



Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • JANUARY 2025 • WWW.LASCRCES.ORG

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HAPPY NEW YEAR



GREATER LAS CRUCES
CHAMBER OF COMMERCE
150 E. LOHMAN AVE.
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GREATER LAS CRUCES
CHAMBER OF COMMERCE

'Echoes to be remembered by'

Contemplating my article for this, the very first Bottom Line of 2025, I remembered an article written many years ago. If memory serves me right, it was January 2009 and I was in Santa Fe during the session. Walking from one hotel to another for an event, surrounded by snow on the ground with snow softly coming down, in the quietness of the moment I listened to the echoes of my footsteps on the cobblestone sidewalk. At that time I spoke to the importance of listening to the echoes of those who have gone before us and building on their foundations in our communities.

Remembering that speech, I realized that year after year, we create echoes of our own in so many ways. Taking this quiet personal, I pondered the question, "What are my echoes that future generations will build upon or history will remember and value?"

Both collectively and individually, we

have, and will continue to navigate into our new norm. As often when a new year arrives, reflection of the past year always comes to the forefront of our minds. My echoes...my echoes...I hope my echoes will be ones of servant leadership, of inspiration in the darkest of times and of a listening ear. I trust my echoes will give confidence that no matter how dire, how impossible, the situation seems to be, there is always hope. Echoes of the simple power of working together as a team can move mountains and make our community stronger than ever. Echoes our future generations will look back and say those are echoes, those foundations, are ones we can build upon.

Right around the corner is the sixty-day 2025 Legislative Session. The January 9th In the Know Luncheon will be an official "send-off" to our legislators, followed by Las Cruces Day in SF February 1-3. Remember is very important to stay

in touch with our legislators regarding various pieces of legislation. They want to hear from you. Grassroots advocacy is a vital key to the passage or not of legislation. The Chamber will be there to actively support business-friendly legislation and be just as active in not support bills which are not friendly to business.

In conclusion we want to thank Michael Law for his exemplary leadership in 2024. It's been an honor and privilege to work side by side with Jason. Under the leadership of Rico Gonzales we are certain 2025 will bring us much success, along with some new programs, activities and initiatives.



DEBBI MOORE
GLCC President & CEO

The 32nd Leadership Las Cruces Class Explores Agriculture and Economic Development in the Region

The LLC32 Agriculture & Economic Development Committee organized an insightful day for the LLC32 class,

providing an up-close look at the vital contributions of agriculture and economic innovation to our region.



Our day began with wisdom and inspiration from prominent community leaders. Dino Cervantes of Cervantes Enterprises shared insights into agribusiness, while Randy McMillan of NAI 1st Valley, The Fresh Chile Company, and Rio Grande Winery discussed the interconnectedness of local industries. Louise Marquez from the New Mexico Economic Development Department highlighted statewide initiatives supporting growth. Dr. Rolando A. Flores, Dean of the College of ACES, offered a glimpse into NMSU's cutting-edge research and educational programs.

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2025 Board Members

Executive Committee

2025 Chair	Rico Gonzales <i>El Paso Electric</i>
2026 Chair	Kevin Merhege <i>Pioneer Bank</i>
2024 Chair	Dr. Michael Law <i>Warren & Law Dental</i>
2025 Secretary/Treasurer	Brandy Darden <i>Nusenda Credit Union</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	Joan Franzoy <i>EBID</i>
Directors	Janet Acosta <i>Haciendas at Grace Village</i>
Directors	Tamera Ahner <i>Stroll Be Local</i>
Directors	Steve Aragon <i>Blue Halo</i>
Directors	Matthew Conrad <i>MountainView Regional Medical Center</i>
Directors	Valerio Ferme <i>NMSU</i>
Directors	Kevin Horner <i>PTS Office Systems</i>
Directors	Amy Hummer <i>BH&G/Steinborn Real Estate</i>
Directors	Royal Jones <i>MVT Services, Inc.</i>
Directors	Dennis Knox <i>Memorial Medical Center</i>
Directors	Jason Lazich <i>Virgin Galactic</i>
Directors	Michael Lutz <i>American Linen Supply of NM</i>
Directors	Scott McLaughlin <i>Spaceport America</i>
Directors	John Munoz <i>Electronic Caregiver</i>
Directors	Nate Olsen <i>Citizens Bank</i>
Directors	Mike Woods <i>Burrell College of Osteopathic Medicine</i>

Chamber Staff

Debbi Moore
President & CEO

Ella Vistine
Administrative Assistant

Cyndi Armijo
Director of Operations

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

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

NEW INVESTORS

El Caldito Soup Kitchen
999 W. Amador
Las Cruces, NM 88001
575-525-3831
elcaldito-lc.org/
Anniversary Date: 11/1/2024

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

RENEWING MEMBERS

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

Casa Autoplex
470 W. Boutz
Las Cruces, NM 88005
575-525-4500
Anniversary Date: 12/1/2023

Dona Ana County
845 N Motel Blvd
Las Cruces, NM 88007
575-525-5821
donaanacounty.org
Anniversary Date: 5/31/2017

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

Double Eagle Restaurant On The Historic Plaza
2355 Calle de Guadalupe
Mesilla, NM 88046
575-523-6700
double-eagle-mesilla.com
Anniversary Date: 8/21/1997

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

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

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

Las Cruces Convention Center
680 E. University Avenue
Las Cruces, NM 88001-6053
575-526-0100
meetinlascruces.com
Anniversary Date: 9/21/2009

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

MountainView Regional Medical Center
4311 E. Lohman Ave.
Las Cruces, NM 88011-8255
575-556-7600
mountainviewregional.com
Anniversary Date: 7/5/2000

New Mexico Properties
4335 Kingston Rd.
Las Cruces, NM 88012
575-538-1487
newmexico.properties
Anniversary Date: 8/1/2023

OnPoint Computer Solutions
825 Spruce Ave
Las Cruces, NM 88001-235
575-993-5748
onpointlc.com
Anniversary Date: 5/9/2012

Progressive Residential Services of New Mexico
2325 Nevada Ave
Las Cruces, NM 88005-2952
575-523-8431
prs-nm.org
Anniversary Date: 3/13/2012

Safe Haven Animal Sanctuary
P O Box 16227
Las Cruces, NM 88004-6227
575-527-4544
shaspets.com
Anniversary Date: 9/28/2007

Southwest Sport & Spine Center, Inc.
2404 S. Locust St., Ste. 5
Las Cruces, NM 88001-5789
575-521-4188
swsportandspine.com
Anniversary Date: 8/11/2003

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

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

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



HAPPY NEW YEAR



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GREATER LAS CRUCES CHAMBER OF COMMERCE

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RIBBON CUTTINGS



On Friday, December 13, the Greater Las Cruces Chamber of Commerce welcomed new member evolve Federal Credit Union, 4170 Northrise Blvd. Josue Ornelas, AVP, Marketing and Elisa Arce, VP Marketing, held the proclamation and member certificate while Randy Glover, Executive VP, cut the ribbon.



On Wednesday, December 17, Red Hawk Golf Course, 7502 Red Hawk Golf Rd, celebrated the beginning of construction on their new clubhouse with a ground-breaking ceremony. On the shovels are Royal Jones, Owner and John Moscato, Sierra Norte Development.

COURTESY PHOTOS

EGGS AND CONVERSATION



Debbi Moore, President/CEO, with the Greater Las Cruces Chamber of Commerce had a one on one conversation on Friday, December 13, with Sabrina Martin, CEO Rehabilitation Hospital of Southern NM

Leadership continued

We toured the College of ACES' food research lab, learning about innovative food production and sustainability approaches. A visit to the sheep pens introduced us to the creative uses of wool, from scarves and graduation stoles to intricate wall tapestries.

Next, we ventured to Seco Spice, where Ed Ogaz and his staff detailed the meticulous process of transforming chiles into flavorful spices that are iconic to our region. Our day concluded at Baked

Chicken Farm. Tony Miller introduced us to the cannabis industry, detailing everything from cultivation to product development and highlighting the company's role in economic diversification.

The experiences throughout the day deepened our understanding of how agriculture, history, and innovation converge to shape the economic landscape of Las Cruces, the state, and other parts of the world. It's a reminder of the dedication and ingenuity that drive our community and country forward.

THURSDAY, JANUARY 9

LEGISLATIVE SEND-OFF 2025



Registration begins at 11:15 am
Program to begin at 12:00 pm
\$45 per ticket (member)
\$55 per ticket (future member)
RSVP is required for this event

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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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