



Bottom Line

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

GREATER LAS CRUCES CHAMBER OF COMMERCE • FEBRUARY 2025 • WWW.LASCRUCES.ORG

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



GREATER LAS CRUCES
CHAMBER OF COMMERCE

Love for the mission of the Chamber

During my career, I have been asked many times how, and why, I got involved with Chambers of Commerce. Honestly, the truth is that this wonderful career found me. Years ago in Waxahachie, Texas, I needed a job and was hired as an entry-level employee and simply fell in love with the mission of the Chamber and the difference it made in a community. Fast forward years later, I am blessed to be here in Las Cruces. You see a Chamber is much more than an organization of business owners, it's the heart of our community, fostering a strong workforce and future leaders. It's the very foundation on which to build a strong workforce, develop future leaders, expand the economic base and impact our community. It is our businesses that give so generously to our non-profits, hire our friends, neighbors and children and support our public and higher education institutions.

Chambers of Commerce play a vital role in our community by bringing together local businesses to support economic growth, education and community development. Joining a Chamber of Commerce can provide a business with networking opportunities, access to local resources and information, visibility in the community, advocacy support on local issues, and potential cost savings through member benefits and discounts. It can also help to establish credibility and trust with customers, suppliers, and other businesses in the community. It is no wonder then that I proudly say, "My career found me." To think, through the years and in several communities, I've played a small role in community impact, is an amazing thought.

Over the years, no matter where I

have been, the question remains the same from businesses, "Why should I join the Chamber of Commerce?" The remarkable thing is that the answer has remained the same over those years. Simply put, investing in the Chamber of Commerce is investing in the community. The Chamber plays a vital role in the growth, expansion and development of your business and impacts community. We work hard to put in place programs, activities and initiatives so that the mission of your business compliments the mission of the Chamber.

The role of chambers has never been more crucial. Trust in businesses and chambers is strong. A 2024 Harris Poll survey, conducted on behalf of Association of Chamber of Commerce Executives (ACCE,) found that 81% of U.S. adults agree that their local chamber of commerce is a trusted resource and partner for businesses. Nine in 10 feel that their local chamber has an impact on growing the local economy (90%) and addressing challenges within their community (88%). We have tremendous momentum to bring even more bold leadership and lasting impact to our communities.

However, it is much more than the dollars invested. It is a commitment of time to attend events, meetings and activities whether they are educational, networking or informational. Being an investor in the Chamber gives you new customers, helps retain customers and builds a life-long professional network.

For this year, the Greater Las Cruces Chamber is concentrating on delivery of a renewed commitment to our investors and area businesses. Through our new slogan, "Powered by Investors, Driven

by Business: Connecting, Convening, Cultivating," we will work diligently to ensure our body of work, the Chamber will continue to make a difference in our community.



DEBBI MOORE
GLCC President & CEO

- Public Policy Sector: Government Relations, Public Policy and Advocacy
- Investor Services Sector: Connecting-Member Relations
- Building Community Sector: Cultivating future leaders
- Grow Your Business Sector: Cultivating businesses; Workforce Education

These four areas are full of opportunity for businesses to be become actively involved in the Chamber through the many committees, taskforces and initiatives. Whether it be focus on supporting our military, growing your business, finding out more about the space industry, or healthcare, or networking, we've got a place for you!

And this is just the beginning. With expansion and growth of our Business After Hours, the networking opportunity continues to increase. Adding in our ribbon cuttings, anniversary celebrations and "red-carpet" ceremonies, the exposure one gets from their investment of time, money and commitment is a tremendous ROI on the original investment.

Advocating for business at every level (City, County, State, Federal) simply means that we are visibly and actively

continued on page 3



2025 Board Members

Executive Committee

2025 Chair Rico Gonzales
El Paso Electric

2026 Chair Kevin Merhege
Pioneer Bank

2024 Chair Dr. Michael Law
Warren & Law Dental

2025 Secretary/Treasurer Brandy Darden
Nusenda Credit Union

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 Joan Franzoy
EBID

Directors Janet Acosta
Haciendas at Grace Village

Directors Tamera Ahner
Stroll Be Local

Directors Steve Aragon
Blue Halo

Directors Matthew Conrad
MountainView Regional Medical Center

Directors Valerio Ferme
NMSU

Directors Kevin Horner
PTS Office Systems

Directors Amy Hummer
BH&G/Steinborn Real Estate

Directors Royal Jones
MVT Services, Inc.

Directors Dennis Knox
Memorial Medical Center

Directors Jason Lazich
Virgin Galactic

Directors Michael Lutz
American Linen Supply of NM

Directors Scott McLaughlin
Spaceport America

Directors John Munoz
Electronic Caregiver

Directors Nate Olsen
Citizens Bank

Directors Mike Woods
Burrell College of Osteopathic Medicine

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 January 2025. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Prestige BNB, LLC
7631 Blue Star Loop
Las Cruces, NM 88012
575-686-9894
prestigebnb.co/
Anniversary Date: 12/1/2024

V2 Beauty & Salon
2109* N. Alameda Suite 1
Las Cruces, NM 88005
575-313-9537
facebook.com/profile.php?id=61563973584492
Anniversary Date: 2/1/2025

Richard Haas + Architects
Las Cruces, NM 88001
Anniversary Date: 2/1/2025

RENEWING MEMBERS

Blue Halo
1300 Britt St. SE
Albuquerque, NM 87123-3353
505-767-1200
bluehalo.com/
Anniversary Date: 11/10/2010

Camino Real Abstract & Title Company
230 S. Alameda Bldg 2
Las Cruces, NM 88005-2619
575-523-0688
caminorealtitle.com
Anniversary Date: 7/1/2017

Citizens Bank
505 S. Main
Las Cruces, NM 88001-1206
575-647-4100
citizenslc.com
Anniversary Date: 1/1/1970

City of Las Cruces
700 N. Main St.
Las Cruces, NM 88001-1120
575-541-2100
las-cruces.org
Anniversary Date: 1/15/1997

Community Foundation of Southern New Mexico
2640 El Paseo Rd.
Las Cruces, NM 88001-6002
575-521-4794
cfsnm.org
Anniversary Date: 12/22/2004

Conterra Networks
1525 Common Dr. St B
El Paso, TX 79936-5949
915-345.9011
conterra.com
Anniversary Date: 2/1/2019

Las Cruces Symphony Association
1075 N. Horseshoe St. STE 210
Las Cruces, NM 88003
719-432-9649
lascrucessymphony.com/
Anniversary Date: 12/1/2022

Memorial Medical Center
2450 S Telshor Blvd
Las Cruces, NM 88011-5069
575-522-8641
www.mmclc.org
Anniversary Date: 2/13/1981

Mesilla Valley Mall
700 S. Telshor Blvd
Las Cruces, NM 88011-4669
575-522-1001
www.mesillavalleymall.com
Anniversary Date: 12/1/2021

NMSU
MSC 3Z PO Box 30001,
Las Cruces, NM 88003-8800
575-556-7600
nmsu.edu
Anniversary Date: 5/10/1972

Nusenda Credit Union
1715 E University Ave
Las Cruces, NM 88001-5780
575-523-7750
nusenda.org/
Anniversary Date: 6/1/2021

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



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**FUTURE EVENTS
YOU DONT
WANT TO MISS!**



For more events,
please scan

IMPORTANT DATES

**Register for the Lunch and Eggs and Conversation
and receive a discount.**

Contact Cyndi, carmijo@lascruces.org or call 575-527-5546

Feb 13 - 11:15am to 1:15pm

**In the Know Luncheon with
President Ferme, NMSU
NM Farm & Ranch Museum**

Feb 14 - 8:00-9:00am

**Eggs & Conversation
with President Ferme
NMSU
Las Cruces Convention Center**

SAVE THE DATE

Apr 10

**2025 Annual Chamber
Celebration & Choice Awards**

Details to come

Jun 6

2025 Golf Classic Tournament

Details to come

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

the
bottom line
THE LAS CRUCES **Bulletin**

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GREATER LAS CRUCES CHAMBER OF COMMERCE

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RIBBON CUTTINGS



The Greater Las Cruces Chamber of Commerce, the Las Cruces Green Chamber of Commerce, and the Las Cruces Hispanic Chamber of Commerce join together on Friday, January 17, to celebrate Jardin de los Ninos, 999 W. Amador, on their behavioral health designation.

Holding the proclamations are Gena Bermudez, President-Elect, Alma Ketcherside, Director of Family Services, and Cynthia Garcia, Clinical Manager, while Michelle Adames, CEO, and Amber Sedillo, Director of Development & Community Engagement, are assisted by Zia and Arleth as they cut the ribbons.



On Friday, January 17, Dona Ana County celebrated the re-opening of the Crisis Triage Center, 1850 B. Copper Loop, with the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce. Commissioner Shannon Reynolds and Jamie Michael, Director Health & Human Services, hold the proclamations while Laura Adams, Office Manager, Sandy Emanuel, Market CEO, and Adriana Holguin, RN, Summit Behavioral Healthcare. Also pictured Mayor Pro-Tem Johanna Bencomo, Christopher Schaljo-Hernandez, Chair, Dona Ana County Commission, and Representative Doreen Gallegos



On Saturday, January 25, V2 Beauty & Salon, 2109 N. Alameda Suite 1, celebrated their Grand Opening with a ribbon cutting. Arlene Barragan and Dominik Varela, Owner, held the proclamation and membership certificate while Valerie Barragan, Owner, Aurianna Varela, Nikayao Varela, Isaiah Gutierrez, and Zaviah Varela cut the ribbon. Also pictured Roy Barragan.

Love of mission continued

watching for issues that impact businesses, both positively and negatively. Working diligently with our elected officials and staff, we are making a difference for businesses at all levels.

These are just a sampling of the many ways we can help your business and community grow. From the

smallest to the largest of business, from agriculture to space to healthcare to retail and beyond, the Chamber stands ready to be the conduit of growth, information, networking, education and advocacy. I'M INVESTED...ARE YOU? Give us a call at the Greater Las Cruces Chamber at 575.524.1968 for investment and involvement partnership opportunities. We are LAS CRUCES STRONG!

FROM THE AMBASSADOR CHAIR

"Optimism for what lies ahead"

A vision in progress, in a pivotal moment for the Greater Las Cruces Chamber of Commerce Ambassadors, we are excited to announce the formation of the 2025 Executive Council dedicated to cultivating collaboration, innovation, and community engagement. This initiative comes in response to our commitment to advocate for the greater Las Cruces area, ensuring that we remain at the forefront of positive and meaningful change.

The Ambassador Executive Council consists of a diverse group of individuals each bringing unique perspectives and expertise. From seasoned professionals to emerging leaders, our members represent a wide range of backgrounds, industries and experiences. This diversity is not only our strength but also a vital component in driving inclusive decision-making processes that reflect the needs and aspirations of the Mesilla Valley community.

Let us welcome the 2025 Ambassadors Executive

Committee: Shawn Martin, Las Cruces Day in Santa Fe Chair-Elect; Brandi Shelby, Secretary/Treasurer; Miguel Acosta, Head of Marketing; Sylvia Lauer, Special Events Coordinator; Tyler Overberger, Green Team Captain; Brandi Chaney, Red Team Captain; Lyndsay Martin, Past Chair; Nikita Saenz-Lopez, Membership and Recruitment.

As we embark on the 2025 vision, we are filled with optimism for what lies ahead. The Ambassadors embody our commitment to progress and are dedicated to building a brighter future for all of the Greater Las Cruces Area. Together we can create meaningful change and look forward to working with each of you as we forge ahead in unity and purpose.

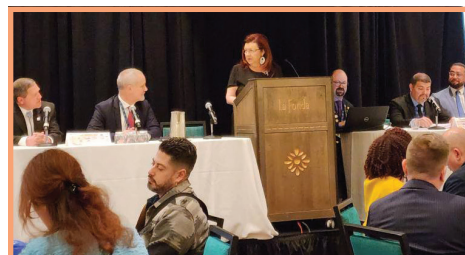


BY L. SHAKRA
2025 Ambassador Chair

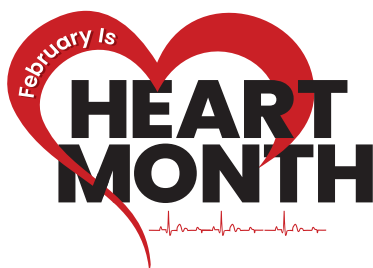
Las Cruces Day in Santa Fe



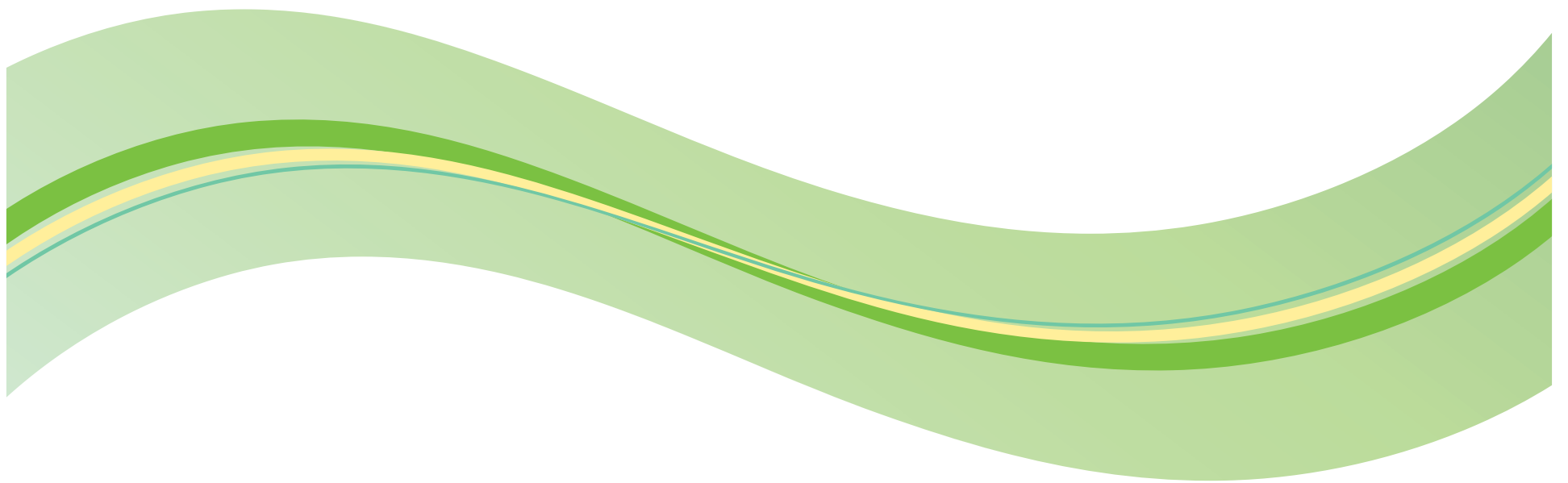
The 2025 Las Cruces Day in Santa Fe took place February 1 thru February 3. The Ambassadors of the Greater Las Cruces Chamber of Commerce hosted a delegation from the business community of Dona Ana at the La Fonda on the Plaza.



Scan here for ongoing updates on the 2025 Legislature.



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