



Bottom Line

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

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

TABLE OF CONTENTS

New & Renewing Members	2
Upcoming Events	3
Ribbon Cuttings	3
Eggs & Conversation....	3
Ambassador Chair	3
Annual Chamber Celebration Event	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

Message to Our Community

We are deeply heartbroken and outraged by the recent tragedy that has shaken our community to its core. The senseless act of violence has left an indelible mark on the lives of citizenry. Our deepest condolences go out to the victims, their families, and all those who are grieving this unimaginable loss. Words cannot fully capture the pain and sorrow we feel as we come to terms with this senseless tragedy.

The Greater Las Cruces Chamber is committed to fostering a safe and thriving community. This tragedy reminds us of the urgent need to come together, not only to support those in mourning, but also to work toward meaningful solutions that address the root causes of such violence.

We as a Chamber will continue to support and work with Chief Story and LCPD, and our local and state government agencies

to continue to improve the safety of our community. As a community, let us not only focus on healing, but also on prevention, and work together to address the deeper issues that lead to such violence.

In response to the heartbreaking tragedy, the Community Foundation of Southern New Mexico has activated the Together Las Cruces Crisis Action Fund. This fund serves as a vital resource, enabling our community to unite and offer immediate support during times of tragedy and devastation. 100% of the funds raised through the Together Las Cruces Crisis Action Fund will be directed towards supporting these critical efforts. For those who wish to contribute to this fund, please visit:

https://cfsnm.fcsuite.com/erp/donate/create/fund?funit_id=1957.

This is a time of profound grief for these individuals and families. We encourage those who have been impacted to go to the Family Assistance and Resource Center or contact dispatch at 575-526-0795 and ask for the Victims Assistance Program. The Family Assistance and Resource Center will collect information on all who were impacted so that we can provide support.

Additionally, if you need or a loved one needs help during this stage of grieving, please feel free to contact Debbi Moore, (575.524.1969 or email dmoore@lascruces.org) and we will put you in contact with someone that can help.

Sincerely,

The Greater Las Cruces Chamber of Commerce Board of Directors

The 32nd Leadership Las Cruces Class Explored Health and Human Services in Las Cruces

On Friday, March 21, the 32nd Leadership Las Cruces Class explored health and human services in our community. The day kicked off with a leadership discussion accompanied by a delightful breakfast from Scooter's Coffee.

The morning was spent at 3 Crosses Hospital, where Roy Rivas, the hospital's Marketing and Community Liaison, provided an overview of the hospital, which opened in October 20202. Top staff members, including April Heidenreich (Chief Nursing Officer), Rebecca

Burkhartsmeier (Administrator of Specialty Clinics), Colleen Redfearn (Director of Human Resources), Richard Hunt (Chief Operations Officer), Maria Ortiz (Director of Business Services), and John Lanning (Chief Executive Officer), shared their experiences and insights on

leadership and healthcare.

Following a comprehensive tour of the hospital led by Alfredo Perez (HERC Manager, Facilities Security / Emergency Management), Laura Cleland (Clinical Administrative Assistant), and Roy, we enjoyed a wonderful lunch hosted by 3 Crosses and Luby's.

Our next destination was 310 Fitness, where owners Cody and Jackie McNiel showcased their facility's holistic approach to fitness. Their 24/7 facility offers state-of-the-art equipment, classes, nutritious food, a pool, saunas, and a photo room to capture workout successes.

We then visited Memorial Medical Center to learn about their new state-of-the-art imaging equipment, with Andrew Cummins (Marketing Director) leading the tour and answering questions.

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 Joah 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

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 March 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

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

SpyderWeb Dev
1615 S. Solano Dr.
Las Cruces, NM 88001
575-537-1221
spyderwebdev.com
Anniversary Date: 3/1/2025

The Toy Box Early Learning and Childcare Center
2770 Missouri Ave
Las Cruces, NM 88011
575-541-1258
thetoyboxnm.com
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
AKS Industries
301 Rea Blvd
Las Cruces, NM 88007-9013
575-541-9116
alaskastructures.com
Anniversary Date: 2/3/2014

American Linen & Uniform Company
550 N. Church
Las Cruces, NM 88001-3440

575-526-6641
yourlinencompany.com
Anniversary Date: 1/1/1949

American Document Services
300A North 17th Street
Las Cruces, NM 88005-4186
575-647-0060
adslcnm.com
Anniversary Date: 9/12/2001

Better Homes & Gardens Real Estate-Amy Hummer
141 Roadrunner Pkwy, Suite 141
Las Cruces, NM 88011-2000
575-522-3698
steinborn.com/
Anniversary Date: 1/1/1963

Better Homes & Gardens Real Estate-Connie Hettinga
141 Roadrunner Pkwy Suite 141
Las Cruces, NM 88011-2000
575-522-3698
lascrucesnmproperties.com
Anniversary Date: 3/16/2010

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

Clifford, Ross, & Cooper, CPAs, LLC
1155 Commerce Dr. Ste. E
Las Cruces, NM 88011-8257
575-524-1040
crrc-cpa.com
Anniversary Date: 3/1/1988

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

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

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

First New Mexico Bank, Las Cruces
3000 E. Lohman
Las Cruces, NM 88011-8246
575-556-3000
firstnewmexicobanklc.com
Anniversary Date: 4/11/2001

Fox Auto Group
11165 Gateway West
El Paso, TX 79935-5401
915-598-0399
foxtoyotaofelpaso.com
Anniversary Date: 4/21/2004

Goodwill Industries of El Paso, Inc.
11460 Pellicano Dr.
El Paso, TX 79936-5905
915-778-1858
goodwillep.org
Anniversary Date: 1/30/2007

KRWG Public Media
PO Box 30001 MSC: TV22
NMSU
Las Cruces, NM 88003-8001
575-646-2222
krwg.org
Anniversary Date: 5/28/1982

La Posta de Mesilla Restaurant
2410 Calle de San Albino
Mesilla, NM 88046
575-524-3524
laposta-de-mesilla.com/
Anniversary Date: 7/3/1972

Las Cruces Public Schools Foundation
PO Box 16214
Las Cruces, NM 88004
575-527-5888
lcpfsf.org
Anniversary Date: 4/3/2008

Legacy Pecans, LLC
2355 Calle de Guadalupe
Mesilla, NM 88046
575-527-9129
legacypecans.com/
Anniversary Date: 2/9/2015

Linde Welding Gas & Equipment Center
550 N Telshor Blvd
Las Cruces, NM 88011-8223
575-522-2356
www.praxairusa.com
Anniversary Date: 11/1/2021

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

Rehabilitation Hospital of Southern New Mexico
4441 E. Lohman Ave
Las Cruces, NM 88011-8267
575-521-6400
ernesthealth.com
Anniversary Date: 10/15/2004

RT Electric Inc.
480 N. 17th
Las Cruces, NM 88005-4148
575-523-9252
rtelectricinc.com
Anniversary Date: 1/19/2010

Southern New Mexico State Fair & Rodeo
12125 Robert Larson Blvd
Las Cruces, NM 88007-9021
575-636-7098
snmstatefairgrounds.net
Anniversary Date: 2/1/2020

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
www.sportclass.com
Anniversary Date: 1/1/2024

Terracon Consultants, Inc.
4450 Bataan Memorial E
Las Cruces, NM 88011-6000
575-527-1700
terracon.com
Anniversary Date: 3/1/2022

The Bridge of Southern New Mexico
150 E. Lohman
Las Cruces, NM 88001
575-646-2527
thebridgeofsnm.org
Anniversary Date: 1/24/2011

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

Worthington Farms
559 Fort Filmore Rd
Mesilla Park, NM 88047-9706
575-415-3344
Worthingtonpecanfarm.com
Anniversary Date: 6/1/2022

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

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.



the bottom line THE LAS CRUCES Bulletin

Interim Publisher
Alan English

Managing Editor
Susan Morée

ADVERTISING
Lauri Champion Chazz McAlister
Sandra Moulton Anita Goins

DISTRIBUTION
Becky Jimenez

DESIGN
Christy Anchondo
Matthew Meerbott

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 City of Las Cruces Transit Center, 2340 Westway Ave, celebrated the grand opening of their new operations & maintenance center on Friday, March 21. Cory Valencia, Transit Advisory Board, held the proclamation while Mike Bartholomew, City Transit Director, cuts the ribbon



On March 28, the Greater Las Cruces Chamber of Commerce celebrated the grand opening for the 100% Family Center, 2100 N Main St Suite 2. Alexis Espinoza, Navigator, and Julie Estrada, Parent Coordinator, held the proclamation while Kassandra Gandara, Founder Dona Ana County Resilience Leaders, and Alma Olacio, Center Coordinator, cut the ribbon.

April 24, 2025

**THERE'S NO
PLACE LIKE**
home



*Our Community,
Our Chamber,
Our Home.*

A magical evening celebrating the
Champions, Leaders & Successes of the
Greater Las Cruces Chamber.

Thursday, April 24
2025 Annual Chamber Celebration & Choice Awards
New Mexico Farm & Ranch, Registration Begins @ 6:00pm
Individual Price: \$100/per person

Buffet Dinner Begins @ 6:45pm ** Program Begins @ 7:15pm
Special Recognitions ** Award Presentations
Semi-Formal Dress — Feel free to wear your red slippers!

**For Choice Awards Nominations
& Sponsorship information, call 575.524.1968.**
Note: All times are approximate.

FROM THE AMBASSADOR CHAIR

Celebrating Our Community: Spotlight on Miguel Acosta

As the Chair of the Greater Las Cruces Chamber of Commerce Ambassadors, I am proud to highlight one of our exceptional Ambassadors, Miguel Acosta. Serving on our Executive Council as the Head of Marketing, Miguel embodies the spirit and dedication that drives our community forward.

Miguel is an Account Executive at Hutton Broadcasting, where he manages existing accounts while actively pursuing new business opportunities. His role extends beyond mere transactions; it's about building relationships and creating a solid brand presence in our region. In his role, Hutton Broadcasting has become deeply involved in local Las Cruces events, including the Senior Olympics and the Pecan Festival, developing a sense of community and connection.

Miguel states that the Ambassadors are the face of the Chamber, and he is committed to ensuring we have a strong voice in the community. He emphasizes the importance of networking and collaboration both in his journey at Hutton, the chamber, and the community often asking, "How can we help?" This proactive approach not only strengthens our

Chamber but also enriches the Mesilla Valley as a whole.

Despite the challenges faced by our region, including the need for more resources to retain our talented youth, Miguel remains optimistic. He advocates for innovative solutions, particularly in enhancing business-to-business communication through technology, recognizing the geographic spread of our community from Hatch to Chaparral.

Miguel's passion is rooted in his family and is motivated by the desire to lead by example. His commitment to our community is evident in every initiative he undertakes. As we celebrate his contributions, I encourage everyone to connect with Miguel and our Ambassadors to explore how we can collectively elevate Las Cruces and our surrounding areas. Together, we can create a brighter future for our community.



BY L. SHAKRA

2025 Ambassador Chair

Leadership continued from 1A

Our final stop was at Burrell's College of Osteopathy, where John L. Hummer (President & Chief Executive Officer) answered questions about the school, followed by a tour led by Jeff Harris (Associate Vice Principal of Admissions) and Austin Gentry (Associate Director of Admissions). The day concluded at the Sunset Grill where we had the chance to relax and reflect on all that we learned throughout the day.

We also extend our gratitude to the following companies for their contributions to the success of our day: Mountain View Hospital, the Rehabilitation Hospital of Southern New Mexico, Citizens Bank, Scrubs Fashions, B-Well Wellness Clinic, Jess Vidal's Yoga, Texas Roadhouse, and Big-O Tires.

The dedication, leadership, and humility demonstrated by all the health professionals we encountered reaffirmed that we live in a community that cares and gives back.



Memorial Medical Center hosted the March Business After Hours.





For more events,
please scan

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

April 4 Eggs & Conversation with Davin Lopez LC Convention Center 8:00-9:00am (Buffet opens @ 7:45am)	April Bring Your Own Lunch Bring your lunch & join us at the Chamber each Tuesday in April for an in-depth study in marking your business: April 8, 14, 22, 29; 11:30am-1:00pm	April 16 In the Know Luncheon 2025 Legislature Update NM Farm & Ranch 11:15am-1:15pm
April 17 Business After Hours Sisbarro Volkswagen 5:30-7:00pm	April 24 - 6:00pm Chamber Celebration & Choice Awards NM Farm & Ranch	August 1 Healthcare Awards Dinner WATCH FOR NOMINATION FORMS

2025 Golf Classic: Business on the Green
SAVE THE DATE: JUNE 6



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

EGGS & CONVERSATION



Terra Winter, Executive Director, joined Debbi Moore on Friday, March 14, for an in-depth conversation on her leadership style, best business and her personal background. She also shared a bit about her professional journey and accomplishments at the Community Foundation of Southern New Mexico.

Andy Dominguez
Business Partner

Get the right tools for your trade

A LOCAL LENDER FOCUSED ON YOUR NEEDS

Learn more at nusenda.org

@NusendaCU |    



Insured by NCUA | Equal Opportunity Lender