



# Bottom Line

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

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

## TABLE OF CONTENTS

New & Renewing Members .....	2
Upcoming Events .....	3
Ribbon Cuttings .....	3
Eggs & Conversation....	3
Ambassador Chair .....	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

## ANNUAL DINNER

On Thursday, April 24, the Chamber hosted a celebration of business & presented several awards at the Chamber's Annual Celebration & Awards Ceremony.



Ambassador of the Year  
Diana Peru



Community Spirit  
Ross Mark



Volunteer of the Year  
Laurie Findley



Outgoing Board Member  
Dr. Monica Torres, DACC



Soar Award – Andrew Cummins,  
Memorial Medical Center



THE CITIZEN OF THE YEAR AWARD  
Chief Jeremy Story, Las Cruces Police Department



Non-Profit of the Year  
Las Cruces First



Micro Business of the Year  
Workspace 141



Small Business of the Year  
Caliche's Frozen Yogurt



Large Business of the Year  
Allen Theaters



The Chamber also recognized all First Responders.



Chairman's Award  
Chad Getz, Getz Funeral Home



Annual Dinner - All Winners



Annual Dinner - Nominees

Not pictured ♦ Outgoing Board Member - Richard Haas, Richard Haas + Architects ♦ 2024 Outgoing Chair – Dr. Michael Law ♦ 2025 Incoming Chair – Rico Gonzales, El Paso Electric





## 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*

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

#### NEW INVESTORS

**Alzheimer's Association**  
6731 Academy Rd  
Las Cruces, NM 87109  
505-404-9837  
alz.org/newmexico  
Anniversary Date: 3/1/2025

**An Open Door LLC**  
715 E. Idaho Ave Bldg 4, Ste C  
Las Cruces, NM 88001  
575-382-2107 Ext 201  
aodnm.com  
Anniversary Date: 3/1/2025

**GFWC Progress Club of Las Cruces**  
340 N. Reymond St.  
Las Cruces, NM 88005  
505-927-0674  
gfwcnm.com/progress-club-las-cruces  
Anniversary Date: 3/1/2025

**SCORE Las Cruces Chapter 397**  
3900 Paseo del Sol Suite A320  
Santa Fe, NM 87508  
703-229-2160  
scorelascruces.org  
Anniversary Date: 3/1/2025

**Wee Warriors Project, Inc.**  
6025 Laso Del Sur  
Las Cruces, NM 88011  
575-644-9109  
weewarriorsproject.org  
Anniversary Date: 4/1/2025

#### RENEWING MEMBERS

**A New Hope Therapy Center**  
715 E Idaho Ave  
Ste 2B  
Las Cruces, NM 88001-4701  
575-556-9585  
anewhopetc.org  
Anniversary Date: 8/1/2018

**Arbors @ Vista Living**  
3731 Del Rey Blvd  
Las Cruces, NM

88012-7710  
575-382-5200  
vistaliving.com  
Anniversary Date: 3/1/2024

**Burrell College of Osteopathic Medicine**  
3501 Arrowhead Dr.  
Las Cruces, NM 88001-6056  
575-674-2266  
bcmnm.org  
Anniversary Date: 2/5/2016

**Chad Peterson Insurance Agency**  
1005 Telshor Blvd  
Las Cruces, NM 88011-4879  
575-680-1293  
chadpeterson.net  
Anniversary Date: 1/1/2020

**Community Options**  
2500 Missouri Ave  
Las Cruces, NM 88011-9104  
575-532-9275  
http://www.comop.org/  
Anniversary Date: 1/23/2013

**Cornerstone Christian Academy**  
5301 Cortez Dr.  
Las Cruces, NM 88012-7150  
575-532-0902  
cornerstn.org  
Anniversary Date: 2/21/2013

**Cruces Trophy & Awards Center, Inc.**  
1408 E. Idaho  
Las Cruces, NM 88001-4339  
575-522-0426  
crucestrophy.com  
Anniversary Date: 7/1/1991

**Dawson Dinsmore**  
Las Cruces, NM 88005-2560  
Anniversary Date: 8/1/2019

**Dona Ana Arts Council**  
PO Box 1721

Las Cruces, NM 88004-1721  
575-523-6403  
daarts.org/  
Anniversary Date: 12/20/1982

**Hotel Encanto de Las Cruces**  
705 S. Telshor Blvd.  
Las Cruces, NM 88011  
575-522-4300  
hotelencanto.com/  
Anniversary Date: 4/1/2023

**Junior League of Las Cruces**  
PO Box 342  
Las Cruces, NM 88004-0342  
918-884-8691  
jllc.org/  
Anniversary Date: 2/1/2021

**Kidz Quest Academy Learning Center & Pre-k**  
1190 Foster Rd.  
Las Cruces, NM 88001  
575-373-8541  
kidzquestlc.com  
Anniversary Date: 1/1/2024

**Kidz Quest Academy Learning Center & Pre-k**  
1190 Foster Rd.  
Las Cruces, NM 88001  
575-373-8541  
kidzquestlc.com  
Anniversary Date: 1/1/2024

**La Pinon Sexual Assault and Recovery Services**  
850 N Motel Blvd Suite B  
Las Cruces, NM 88007-8159  
575-526-3437  
lapinon.org/  
Anniversary Date: 3/14/2008

**Las Cruces Public Schools**  
505 S. Main, Ste. 249  
Las Cruces, NM 88001-1243  
575-527-5800  
http://www.lcps.k12.nm.us  
Anniversary Date: 7/27/1984

**Martin & Lutz, PC.**  
PO Drawer 1837  
Las Cruces, NM 88004-1837  
575-526-2449  
Anniversary Date: 7/1/1991

**McDonald's Restaurant**  
PO Box 2797  
Las Cruces, NM 88004-2797  
575-524-2912  
mcdonalds.com/us/en/home.html  
Anniversary Date: 10/5/1973

**Mesilla Valley Hospice**  
299 E. Montana Ave  
Las Cruces, NM 88005-3223  
575-523-4700  
mvhospice.org  
Anniversary Date: 5/12/1992

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

**One Source Federal Credit Union**  
1375 E. Boutz Rd.  
Las Cruces, NM 88001-5305  
575-523-5524  
onesourcefcu.coop  
Anniversary Date: 5/14/1987

**Red Dog Roll Off Dumpster**  
1014 Parkhill Dr  
Las Cruces, NM 88012  
575-519-4041  
reddogrolloff.com  
Anniversary Date: 2/1/2024

**The Salvation Army**  
1590 E. California Ave  
Las Cruces, NM 88001-4135  
575-524-4713  
ascruces.salvationarmy.org/  
Anniversary Date: 11/6/2015

**The Emerald Isle Boutique**  
1701 Calle de Mercado #2  
Las Cruces, NM 88005-8222  
575-525-9177  
eiboutique.com  
Anniversary Date: 4/26/2017

### GREATER LAS CRUCES CHAMBER OF COMMERCE

# GOLF

## CLASSIC BUSINESS ON THE GREEN

### 2025

### Friday, June 6th



Red Hawk Golf Club, 7502 Red Hawk Golf Rd

FOR MORE INFORMATION: 575-524-1968

SHOTGUN STARTS  
8 AM & 1 PM

FOURSOME  
\$600

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.

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 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



On Wednesday, April 2, the Greater Las Cruces Chamber of Commerce welcomed new member Prestige BNB, 141 Roadrunner Pkwy Suite 141. Zane Fikany, Co-owner at BHGRE - Steinborn & Associates, holds the proclamation while Melissa and Charles Scott, owners, cut the ribbon.



On Thursday, April 10, the Las Cruces International Film Festival celebrated their 10th year with a ribbon cutting on Opening Night. Academy Award Winner Helen Hunt is joined by Ross Marks, Executive Director, as she cuts the ribbon.



An Open Door, 715 E. Idaho, held a ribbon cutting to celebrate their new location in Las Cruces on Friday, April 11. Ida Martinez, Program Manager, is assisted by three clients and is joined by the staff and clients as they cut the ribbon.



The Greater Las Cruces Chamber of Commerce and the Las Cruces Hispanic Chamber of Commerce joined United Theranostics, 4391 E. Lohman, Suite A, to celebrate their Grand Opening with a ribbon cutting on Thursday, April 3. Dr. Eliot Siegel, Founder, and Dr. Molchanova-Cook are joined by staff as they cut the ribbon. Also pictured Dr. Babak, Founder, and Dr. Michael Morris, Founder.



On Friday, April 11, GFWC Progress Club of Las Cruces, 340 N. Raymond, celebrated their 110th anniversary with a ribbon cutting. Jeanne Sepiol, Secretary, and Mary Wilke, Vice-President, hold the membership certificate and proclamation while Chayo Garcia, President, cuts the ribbon.



MANSCO, 1996 S. Valley Dr., celebrated their new apprenticeship program with a ribbon cutting on Wednesday, April 23. Maillette Lopez, Director of Training and Strategy, holds the proclamation which Frank Torres, President, cuts the ribbon.

## BEHIND THE RIBBON CUTTINGS



**BY L. SHAKRA**

2025 Ambassador Chair

You might know the Ambassadors as the people in the blue jackets that do the ribbon cuttings. Behind the Ribbon Cuttings we stand for so much more! The Greater Las Cruces Chamber of Commerce Ambassadors were established in 1952 and consist of 25 active members and 29 lifetime members. Our mission is focused on the growth of the greater Las Cruces area by aiding and creating a thriving business environment. The GLCCC Ambassadors do this through connecting our community with community!

Every year, the Ambassadors host two major events; Las Cruces Day in Santa Fe and Thanks Team WSMR. Las Cruces Day in Santa Fe serves as a vital platform for advocacy and engagement. Thanks Team WSMR is an event that bridges the gap with White Sands Missile Range, featuring a Taste of Las Cruces, cooking burgers and hot dogs, live music, and a kid zone to thank the troops and civilians for their support in the Mesilla Valley's mission.

The Ambassadors are a group of amazing business leaders. Last week, two Ambassadors were recognized at the Annual Chamber Celebration.

Diana Peru, Ambassador of the Year 2024 and General Manager of Holiday Inn Express Northrise, who has represented the Ambassadors since 2016. She has served as the chair of the Ambassador Executive Committee and Las Cruces Day in Santa Fe and volunteering at various events, including the Bataan Memorial Death March, Thanks Team WSMR. She is also a graduate of Leadership Las Cruces 2016 and has been an advisor and now co chair. Diana is married to her loving husband Mike Peru and has two beautiful daughters who also volunteer right along with her.

Laurie Findley was awarded Volunteer of the Year, handpicked by Debbie Moore, President and CEO, of the Greater Las Cruces Chamber of Commerce. Laurie has served as an Ambassador time and time again, for a combined time of over 11 years. During her time she has served on the marketing committee for the Whole Enchilada, Chamber Membership Committee, Las Cruces Day in Santa Fe, Succession to the Chair of the Ambassador Executive Council. She is "retired" now, but loves her partner in crime Jim Dye, her two daughters and one beautiful grandbaby plus 8 amazing turtles! These wonderful women are just a couple of examples of the remarkable individuals that make up the Ambassadors.

As the Ambassadors continue to promote collaboration and growth, we invite everyone in the community to join us in our mission. Together, we can build a brighter future for the Mesilla Valley, where business and community flourish hand in hand. Behind every ribbon cutting, there's a story of dedication, partnership, and an unwavering commitment to the growth of our beloved community.



**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



Davin Lopez, President/CEO, Mesilla Valley Economic Development Alliance joined Debbi Moore on Friday, April 4, for an in-depth conversation on his leadership style, best business and his personal background.



Andy Dominguez  
Business Partner

# Get the right tools for your trade

## A LOCAL LENDER FOCUSED ON YOUR NEEDS

Learn more at [nusenda.org](https://nusenda.org)

@NusendaCU |    



Insured by NCUA | Equal Opportunity Lender