



# Bottom Line

## *YOUR Business is OUR Business*

GREATER LAS CRUCES CHAMBER OF COMMERCE • JANUARY 2022 • WWW.LASCRUCES.ORG

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

## New board chair takes helm

By **CRAIG BUCHANAN**  
GLCCC Chair

As we begin 2022, the Greater Las Cruces Chamber of Commerce is well positioned as an effective advocate for our business community. Special thanks to Jed Fanning, 2021 Chairman, for his leadership through a challenging but productive year. It was great to transition from nearly entirely virtual interaction in 2020 back to in-person events such as our monthly luncheons, Leadership Las Cruces events and a successful golf tournament during 2021.

During 2022, the Chamber will focus on supporting local economic

development activities, to include our growing aerospace industry, space industry, manufacturing and technology, agriculture industries and military support industries. The Chamber's Military Affairs Committee focuses on our military partners to provide support and advocacy for growth in our region. We will advocate for programs supporting educational opportunities aligned with career opportunities here in Las Cruces and across our region. The Chamber's support of The Bridge of Southern New Mexico helps connect the business community and educational institutions to focus on the needs of an ever-changing work-



COURTESY PHOTO

**Craig Buchanan,**  
**Board Chair**

place.

The Chamber, led by President & CEO Debbi Moore, along with Brandi Misquez and Cyndi Armijo, works tirelessly in support of our local business community. The

Chamber is an effective advocate due to strong support from local businesses and connection to related advocacy groups such as MVEDA, Las Cruces Green Chamber of Commerce, Las Cruces Hispanic Chamber of Commerce and The Borderplex Alliance. The Chamber maintains strong relationships with The City of Las Cruces, Doña Ana County and our local elected representatives at all levels. Our Chamber maintains broader relationships with various local chambers across New Mexico and through the New Mexico Chamber of Commerce.

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## RELIEF FROM JOINT PAIN STARTS HERE.

If joint pain or stiffness is keeping you from doing the things you love, we can help you get back to your active life. MountainView Regional Medical Center is the only hospital in Las Cruces to offer a full range of services for joint pain relief, including advanced robotic-assisted knee and hip replacements. To find out more about treatment options that may be right for you, attend one of our free joint pain seminars.

**Learn more about joint pain treatment options at [bit.ly/MountainViewOrthopedics](https://bit.ly/MountainViewOrthopedics).**

Before you decide on surgery, discuss treatment options with your doctor. Understanding the risks and benefits of each treatment can help you make the best decision for your individual situation. Patient results may vary. Consult your physician about the benefits and risks of any surgical procedure or treatment.





## Board Members

Chair	Craig Buchanan <i>US Bank</i>
Chair Elect	Jason Lazich <i>Virgin Galactic</i>
Secretary/Treasurer	Jerry Harrell <i>Double Eagle</i>
Immediate Past Chair	Jed Fanning <i>Citizens Bank</i>
Vice Chair	
Grow your Business Sector	Brandy Darden <i>Western Heritage Bank</i>
Vice Chair	
Building Community Sector	Heather Salopek <i>Legacy Pecans</i>
Vice Chair	
Investor Services Sector	Stephanie Guadian <i>Electronic Caregiver</i>
Vice Chair	
Public Policy Sector	Richard Haas <i>Desert Peaks Architect</i>
Director	Janet Acosta <i>Haciendas at Grace Village</i>
Director	Joe Bullington <i>Jacobs Technology Inc.</i>
Director	Matt Conrad <i>MountainView Regional Medical Center</i>
Director	Rico Gonzales <i>El Paso Electric</i>
Director	John Harris <i>Memorial Medical Center</i>
Director	Kevin Horner <i>PTS Office Systems, Inc.</i>
Director	Courage Idemudia <i>Wells Fargo</i>
Director	Royal Jones <i>MVT Services, Inc.</i>
Director	Dr. Michael Law <i>Warren &amp; Law Dental</i>
Director	Michael Lutz <i>American Linen Supply of NM</i>
Director	Scott McLaughlin <i>Spaceport America</i>
Director	Barbara Torres <i>Nothing Bundt Cakes</i>
Director	Monica Torres <i>Dofia Ana Community College</i>
Director	Mike Tourtellott <i>Sisbarro Volkswagon</i>
Director	George Vescovo <i>Viva Toyota of Las Cruces</i>

## Chamber Staff

Debbi Moore  
President & CEO

Cyndi Armijo  
Coordinator of Finance,  
Accounting & IT

Brandi Misquez  
Director of Investor  
Relations & Engagement



# Misquez graduates from 'chamber school'

U.S. Chamber of Commerce Foundation, Institute for Organization Management News Release

Institute for Organization Management, the professional development program of the U.S. Chamber of Commerce Foundation, is pleased to announce that Brandi Misquez, IOM, Executive Assistant to the President, of the Greater Las Cruces Chamber of Commerce, has graduated from the program and has received the recognition of IOM. Awarded to all graduates of the Institute program, the IOM Graduate Recognition signifies the individual's completion of 96 hours of course instruction in nonprofit management. In addition, participants can earn credit hours toward the Certified Chamber Executive (CCE) or Certified Association Executive (CAE) certifications. Nearly 1,000 individuals attend Institute annually.

"Institute graduates are recognized across the country as leaders in their industries and organizations," said Raymond P. Towle, IOM, CAE, the U.S. Chamber Foundation's vice president of Institute for Organization Management. "These individuals have the knowledge, skills, and dedication necessary to achieve professional and organizational success in the dynamic association and chamber industries."

Since its commencement in 1921, the Institute pro-



COURTESY PHOTO

Brandi Misquez

gram has been educating tens of thousands of association, chamber, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. Institute's curriculum consists of four weeklong sessions at four different university locations throughout the country. Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.

Institute for Organization Management is the professional development program of the U.S. Chamber of Commerce Foundation. It is the premier nonprofit professional development program for association and chamber professionals, fostering individual growth through interactive learning and networking opportunities.

The U.S. Chamber of Commerce Foundation (USCCF) is a 501 (c)(3) nonprofit affiliate of the U.S. Chamber of Commerce dedicated to strengthening America's long-term competitiveness and helping community businesses thrive. For more information visit [institute.uschamber.com](http://institute.uschamber.com).

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BUCHANAN from | 1

We encourage your participation with the Chamber. Las Cruces Days in Santa Fe is scheduled for Feb. 5-7, 2022. Consider supporting Chamber leadership programs such as Leadership Las Cruces and Jr. Leadership Las Cruces. The Ambassadors host monthly S.T.I.R. events with local businesses. GLCCC hosts monthly "In the Know" luncheons. Most important, please continue supporting the Chamber with your membership. I am pleased to serve as the 2022 Chair of your Greater Las Cruces Chamber of Commerce and look forward to working with you for the success of our community.

## the bottom line

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# Finding joy in the New Year

By **CAROLINE ZAMORA**

I enjoy some things about this New Year and some I dislike, especially going into year three of a global pandemic. Like many of my friends, I've experienced difficulty finding hope and feeling excited about the new year.

For the past six years or so, my friends have traveled from our corners of the country to Albuquerque and spent New Year's Eve together. Last New Year, we Zoom called, and it was different but still fun given the state of the pandemic.

Going into this New Year, I was not feeling enthusiastic about it. In fact, I was working hard to come up with an excuse to bail on the festivities. The "Pandemic Gloom" and "Holiday Blues" were taking over. I took some advice for overcoming the holiday blues, that is, to spend time with people who bring you joy. So rather than staying in bed staring at the ceiling, I packed

my bags for a weekend in Albuquerque.

It was a smaller gathering than our usual event. Some of my friends are new parents, and traveling with little ones is not something they want to do during a pandemic. Those of us who were there, even with the new, more transmissible Omicron variant, still felt safe because we were fully vaccinated and boosted.

So we gathered, and it was terrific. Seeing friends, eating together, playing games, laughter, and just getting to hug loved ones I hadn't seen in years brought me so much joy. For a few days, the holiday blues and pandemic gloom seemed to disappear.

When I got home, the gloom and blues were back. For those who are experiencing the same feelings, I want you to know you are not alone. I read that 14 percent of Americans experience the Holiday Blues, and I suspect that number is higher given the pandemic. So my advice is to spend time with people and do things that bring you joy safely. Or if being around others right now is not what you need, then it's okay to decline and spend some time alone. Maybe try a Zoom or phone call. Perhaps take a walk outside or take up crocheting.

A New Year can be hard for many of us. I hope you find moments to enjoy it and to look forward toward the future.



**CAROLINE ZAMORA**

Chair of the Greater Las Cruces Chamber of Commerce Ambassadors

## RENEWING MEMBERS

### Aprendamos

#### Intervention Team

301 Perkins Drive Suite B  
Las Cruces, NM 88005-3248  
575-526-6682  
www.aitkids.com  
Anniversary Date: 12/22/2014

### Austin's Fine Jewelry

230 E. Idaho  
Las Cruces, NM 88005-3205  
575-525-3340  
www.austinsjewelry.com  
Anniversary Date: 10/16/1998

### Doña Ana County Humane Society

PO Box 1176  
Las Cruces, NM 88004  
575-647-4808  
www.dachslc.org  
Anniversary Date: 12/28/2012

### First Financial Credit Union

901 E. University Ave. Suite Q  
Las Cruces, NM 88001-5710  
800-342-8298  
www.ffnm.org  
Anniversary Date: 10/1/2019

### Jardin de los Ninos

999 W. Amador, Suite E  
Las Cruces, NM 88005-2739  
575-522-2111  
www.jardinlc.org  
Anniversary Date: 12/2/2011

### La Casa Inc.

800 S. Walnut St.  
Las Cruces, NM 88001-3954  
575-526-2819  
www.lacasainc.org  
Anniversary Date: 2/28/2003

### New Mexico Procurement Technical Assistance Center

3655 Research Dr. Genesis Bldg A Ste 101  
Las Cruces, NM 88003-1239  
575-646-1623  
www.nmptac.org  
Anniversary Date: 1/1/2018

### NMSU

MSC 3Z PO Box 30001,  
Las Cruces, NM 88003  
575-646-2035  
www.nmsu.edu  
Anniversary Date: 5/10/1972

### The Salvation Army

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

### WestStar Bank

555 S. Telshor Blvd. Suite 100A  
Las Cruces, NM 88011-3653  
575-323-6040  
www.weststarbank.com  
Anniversary Date: 12/2/2014

### Zia Natural Gas Company

3700 W. Picacho Ave.  
Las Cruces, NM 88007-8719  
575-526-4427  
www.zngc.com  
Anniversary Date: 11/13/2009

## NEW MEMBERS

### Career Sparks

1761 Bellamah Ave NW  
Albuquerque, NM 87104  
415-322-7642  
www.careersparks.net  
Anniversary Date: 12/1/2021

### Counseling Las Cruces, LLC

133 Wyatt Dr. #3  
Las Cruces, NM 88005  
575-526-9878  
www.counselinglascruces.com  
Anniversary Date: 11/1/2021

### Jason's Deli

3845 E. Lohman  
Las Cruces, NM 88011  
575-521-0700  
www.jasonsdeli.com  
Anniversary Date: 12/1/2021

### Mesilla Valley Mall

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

### Revokon Media Solutions, LLC

P.O. BOX 13052  
Las Cruces, NM 88013  
229-395-7119  
revokonmedia.com  
Anniversary Date: 12/1/2021



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