



Bottom Line

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

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

TABLE OF CONTENTS

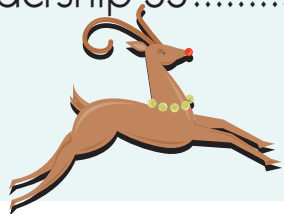
New & Renewing Members 2

Upcoming Events .. 3

Ribbon Cuttings 3

From the Ambassador Chair 3

Leadership 33..... 3



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



"Spirit of Santa"

The sound of holiday music is beginning to permeate many of our homes and businesses and reminds us that the holidays are right in front of us. Again this year, the big debate remains, as I've witnessed on several Facebook pages and in conversations, is the "when" to decorate. Is it before or after Thanksgiving? Is it totally "taboo" to begin before Halloween? Unfortunately, there are no rules, nor do I believe there should be rules when it comes to decorating for the holidays. Whenever you choose to decorate your home, remember the "magic" of the season lies year-round within your heart. The lights, bows, trees are a simple reflection of your heart.

And so here we are, close to the end of the year and the holiday season. We all can find the "Spirit of Santa," that magical feeling which somehow energizes us and keeps us going. Throughout the years, I've been asked many times "why" I collect Santa's... well, it's simple. It is the magic that this bearded, red-suited gentleman brings to the world. For a brief season in time every year, the magic replaces the negativity, pessimism and sadness with positivity, optimism and joy.

We all have the ability to apply these five simple elements of this "magic" to our lives and make a true impact in our community.

1. Magic of Making a Difference – There's something very special of giving to a non-profit during the holiday season. This simple gesture of giving of your time and/or dollars to make a difference in someone's life mirrors the joy of the season in so many ways. Take a moment to reach out to those organizations that make such a difference in our community. Teaching our children and grandchildren the art of "giving back" makes the holidays a perfect teachable moment.

2. Magic of Friends and Family – Although the stress of the holidays can often be overwhelming, the company of friends and family can also calm us. I always enjoy watching the proverbial "happy

ending" holiday movies. While real life is not always full of happy endings, I have to say that at least for moments of magic during the holidays, they can be a reality. Whether its friends or family or both, connecting with those we love can brighten our lives as much as the tree lights do our homes.

3. Magic of Food – The holiday season brings such traditional foods. In New Mexico, these traditions include, but certainly not limited to, biscochitos, tamales, posole and of course, our own pecan pies. Being raised in Oklahoma, our traditions included chicken and noodles, green bean casserole and cranberry jello salad and Aunt Bill's Brown Candy. The highlight of my memories growing up, however, is my Aunt Sylvia's divinity and fudge. I can still hear the click of the lid on the metal tin where she kept them under layers of wax paper. It's not so much I remember the tastes of the food, once again, it's the magic of the moment.

4. Magic of Shopping – Shopping during the holiday season can, depending on its definition, be calming or stressful. For years my daughter and I would be the first in line at many of the stores at the crack of dawn to catch all those bargains. In retrospect, I don't remember the bargains, the money we saved or the crowds we encountered. What I do remember is the "magic" of the morning. Spending time with my daughter, laughing as we stood in line or conversing over hot coffee or hot chocolate. Yes, we were often cold as we stood outside, but now, those memories keep me warm. PS. Always remember to shop local – your investment makes a big difference in our community.

5. Magic of Laughter – One thing most lovable about Santa is his "Ho, Ho, Ho" you hear almost constantly whenever you see him. It always makes me smile and laugh myself. In my collection of Santa's I have ones that sing, dance and read stories.

There are times when I drive my family nuts because I get them all singing, dancing and reading at the same time...and then I find myself laughing. Laugh with someone this holiday season... it'll make your day.



DEBBI MOORE
GLCC President & CEO

Be strong. Be kind. Be giving. Be supportive. Be available. All of these define what "being a community" really is. Our wonderful, special community which, while we often have differences, comes together to overcome. Together we turn every challenge into an opportunity. The key is that we do this...TOGETHER!

Am I "over the top" for the holiday, Santa, ribbons, bows and all the colors they bring? You bet I am! The sounds, the sights, the colors...all come together to create the "Magic of the Season." It's my tradition that as the season concludes for another year, I keep a Santa out all year, a simple gesture to remind me that the magic of Santa can be year-round, if we only believe. In my version of those famous words, "Yes, my friends, there is a Santa Claus. Enjoy the magic of the season.

To wrap up 2024, I want to take a few moments to thank our chair, Dr. Michael Law, for his leadership, as we all once again navigated another year to find our "new norm." On behalf of the Board of Directors and the Chamber staff, we thank you for your expertise, leadership and professionalism as you've lead the Board of Directors and the Chamber through this year. You represent all that's good, kind and caring in business...Thank you!





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	Matthew Conrad <i>MountainView Regional Medical Center</i>
Directors	Brandy Darden <i>Nusenda Credit Union</i>
Directors	Joah Franzoy <i>EBID</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	Monica Torres <i>Doña Ana Community College</i>
Directors	Mike Woods <i>Burrell College of Osteopathic Medicine</i>

Chamber Staff

Debbi Moore <i>President & CEO</i>	Ella Vistine <i>Administrative Assistant</i>
Cyndi Armijo <i>Director of Operations</i>	

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

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

NEW INVESTORS

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

US Storage Centers
8590 Bataan Memorial East
Las Cruces, NM 88011
575-500-3995
usstoragecenters.com/storage-units/nm/
las-cruces/8590-bataan-memorial-e
Anniversary Date: 10/30/2024

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

RENEWING MEMBERS

American Medical Response
920 S. Valley Dr
Las Cruces, NM 88005-3077
575-523-0225
amr.net
Anniversary Date: 8/13/2007

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

Casa Autoplex
470 W. Boutz
Las Cruces, NM 88005
575-523-4500
Anniversary Date: 12/1/2023

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

Dona Ana County Humane Society
PO Box 1176
Las Cruces, NM 88004-1175
575-647-4808
dachslc.org
Anniversary Date: 12/28/2012

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
www.theeducationplan.com
Anniversary Date: 7/1/2018

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

Holiday Inn Express Las Cruces North
2142 Telshor Court
Las Cruces, NM 88011-8245
575-522-0700
hiexpress.com/lascruces-n
Anniversary Date: 10/31/2011

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

Jardin de los Ninos
999 W. Amador, Suite E
Las Cruces, NM 88005-2739
575-522-2111
jardinlc.org
Anniversary Date: 12/2/2011

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

Kemp Smith LLP
3800 E Lohman Avenue, Suite C
Las Cruces, NM 88011-8273
575-527-0023
kempsmith.com
Anniversary Date: 9/13/2010

La Clinica de Familia - Administration
385 Calle de Alegria Bldg A
Las Cruces, NM 88005-3423
575-526-1105 x2420
lcdfnm.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

Lori D. Allen, Financial Advisor, Edward Jones
1121 Mall Drive Suite B
Las Cruces, NM 88011-8102
575-522-4341
edwardjones.com
Anniversary Date: 6/2/2014

MCH Family Outreach, Las Cruces
230 S. Alameda St. Suite 201
Las Cruces, NM 88005
575-222-0177
mch.org/locations/las-cruces/
Anniversary Date: 12/1/2023

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

Mesilla Valley Public Housing Authority
926 S. San Pedro St
Las Cruces, NM 88001-3637
575-528-2000
mvpha.org/
Anniversary Date: 7/1/1990

Pioneer Bank
3831 E Lohman
Las Cruces, NM 88011-8447
575-532-7500
pioneerbnk.com/
Anniversary Date: 5/29/1979

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

Wells Fargo
425 S. Telshor Blvd. Building A
Las Cruces, NM 88011-8237
575-521-6873
wellsfargo.com/
Anniversary Date: 6/1/1984

Unifirst
6928-A Commerce Ave
El Paso, TX 79915-1102
800-537-9074
unifirst.com
Anniversary Date: 7/6/1993



GREATER LAS CRUCES
CHAMBER OF COMMERCE

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

FUTURE EVENTS
YOU DONT
WANT TO MISS!



For more events,
please scan

IMPORTANT DATES

Dec 13 - 7:30-9:00am

**Eggs & Conversation
with Sabrina Martin
Rehabilitation Hospital of SNM**

Dec 19 - 5:30-7:00pm

**Business After Hours
Courtyard by Marriott NMSU**

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

SOUTHWEST REGIONAL
GROUP PUBLISHER
Belinda Mills

MANAGING EDITOR
Algernon D'Amassa

ADVERTISING
Lauri Champion Anita Goins
Sandra Moulton

DISTRIBUTION
Becky Jimenez

DESIGN
Christy Anchondo
Matthew Meerbot

the bottom line BULLETIN

THE LAS
CRUCES

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

RIBBON CUTTINGS



On Wednesday, November 6, the Greater Las Cruces Chamber of Commerce welcomed new member Winston Water Cooler, 1734 Buildtek Ct, with a ribbon cutting. Allen Ruddick, Managing Partner, held the proclamation while Anna Lueras, Sales, cut the ribbon.



The Greater Las Cruces Chamber of Commerce, the Las Cruces Green Chamber of Commerce, and the Las Cruces Hispanic Chamber of Commerce joined El Caldito Soup Kitchen, 999 W. Amador, to celebrate their 40 Year Anniversary with a ribbon cutting. Gabe Anaya, President, Michael Lilley, Secretary, and Herb Torres, Treasurer, held the proclamations while Steve Chavira, Executive Director, cuts the ribbons.



The City of Las Cruces held a ribbon cutting on Friday, November 22, to celebrate the completion of the Keep Las Cruces Beautiful mural behind Kohl's. Councilor Cassie McClure and Councilor Becki Graham are present while Breanna Yazzie, Artist, cuts the ribbon.



The Greater Las Cruces Chamber of Commerce welcomes new member Muojicare Medical Center, 4502 S Sonoma Ranch Blvd, on Friday, November 22. Dr. Yvonne Muojieje holds the proclamation while Dr. Chukwudi Muojieje cuts the ribbon.

COURTESY PHOTOS

FROM THE AMBASSADOR CHAIR

"Chair of Honor"

As I write my final article as Chair of the Ambassadors I can't help but look back and reflect on these last two years. The time has flown by and it has been absolute honor to serve as the Chair. Thank you to my executive council who has stuck with me these past two years, I appreciate every one of their perspectives and ideas. Our group has grown and changed a lot and I have enjoyed meeting and welcoming new Ambassadors into our group. I have been an ambassador for about 10 years now, and I am so happy that I made the decision to join. The friendships, business connections and knowledge that I have gained are priceless. As my time as Chair comes to an end, my participation and dedication to the Ambassadors does not. I look forward to what our new chair, Lensi Shakra has in store for us in 2025, I know that we will have a great year!



BY **LYNDSAY MARTIN**
2024 Ambassador Chair

Leadership 32

Unlocking Leadership Potential with Clifton Strengths

Leadership is a much about self-awareness as it is about guiding others, and this is precisely what the 32nd leadership class uncovered during the November 15th class day. The class learned about their natural talents and strengths and how to leverage them to foster better team collaboration in their professional and personal lives. We were honored to have Bill Lee, CEO of the

Gallup McKinley County Chamber of Commerce and Certified Strengths Finder Coach, lead the daylong session with his engaging teachings and insights of the assessment results for the class combined as well as each individual. The class was hosted in a conference room by Holiday Inn Express North, starting the day with a full breakfast and then treated to a delicious lunch by Salud! De Mesilla complete with their delightful deserts. The class gained a renewed sense of confidence in their leadership capabilities which will help them as they begin work on this year's community project.



On Wednesday, November 20, the 2024/2025 Jr. Leadership class participated in a Narcan training held at Dona Ana County. Trainers, Crystal Alfaro, Substance Use Prevention Coordinator, and Jesus "Jesse" Solis, Overdose Prevention Educator, taught the class places to rub to check for responsiveness when someone has overdosed due to the sensitivity of that area.



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

