New & Renewing Members 2

Upcoming Events .. 2

Ribbon Cuttings 3

From the Ambassador Chair 3

Leadership 32..... 3

Pioneer Bank 3



November 8th ballot - Increasing the gross receipts tax

As you might be aware, the City of Las Cruces has a measure on the November 8th ballot regarding increasing the gross receipts tax. Note exact language on ballot:

“Shall the City of Las Cruces impose a municipal gross receipts tax in the amount of three hundred twenty-five thousandths of one percent (0.3250%), the revenues of which shall be used for funding capital improvements and maintenance for public safety, streets, parks, and other public facilities and critical infrastructure?”

After thoughtful consideration & input from our membership, it is the opinion of the Board of Directors the following items:

a) This measure was fast tracked & didn't give ample time for in-depth

research;

b) The wording on the ballot measure is very general in scope & no written guarantee of its use;

c) No proposed budgets presented for explanation of usage, and

d) No clear, concise communication presented to public

While we remain 100% in support of public safety, based on all these elements, it was decided by The Board of Directors to oppose passage of this measure in its current, approved form & wording by voting NO on the November ballot.

Position paper can be viewed at
www.lascruces.org
or
Please scan QR code for
position paper



Michael Law

Dr. Michael Law
Chair of Board

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



GREATER LAS CRUCES
CHAMBER OF COMMERCE

EGGS AND CONVERSATION



Debbi Moore, President/CEO, with the Greater Las Cruces Chamber of Commerce had a one on one conversation on Friday, September 27, with Wanda Bowman, Ashley Furniture.

In the Know Luncheon



On Thursday, September 26, the Greater Las Cruces Chamber of Commerce held a luncheon at the New Mexico Farm & Ranch Heritage Museum. Mayor Russell Hernandez, Town of Mesilla, Mayor Eric Enriquez, Las Cruces, Mayor Diana Murillo, City of Anthony and District 1 Commissioner – Chair, Christopher Schaljo-Hernandez spoke about the State of Communities in Dona Ana County.



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 Matthew Conrad
MountainView Regional Medical Center

Directors Brandy Darden
Nusenda Credit Union

Directors Joah Franzoy
EBID

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

Ella Vistine
Administrative Assistant

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

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

NEW INVESTORS

Brandon Robinson Mobile Notary
999 S. Telshor Blvd
Las Cruces, NM 88011
915-250-5190
Anniversary Date: 10/1/2024

Deming Southwest Dental LLC
1700 N. Main St.
Las Cruces, NM 88001-1112
575-247-2808
demingsdental.com
Anniversary Date: 9/1/2024

evolve Federal Credit Union
8820 Gazelle Dr.
El Paso, TX 79925-5817
915-593-5866
evolvefcu.org
Anniversary Date: 8/1/2024

L&L Janitorial
1240 Augustine Ave
Las Cruces, NM 88001
575-642-4220
lljanitorial.com
Anniversary Date: 10/1/2024

Las Cruces Wellness and Rehabilitation
175 N. Roadrunner Parkway
Las Cruces, NM 88011-8090
575-386-5800
lascruceshealthandrehab.com
Anniversary Date: 8/1/2024

Muojicare Medical Center, LLC
4502 S Sonoma Ranch Blvd
Las Cruces, NM 88011
575-800-3636
muojicare.com
Anniversary Date: 10/1/2024

National Active & Retired Federal Employees-Chapter 182
PO Box 16424
Las Cruces, NM 88004-6424
575-635-7127
narfe-nm.net
Anniversary Date: 10/1/2024

Sonoma Acupuncture Integrative Health
141 N. Roadrunner Pkwy Suite 226
Las Cruces, NM 88011-2001
575-618-6900
sonoma-acupuncture.com
Anniversary Date: 9/1/2024

US Storage Centers
5000 Sonoma Ranch Blvd
Las Cruces, NM 88012-9403
575-708-6347
usstoragecenters.com/storage-units/nm/las-cruces/5000-sonoma-ranch-blvd
Anniversary Date: 8/1/2024

RENEWING MEMBERS

Courtyard by Marriott NMSU
456 E. University Ave
Las Cruces, NM 88005-3427
575-526-1722
facebook.com/pg/courtyardlascruces/about/?ref=page_internal
Anniversary Date: 8/1/2019

Dawson Dinsmore
Las Cruces, NM 88005-2560
Anniversary Date: 8/1/2019

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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Family Appointments

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

Hakes Brothers, LLC
PO Box 2022
Las Cruces, NM 88004-2022
575-373-1120
hakesbrothers.com
Anniversary Date: 5/1/2021

Las Cruces Gospel Rescue Mission
PO Box 386
Las Cruces, NM 88004-0386
575-523-7727
lcgrm.org
Anniversary Date: 7/1/1996

New Mexico Farm & Ranch Heritage Museum
4100 Dripping Springs Rd.
Las Cruces, NM 88011-5067
575-522-4100
nmfarmandranchmuseum.org
Anniversary Date: 1/1/1996

The Foundation for Las Cruces Museums
PO Box 2783
Las Cruces, NM 88004-2783
575-405-9945
foundationlcm.com
Anniversary Date: 8/7/2012

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

White Sands Missile Range Historical Foundation
PO Box 171
WSMR, NM 88012-0171
575-649-6035
wsmr-history.org
Anniversary Date: 6/21/2004



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FUTURE EVENTS
YOU DONT
WANT TO MISS!



For more events,
please scan

IMPORTANT DATES

Oct 4 - 6:00pm
Chamber Celebration &
Choice Awards
NM Farm & Ranch

Oct 11 - 8:00am
Eggs & Conversation
LC Convention Center

Oct 24 - 11:15am
In the Know Luncheon
Aerospace Update
NM Farm & Ranch

Oct 25 - 9:00am - 2:00pm
A.I. (Artificial Intelligence) Summit
Location: TBD

Oct 26 - 5:30
Business After Hours
Tresco, Inc.
1800 Copper Loop

Nov 2 - All Day
Inaugural Kickball Tournament
Maag Ballfield Complex
REGISTRATION NOW OPEN

2025 Las Cruces Day in Santa Fe

February 1-3, 2025
REGISTRATION NOW OPEN

the
bottom line
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



On Friday, August 16, the Greater Las Cruces Chamber of Commerce welcomed new member Southwest Smiles Las Cruces, 1700 N. Main St. Gabriela Gamboa and Alexander Naar hold the proclamation and the membership certificate while Dr. Valentina Martinez cuts the ribbon



The City of Las Cruces held a ribbon cutting on Friday, September 13, to celebrate the completion of the East Mesa Recreation Complex, 4582 Sonoma Springs Rd. Ziggy the Turtle held the proclamation while Mayor Eric Enriquez cut the ribbon.



The Southern NM State Fair and Rodeo, 12125 Robert Larson Blvd, held a ribbon cutting on Wednesday, September 22, to celebrate the opening of the 2024 opening and the newest additions. Robert Herrera, Director of Facilities and Services, held the proclamation while Commissioner Diana Murillo cut the ribbon.

COURTESY PHOTOS



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FROM THE AMBASSADOR CHAIR

"Thanks Team WSMR event"

This month is our annual Thanks Team WSMR event. I have been volunteering for this event for the last 10 years or so and each year it is more fulfilling and rewarding. Thanks Team WSMR is an event that the Ambassadors and the Greater Las Cruces Chamber of Commerce put together for the military and civilian personnel at White Sands Missile Range. Everyone WSMR is invited and it is a family friendly event. We grill hot dogs and hamburgers and several Las Cruces restaurants set up booths and give out samples of their signature dishes.

We have entertainment and a kids zone full of activities for the kids. The Thanks Team WSMR committee has been busy planning this event for the last several months and cannot wait to get out to WSMR and THANK everyone for their service and partnership with the Las Cruces community!



BY LYNSAY MARTIN
2024 Ambassador Chair

The Beginning of Las Cruces Leadership Class 32

On September 19th & 20th the ten-month program of Leadership Las Cruces began. We met at Holy Cross Retreat Center for the overnight orientation. The class has 24 participants from a wide range of businesses such as non-profit, real estate agents, bankers, education and others. The retreat focus is for team and relationship building since they will be meeting on a monthly basis. They will also be organizing a community project in the spring and attending a public government meeting.



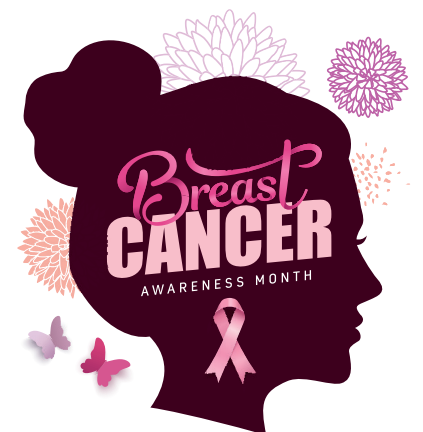
During this

program the participants have the opportunity to develop leadership skill, get insight on key area components and networking. Debbi Moore, President and CEO of the Greater Chamber does Leadership Tidbits on scheduled dates focusing on different styles of leaders in the work place.

This program is led by a group of advisors that volunteer to make this class a success year after year. Co-Chairs are Jennifer Charity and Diana Peru, advisors are Christi Getz, Ronna Carnathan, Brandi Selby, Leonard Jimenez, Shawn Martin and Steven Aragon.



Thank you Pioneer Bank, Lohman Branch, for hosting our September Business After Hours





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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