



Bottom Line

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

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

TABLE OF CONTENTS

New & Renewing Members	2
Upcoming Events	2
Ribbon Cuttings	3
Eggs & Conversation....	3
JrLLC-Feb Ag Day.....	3



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

Advocating for the Mesilla Valley Insights from Las Cruces Day in Santa Fe

In a vibrant display of grassroots advocacy Shawn Martin, the chair of the Las Cruces Day in Santa Fe event, has been rallying voices from the Mesilla Valley to advocate for the region at the state capital. This initiative aims not only to amplify the concerns and aspirations of the local community but also to educate participants in the legislative process and how they can effectively support it.

During our recent interview, Shawn emphasized the importance of year after year increasing involvement and communication among community members. "Our goal is to enrich the Mesilla Valley and stimulate economic development by uniting various stakeholders," he remarked. This inclusivity extends to key players such as Dona Ana County, Sunland Park, Las Cruces Public Schools, New Mexico State University, Dona Ana Community College, the City of Las Cruces, and the Greater Las Cruces region.

The Greater Las Cruces Chamber of Commerce Ambassadors are proud to

host this significant event, providing a platform for these diverse voices to come together, share their visions and advocate for policies that benefit their community. Through collaboration and understanding, Shawn believes that they can bridge gaps and create a cohesive approach to addressing the needs of the Mesilla Valley and beyond.

"We are so appreciative of the Chamber's Ambassadors dedication & commitment to the planning & implementation of the 2025 Las Cruces Day in Santa Fe," says Rico Gonzales, 2025 Chair of the Board of Directors. "With an exceptional amount of participants, our expanded relationship with NMSU & other business partners, we are proud of its success & look forward to the 2026 event."

As the event comes to an end and the Greater Las Cruces Chamber of Commerce Ambassadors gear up for next year, the excitement is profound. Community members are encouraged to participate actively, ensuring that their voices are heard, and their stories

are told in Santa Fe. Through this collective effort, the hope is to create a more interconnected and prosperous future for the Mesilla Valley, with the Greater Las Cruces Chamber of Commerce Ambassadors leading the way.

The purpose of Las Cruces Day in Santa Fe is to empower the Mesilla Valley fellowship to participate actively in shaping the region's future, driving initiatives that lead to sustainable economic development and improve quality of life for all. We could not do this without our amazing sponsor.

Thank you to all our 2025 Las Cruces Day in Santa Fe sponsors: Platinum Sponsors: Virgin Galactic, Memorial Medical Center, Mountain View Regional Medical Center, Comcast, City of Las Cruces, Adams Media, Hutton Broadcasting, and Dona Ana County.



SHAWN MARTIN

Public Safety/First Responders Day 01/17/25

The LLC32 Public Safety/First Responders Day committee offered participants a comprehensive understanding of the roles and responsibilities of first responders and their official and administrative staff. The event also provided opportunities for attendees to engage with officials, learn about their priorities, goals, and objectives, and assess the performance of public officials. Additionally, the day highlighted

the importance of proactive citizen involvement in improving the economy and enhancing quality of life.

The day began with valuable insights from Chief Jeremy Story of the Las Cruces Police Department, where we learned about the challenges of handling complex cases and the various situations the department

continued on page 3





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	Joah 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

Cyndi Armijo
Director of Operations

Ella Vistine
Administrative Assistant

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

Say hello to our new & renewing members for February 2025. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Elegance Limousines & Black Car Services
201 3rd St Suite 1950 Office #17
Albuquerque, NM 87102
505-918-8002
elegancelimousnm.com
Anniversary Date: 3/1/2025

LA Services LLC
5102 Los Nogales Dr.
Carlsbad, NM 88220
575-725-5090
laservicesllc.com
Anniversary Date: 3/1/2025

Las Cruces Academy
1755 Avenida de Mercado
Mesilla, NM 88046
575-521-9384
LasCrucesAcademy.org
Anniversary Date: 2/1/2025

Richard Haas + Architects
Las Cruces, NM 88001
575-649-9880
delvallept.com
Anniversary Date: 2/1/2025

V2 Beauty & Hair Salon
2109 N. Alameda Suite 1
Las Cruces, NM 88005
575-313-9537
facebook.com/profile.php?id=61563973584492
Anniversary Date: 3/1/2025

United Theranostics
4391 E. Lohman, Suite A
Las Cruces, NM 88011
575-323-9123
unitedtheranostics.com/las-cruces
Anniversary Date: 3/1/2025

RENEWING MEMBERS
American Linen & Uniform Company
550 N. Church
Las Cruces, NM 88001-3440
575-526-6641
yourlinencompany.com
Anniversary Date: 1/1/1949

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

Boys & Girls Club of Las Cruces
330 W. Las Cruces Ave
Las Cruces, NM 88005-2516
575-526-1519
bgclascruces.org
Anniversary Date: 3/22/2007

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

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

Comfort Keepers
755 S. Telshor Blvd. Suite C-101
Las Cruces, NM 88011-4681
575-521-4400
comfortkeepers.com
Anniversary Date: 1/12/2011

Dawson Dinsmore
Anniversary Date: 8/1/2019

Del Valle Physical Therapy
2445 Missouri Ave. Suite A
Las Cruces, NM 88001-5111
575-523-8080
delvallept.com
Anniversary Date: 4/29/2011

Dona Ana Community College
MSC-3DA, Box 30001
Las Cruces, NM 88003
575-527-7500
dacc.nmsu.edu/
Anniversary Date: 12/20/1984

Edward Jones - Bruce Ball
3880 Foothills Rd. Ste 2
Las Cruces, NM 88011-5143
575-522-5583
www.edwardjones.com/bruce-ball
Anniversary Date: 2/1/2022

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

McGinley Construction, Inc.
PO Box 370
Mesilla, NM 88046-0370
575-523-9140
mcginley-construction.com
Anniversary Date: 12/17/1997

New Mexico Department of Agriculture
973 Agriculture Way
Las Cruces, NM 88003-8005
575-646-1551
nmdeptag.nmsu.edu/
Anniversary Date: 4/2/1973

Spencer Theater for the Performing Arts
108 Spencer Rd.
Alto, NM 88312-9559
575-336-4800
spencertheater.com
Anniversary Date: 3/25/2011

Sport Air Racing Council Corp.
610 Wingspan Drive
Las Cruces, NM 88001
623-275-0413
sportclass.com
Anniversary Date: 1/1/2024

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

Warren & Law Dental
4141 Camino Coyote, Suite A
Las Cruces, NM 88011-3001
575-524-5812
warrenlawdental.com
Anniversary Date: 3/9/2011

Winsupply Las Cruces NM Co.
1844 W. Amador Ave, Ste B
Las Cruces, NM 88005-4009
575-523-7401
Anniversary Date: 4/2/2008



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

For more information contact Cyndi, carmijo@lascruces.org or
call 575-527-5546

March 14 - 8:00-9:00am
with: **TERRA WINTER**
Community Foundation of SNM
Las Cruces Convention Center

March 18 - 4:00 -5:00 pm
Business After Hours with
Memorial Medical Center
2450 S Telshor Blvd

March 26 - 5:30pm
Chamber U: Maximizing Your
Investment
GLCCC Conference Room

SAVE THE DATE

April 10
2025 Annual Chamber
Celebration & Choice Awards
Details to come

June 6
2025 Golf Classic Tournament
Details to come

SOUTHWEST REGIONAL
GROUP PUBLISHER
Belinda Mills

ADVERTISING
Lauri Champion Anita Goins
Sandra Moulton

DISTRIBUTION
Becky Jimenez

DESIGN
Christy Anchondo
Matthew Meerbott

the
bottom line
THE LAS CRUCES **Bulletin**

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



The Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined Nusenda Credit Union, 4161 White Sage Arc, to celebrate the Grand Opening of their new location on Saturday, February 8. Joe Christian, retired President/CEO, holds the proclamation, while Michelle Dearholt, President/CEO cuts the ribbons.



FirstLight Federal Credit Union, 522 E. Idaho, held a ribbon cutting on Thursday, February 20, to celebrate the Grand Opening of their newest Engagement Center. Margie Salazar, CEO, is joined by Dania Angeles-Community Engagement Manager, Gary Bruner, Supervisory Committee, Miguel Cheng- Board Member, and Jim Huff- Chief Retail Officer as she cuts the ribbon.



IN THE KNOW LUNCHEON AND EGGS & CONVERSATION

President Valerio Ferme, NMSU, was the guest speaker at the Greater Las Cruces Chamber of Commerce In the Know Luncheon on February 13. He graciously shared his vision for NMSU and insights into his approach to leadership and corporate management. President Ferme then offered a personal look into his upbringing and experiences during our Eggs & Conversation on Friday, February 14 at the Las Cruces Convention Center.

Public Safety continued from 1A manages within the community. We then visited the Drug Enforcement Agency Office, where Archie Morales from US Customs & Border Protection discussed the impact of border crime on the local area. Michelle Rincon, a Community Outreach Specialist, shared important information on the "One Pill Can Kill" campaign and how to raise awareness about the dangers of drugs, particularly for teens. The group also participated in a Q&A with DEA Task Force Agents, gaining a deeper understanding of their roles and how they collaborate with other law enforcement agencies to tackle crime. The day concluded with a tour of the East Mesa Public Safety Complex, led by Officer Charlie Velasco, where we explored the facility's resources, including tactical vehicles and drones, and toured the Las Cruces Fire Department

Station 8 to learn more about their work.

Leaders in law enforcement play a crucial role in guiding and shaping the effectiveness of public safety efforts. They are responsible for setting the direction, priorities, and policies of law enforcement agencies, ensuring their teams are well-trained, and fostering collaboration with other community organizations. These leaders also focus on improving public safety, building trust with the community, and tackling complex issues such as crime, drug abuse, and emergency response. Through strategic leadership, law enforcement leaders aim to enhance the safety, well-being, and quality of life for all citizens.

Many thanks to all our guest speakers who impacted our leadership group with their



insights and expertise. Their valuable contributions provided a deeper understanding of the challenges and responsibilities faced by first responders and law enforcement leaders. We appreciate their time, knowledge, and dedication to improving our community and enhancing our awareness of public safety.



The 2024/2025 Jr Leadership February class toured the various departments at NMSU for their AG Day.

WARREN & LAW DENTAL WELCOMES LAS CRUCES NATIVE
Dr. Nicole Moberly
TO OUR DENTAL TEAM



Cosmetic and Family Dentistry
ACCEPTING NEW PATIENTS
Special Needs Dentistry Trained
Family Appointments

575-524-5812
warrenlawdental.com
4141 Camino Coyote, Suite A
Las Cruces, NM 88011

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!

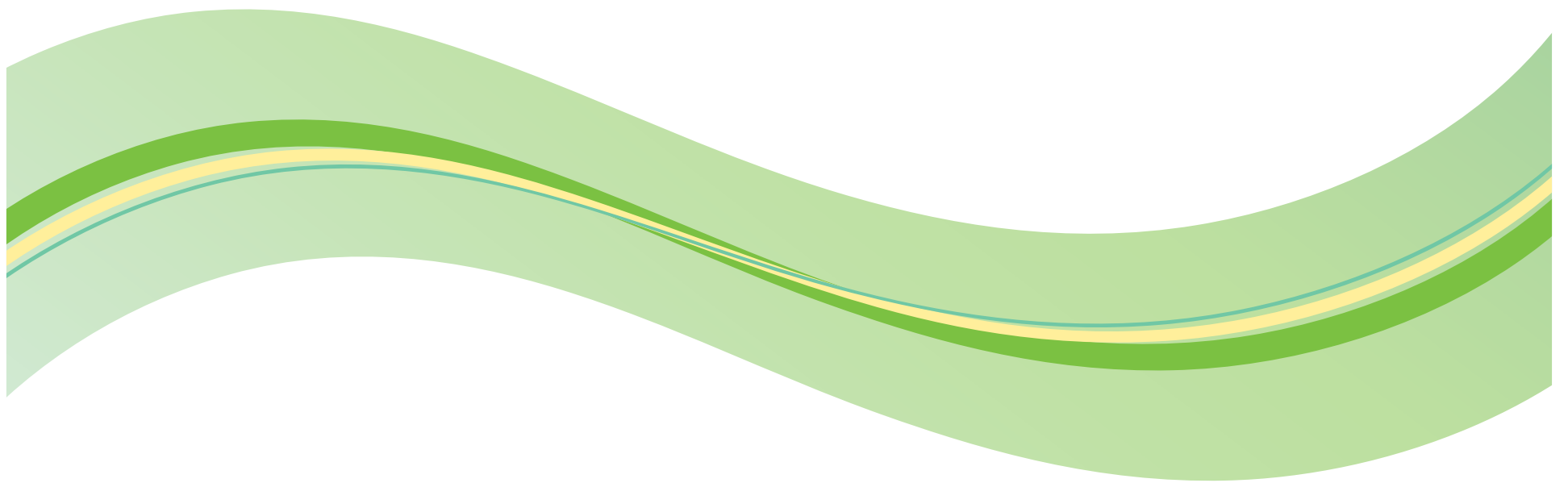
Construction, Heavy Equipment, Farm,
Business/Real Estate and Much More!

For More Information Call (575) 800-4648

3475 Bataan Memorial W, Las Cruces

HANSENAUCTIONGROUP.COM

Serving our members, business partners, and communities



Learn more at
nusenda.org

@NusendaCU |    



Insured by NCUA | Equal Opportunity Lender