



Bottom Line

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

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

Welcome to southern New Mexico...

Chile capital of the world, tradition, culture, and SPACE!!

Not only does Southern New Mexico have all of this and more to offer, we are on the forefront of space adventure thanks to Virgin Galactic. Leadership Las Cruces 32nd class got to experience this on Friday October 18th when they took the hour and a half drive out in the middle of the desert to a futuristic oasis!

Upon arriving the group was met by Leadership Las Cruces alumni Cory Leiferman. He gave a brief introduction and welcome to Virgin Galactic and put the group of about 30 people into 3 teams. Eric Owens, Tory Hoffman and Auhdra Houston guided each group to different stations within the compound. LLC was in awe as they learned about the Mothership named Eve after Sir Richard Branson's mom. The Virgin Galactic mothership, the Virgin Mother Ship Eve (VMS EVE), has a wingspan of 141 ft (43 m). The VMS EVE is a twin-fuselage aircraft with four jet engines, two on each wing. The VMS EVE carries the Virgin Spaceship Unity (VSS Unity) in the center of its wing. The VSS Unity is a rocket plane that ignites its engine and boosts to the edge of space after being released from the VMS EVE. Once in space, the VMS Unity does the unthink-



able. It folds in half and completely rotates upside down while paying astronauts look and float in awe down on New Mexico, Texas and to the outreaches of California and Mexico. Once the rotation completes, the VMS Unity returns back to exactly where it is planed to land. Guided by technology and two decorated pilots. After learning about this, the groups were able to experience the Simulator room where a decorated Russian Pilot goes through every scenario possible with the pilots. Lastly LLC sat in the control room and learned all of the different jobs that the command center executes during a flight. As you can imagine, there are many factors to make the \$650,000 ticket a dream come true!!

After a wonderful lunch was provided LLC class bused over to Spaceport America. Charles Hurley met the group with a welcoming smile and spoke of all

of the amazing entrepreneurial options they have to offer. Spaceport America is "the world's first purpose-built commercial spaceport," designed and constructed specifically for commercial users, that had not previously been an airport or federal infrastructure of any kind. The site is built to accommodate both vertical and horizontal launch aerospace vehicles, as well as an array of non-aerospace events and commercial activities. Spaceport America is owned and operated by the State of New Mexico, via a state agency, the New Mexico Spaceport Authority. It has many current tenants including UP Aerospace, Spin Launch and Virgin Galactic, and is continuing to expand more!

Something that really stuck out is the retention and job offerings of New Mexico professionals and graduates at both Virgin Galactic and Spaceport. Not only New Mexico, but NMSU! They have really continued to keep integrated in the Las Cruces community and hope to provide the betterment of our hereafter. So, next time you are looking up... think of the oasis out in the middle of the Southern New Mexico desert and know the future is on the horizon!

The Pierre Fauchard Academy, an international dental honorary organization, is proud to announce that Dr. Michael Law has been selected as a 2024 Fellow in the prestigious honor society. Fellowship in the PFA is both a recognition of dental leadership and a promise to maintain the highest standards in the profession. Fewer than 1% of dentists worldwide are recognized for this honor.

Fellows in the Pierre Fauchard Academy pledge to consistently focus on

professionalism, integrity, and ethics, and conduct themselves as worthy role models, by the advancement of dentistry to the highest level. PFA Fellows serve as worthy role models, advance dentistry to the highest level, support and honor colleagues for their distinguished work, conduct research, support public service, and provide excellence in programs, education, and leadership in oral health care.

Founded in 1936, the Pierre Fauchard Academy is base in Rockville, MD and

has Sections in all 50 US States as well as 88 countries around the world. With 5,000 active Fellows, the PFA honors leaders in the dental profession, and provides educational programs to improve the leadership and professionalism of all dentists.

For more information concerning the Pierre Fauchard Foundation, please contact Robert Cattoi, International Executive Director at: 240-658-8070 or rcattoi@fauchard.org





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 October 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

Direct Therapy Services
1090 Med Park Drive
Las Cruces, NM 88005
575-523-7243
directtherapyservices.com/
Anniversary Date: 10/1/2024

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

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

Winston Water Cooler, LLC
1734 Buildtek Court
Las Cruces, NM 88005
575-222-1330
winstonwatercooler.com
Anniversary Date: 11/1/2024

RENEWING MEMBERS

All Aboard America
11410 Cedar Oak Dr.
El Paso, TX 79936-6000
915-751-4220
allaboardamerica.com
Anniversary Date: 9/22/2009

Bank of the Southwest
1043 North Main St.
Las Cruces, NM 88001-1225
575-527-5498
bankofsw.com
Anniversary Date: 9/27/1999

Better Homes & Gardens Real

Estate-Peggy Stevenson
141 Roadrunner Pkwy Suite 141
Las Cruces, NM 88011-2000
575-323-1985
bhgre.com/agent/peggy.stevenson@bhgrealestate.com
Anniversary Date: 9/1/2019

Comcast Cable
2750 Mall Drive Suite 300
Las Cruces, NM 88012-8704
575-523-2531
comcast.com/default.csp
Anniversary Date: 11/12/1974

Counseling Las Cruces, LLC
530 N. Church St
Las Cruces, NM 88001-3440
575-526-9878
counselinglascruces.com
Anniversary Date: 11/1/2021

Cupit & Company Inc.
PO Box 1620
Fairacres, NM 88033-1620
575-649-0055
Anniversary Date: 10/25/2005

Duffy Group
4727 E. Union Hills Dr. Ste 200
Phoenix, AZ 85050
602-875-5688
duffygroup.com/
Anniversary Date: 11/1/2023

Ed Helsel
2211 N. Main St.
Las Cruces, NM 88001-1180
575-523-2505
Anniversary Date: 7/13/1972

Education Trust Board - The Education Plan
1516 Paseo De Peralta
Santa Fe, NM 87501-3722
505-476-3860
theeducationplan.com
Anniversary Date: 7/1/2018

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

Hamilton Roofing Co.
918 N. Main
Carlsbad, NM 88220-6357
575-885-6676
hamiltonroofingcompany.com/
Anniversary Date: 9/1/2022

Insta-Copy Imaging
318 N. Main St.
Las Cruces, NM 88001-1273
575-526-6602
insta-copy.com
Anniversary Date: 7/12/2000

Judy Enterprises SIG
4096 Demos Ave
Las Cruces, NM 88011-4209
575-640-5640
Anniversary Date: 1/3/2014

La Clinica de Familia - Administration
385 Calle de Alegria Bldg A
Las Cruces, NM 88005-3423
575-526-1105 x2420
cdfnm.org/about_lcdf.php
Anniversary Date: 8/30/2010

Las Cruces First
5605 Bataan Memorial West
Las Cruces, NM 88012-5023
575-524-0654
lascrucesfirst.com/
Anniversary Date: 9/26/2008

Mesilla Valley Economic Development Alliance
277 E. Amador Ste 304
Las Cruces, NM 88004-1299
575-525-2852
mveda.com
Anniversary Date: 12/1/2008

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

Stroll & BeLocal Las Cruces
331 West Las Cruces Avenue
Las Cruces, NM 88005
575-654-5622
n2co.com
Anniversary Date: 8/1/2018

Tharp Farms
6000 N. Valley Dr.
Las Cruces, NM 88007-6001
575-524-4935
Anniversary Date: 11/14/1972

Transforming Life with Heidi
1180 Commerce Dr Box 13122
Las Cruces, NM 88013-4605
720-245-1211
transforminglifewithheidi.com
Anniversary Date: 11/1/2023



GREATER LAS CRUCES
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FUTURE EVENTS
YOU DON'T
WANT TO MISS!



For more events,
please scan

IMPORTANT DATES

Nov 8 - 12:00pm

2024 GLCCC vs. WSMR
Challenge Cup
Red Hawk Golf Club

Nov 12 - 4:00-5:00pm

Chamber University
"Maximizing Your Membership"
Chamber Boardroom

Nov 13 - 7:30-9:00am

Eggs & Conversation
with Mayor Russell Hernandez
Las Cruces Convention Center

Nov 14 - 11:15am-1:00pm

In the Know Luncheon:
Aerospace Update
NM Farm & Ranch Museum

Nov 14 - 5:30pm-7:00pm

Business After Hours
Century Bank

Nov 20 - 9:00am-12:00pm

2024 A.I. Summit
Chamber Office

Feb 1 thru 3

Las Cruces Day in Santa Fe
La Fonda
Registration now open

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

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the
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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RIBBON CUTTINGS



The New Mexico Construction Association celebrated the 10th Anniversary of Casa for a Cause with a Ground Breaking on Tuesday, October 1. On the shovels are: Jason Kipker (French Brothers), Mike Fraembs (Arista Development), Troy Mitchell, (NMCA President & Envision Development & Construction), Neil Campbell (Hakes Brothers), Rick (Hakes Brothers), Kimball Hakes (Hakes Brothers), Antonio (Hakes Brothers), Nicole Perez (NMCA Executive Director), Mayor Eric Enriquez (City of Las Cruces), Luis Diaz (Hakes Brothers), Justin Ortega (Desert View Homes), Belinda Mills (Las Cruces Bulletin)



Las Cruces Public Schools celebrated the grand opening of the Family Support Center, 505 S. Main Street Ste 249, on Friday October 18. Carla Ragan, Federal Programs Executive Director, is holding the proclamation while Teresa Tenorio, School Board President, Superintendent Ignacio Ruiz, Robert Wofford, School Board Secretary, Pamela Cort, School Board Vice President, and Patrick Nolan, School Board Member, cut the ribbons



The Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined together for a ribbon cutting on Wednesday, October 2, to celebrate MountainView Regional Medical Centers, 4311 E. Lohman, new MRI machine. Matt Conrad, CEO, and Alex Hummer, Assistant CEO, join Ginny Ginithan, Director of Imaging, as she cuts the ribbon



The Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce joined Dona Ana Community College on Friday, October 25, to celebrate the Grand Opening of the DACC Creative Media Center, 240 Film St. Senator Jeff Steinborn and Dr. Andy Burke, Interim Chancellor of NMSU System Community Colleges, hold the proclamations while Dr. Mónica F. Torres, Interim NMSU President, cut the ribbons.



On Friday, October 11, the Greater Las Cruces Chamber of Commerce welcomes new member Erickson Metals, 150 Earhardt Way, Suite 400, Santa Teresa. Michael Medina, Director, is joined by the staff as the ribbon is cut



On Friday, October 25, the Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce celebrated the opening of the Las Cruces Public School Based Health Center at Picacho Middle School, 1040 N. Motel Blvd. Superintendent Ignacio Ruiz and Virgil Medina, CEO La Clinica De Familia, hold the proclamations while Pamela Cort, School Board Vice President, and Gloria Y. Irigoyen, Board President La Clinica de Familia, cut the ribbons

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



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FROM THE AMBASSADOR CHAIR

"Change"

Change is something that is inevitable and something that we all must endure. I think of the month ahead, and the change that will come with it. The weather will change and my favorite time of the year, "sweater weather" will be upon us, finally! It is also election time and as we all know, the outcome can have significant change on all of us. Change isn't always easy, and I personally can say that change scares me and makes me anxious sometimes. But I ask myself, what if things never changed? What if everything stayed the same all the time? We cannot thrive and grow if we are stuck in the same environment and the same routine. It is beneficial for us to venture out of our comfort zones sometimes. Try a new hobby, strike up a conversation with a stranger, apply for a different job. We never know what the outcomes may lead to; it could be a positive life-changing experience!



BY **LYNDSAY MARTIN**
2024 Ambassador Chair

Annual Dinner

On Friday, October 4, the Chamber hosted a celebration of business & presented several awards at the Chamber's Annual Celebration & Awards Ceremony.



American Linen & Uniform Supply
Large Business of the Year

Stroll BeLocal Las Cruces
Small Business



Kiel Hoffman
Community Spirit

Tyler Overberger
Ambassador of the Year

Shawn & Lyndsay Martin
President's Award



Camplyf, LLC
Emerging Business of the Year

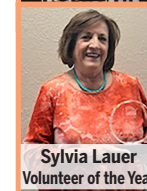
Amy Hummer
Citizen of the Year



Dr. Monica Torres
Crystal Apple

La Casa, Inc.
Non-Profit of the Year

Not pictured: Steve Aragon, Chairman's Award



Sylvia Lauer
Volunteer of the Year

Outgoing Board Members: Janet Acosta, Craig Buchanan,
Heather Salopek, George Vescovo
2023 Outgoing Chair – Jason Lazich
Sherley O'Brien – Crystal Apple Award
Interim County Manager Stephen Lopez - Soar Award



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

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