



Bottom Line

Real Voices. Real Jobs. Real Growth. Real Opportunity.

GREATER LAS CRUCES CHAMBER OF COMMERCE • JULY 2017 • WWW.LASCRUCES.ORG

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Save the Date

2017 Healthcare Awards Banquet

6 p.m.-midnight, Friday, July 28

Las Cruces Convention Center
680 E. University Ave.

GREATER LAS CRUCES CHAMBER OF COMMERCE
505 S. MAIN ST., SUITE 134
LAS CRUCES, NM 88001
575-524-1968
WWW.LASCRUCES.ORG

Keeping your Las Cruces business strong

By **Debbi Moore**
President and CEO
Greater Las Cruces Chamber of Commerce

In May of each year, the Small Business Administration celebrates “Small Business Week.” Those special businesses are truly reflective of the “American Spirit.” This week passes us by without much fanfare, knowledge or publicity. Even

those who define themselves as small business owners probably don’t even know this week exists.

We have long recognized that small businesses are the true heart-beat of America. Las Cruces is no different. These entrepreneurs are following their dream, turning their visions into reality and overall making huge impacts on our community. But with their dreams comes the reality of running the business. From

the first day of opening their doors, these visionaries face all kinds of challenges.

Many of them have often made personal sacrifices to make that initial financial investment. Not to mention, in those first years of business, the personal toll it often takes on family. Running a business is not for the “faint of heart.”

Recently, a small, locally owned business member of the Chamber, told me the “the struggle is real.” This was voiced by an owner who has been in business since 1981 and knows first-hand the definition of “struggle.” Those many sleepless nights of not knowing how to pay the rent, keep on the lights, buy in-

ventory and pay employees ... most notably, in the beginning, not themselves.

The struggles are real. The owner struggles with questions about marketing, customer recruitment/retention, navigating regulatory requirements, customer service and human resources. In the beginning, an opening of the business can mean just one person, maybe two and most likely family members, who dedicate many, many hours to making the business work.

And then there’s the product or service. Is the product right for my customers? Am I providing a service that meets the need of my customer? Will they come back? How will I expand my inventory? And in this world of social media a new struggle has embraced the owner. On and on the questions go, these questions multiply on the “what keeps me up at night” list the owner has.

A struggle indeed! Not everyone is equipped with that “entrepreneur spirit.” Returning to the story of my member, before I was able to respond to her comment, I suddenly see a smile (a big smile) come over her face. She quietly says, “But, Debbi, it’s all been worth it.” She begins to tell me how over the past 36 years, she is very proud of the impact & involvement within the community. From touching lives of those facing

SEE BUSINESS STRONG, PAGE 4





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American Document Services

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FROM THE CHAIR

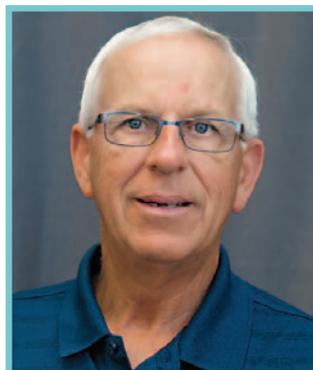
Expense or investment?

If you are looking at the annual dues you pay to the Chamber as an expense I would suggest that you may not be utilizing the Greater Las Cruces Chamber of Commerce (GLCCC) to your advantage. I view the dues I pay as an investment. An investment typically means a return on your dollars in a positive manner.

The Greater Las Cruces Chamber of Commerce is a frequently overlooked resource for salespeople. The Chamber exists to help local businesses prosper, and for a modest annual fee, they'll do everything in their power to help you sell. Attending Chamber events, mixers, and annual banquets are benefits of membership. These opportunities are so great that it's well worth the fee to be a member.

Chamber directory

Member benefits vary from Chamber to Chamber, but one particularly common and valuable resource is the Chamber directory. Chamber members are listed in an annually updated



RICK JACKSON

directory that's provided to both members and the public for free. The benefits here are twofold. First, your listing in the directory means that other Chamber members who need your type of product are likely to reach out to you before trying non-member businesses in your industry. That means that you can hope for some good windfall prospects to come your way just from having your name in the directory. And second, that directory is a wonderful source of leads. At a minimum, the directory provides member's contact information and industry. The directory is essentially a perfect,

free lead list for you with a built-in opener.....you can approach these leads with the information that, like them, you are a member of the GLCCC.

Networking opportunities

Chamber events are also terrific networking opportunities. The Chamber of Commerce will usually have regularly scheduled "mixers" in which members can meet and greet each other.

You can make the most of these opportunities by volunteering to host a mixer. Most Chamber members are local small business owners who are likely interested in learning more about sales techniques. Who better than you to teach them? If you enjoy writing, you can also volunteer to contribute articles to the Chamber newsletter. Many Chambers of Commerce also participate in outside events, such as local charities and business-related city events, ribbon cuttings, grand openings and ground breakings. The Chamber newsletter will

mention upcoming events, which makes it easy for you to decide which ones to attend.

Before you join the Chamber, ask yourself if you can offer a discount or other special deal for Chamber members. You may be able to advertise this promotion in the Chamber directory or newsletter; if not, at least write up a flyer and distribute it at those mixers. You can also set aside the occasional day to call on members in person and see if you can kick-start some sales.

You and the other salespeople can exchange leads and help each other out. And Chamber events allow you to keep an eye on those salespeople who are direct competitors!

Rick Jackson
Chairman of the Board
Greater Las Cruces Chamber of Commerce

the
bottom line

THE LAS CRUCES

Bulletin

2005 Las Cruces
"Business of the Year"

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GREATER LAS CRUCES CHAMBER OF COMMERCE

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LARGE BUSINESS OF THE MONTH - JULY 2017

Steinborn Inc. REALTORS®

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Firm has served Las Cruces since 1969



**OWNER/PRESIDENT
JOHN HUMMER**

Serving the needs of Southern New Mexico since 1969, Steinborn Inc. REALTORS® is the region's largest full-service, independent, real estate firm. Steinborn, and its team of professionals, has played a key role in the growth and development of the region.

The company is comprised of a residential division – Steinborn & Associates Real Estate, a commercial division – Steinborn TCN Commercial, affiliated with TCN Worldwide Commercial Real Estate and a property management division, Steinborn Property Management, managing approximately 1,200 rental properties. The company also operates a comprehensive real estate school – The Real Estate Institute offering pre-licensing and accredited continuing education courses.

Steinborn has approximately 100 active associate brokers who are committed to providing excellent customer service to their clients and to serve the community through active participation in numerous organizations and initiatives.



Sponsored by the Greater Las Cruces Chamber of Commerce
An overview & highlight of Education/Workforce in our community. The luncheon program will also feature a panel of students speaking on their successes from public education to higher education to workforce to entrepreneurship.

Education Partners in this event include: Las Cruces Public Schools, The Bridge of Southern New Mexico, Dona Ana Community College & New Mexico State University

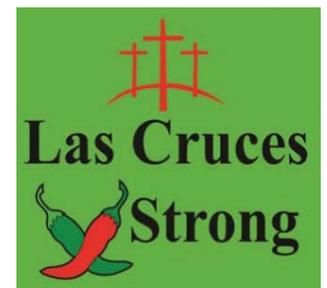
Wednesday, July 19th • 11:30am - 1:15pm (registration opens at 11:15 am)
Las Cruces Convention Center \$30 per person (Chamber members) • \$45 per person (Future Members)
Please RSVP to bmisquez@lascruces.org or call (575) 524-1968

For questions regarding membership investment tickets, please contact the Chamber directly at (575) 524-1968



**GREATER LAS CRUCES
CHAMBER OF COMMERCE**

Real Voices. Real Jobs. Real Growth. Real Opportunity.





SMALL BUSINESS OF THE MONTH - JULY 2017

Comcast Spotlight

110 E IDAHO AVE • LAS CRUCES, NM 88005 • 575-524-9400



Pamela Fletcher, John Jacob and Marcella Malm.

Spotlighting Advertisers

Comcast Spotlight is honored to be recognized as the Las Cruces Chamber of Commerce's Small Business of the Month for July. They are proud to support the local business community.

Through video advertising innovation, Comcast Spotlight is able to deliver local advertiser messages to audiences, wherever, whenever and however they're viewing video content. Whether watching a favorite HGTV show or live sports on ESPN – on TV or a mobile device – Comcast Spotlight gives businesses unmatched exposure to consumers in the Las Cruces-El Paso area and beyond.

To learn more about how Comcast Spotlight can help you reach your target customer, please visit comcastspotlight.com or call 505-240-6703 today.

BUSINESS STRONG, FROM PAGE 1

cancer, to the homeless, to the school children's need of backpacks ... on and on her list went. WOW, from a struggle comes all of this, I thought. What a legacy she is leaving her children. What an example she is leading for the next generation of entrepreneurs.

To conclude our conversation, she gave me four simple tips for making a business be successful:

1. Know your customer. "NO, as my member said, "REALLY KNOW your customer. Likes, Dislikes, Shopping habits, etc." Keep in touch with them through social media, email and old fashioned handwritten notes and letters.

2. Be Agile. Stay current with your industry and its

services and products. Be a leader in your business with current trends, products and modern technology.

3. Be Creative. Use every marketing tool available to you to grow & retain your customer base. Don't be afraid of social media, but remember the other media options as well.

4. Never Give Up. "The struggle is real and never ends," is said in closing ... "BUT, it is oh, so worth it!"

As you're reading this, as a consumer, you might be thinking this doesn't apply to me ... my dear reader, it actually does! To be in business for 36 years, the bottom line is that a key, vital element for that success is the customer. You see, sometimes, you and I are the

reason for those sleepless nights. Getting us in the door again & again to buy "that perfect item" makes us a key, vital part of the equation for a successful business. And, there are moments, when we're part of the struggle.

That's exactly where you & I come in...it takes a village to raise a business! Those dollars spent in a local store means so much to our community and quality of life...but perhaps, above all else, is that you're helping your neighbor who owns the store. And with your dollars, that business is able to help those most vulnerable in our community. So take time this week to invest your dollars in our local community and to give a business owner one more hour of sleep. We are "LASCRUCES STRONG!"

Always At Your Fingertips.



THE LAS CRUCES
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RIBBON CUTTINGS



PRC Productions – May 26, 2017, 3655 Research Drive – Building Genesis A Room 110 – Troy Scoughton, Jr., director/cinematographer/post production supervisor, holds the proclamation while Troy Scoughton, Senior CEO/Producer, cuts the ribbon.



United Way of Southwest New Mexico – June 1, 2017, 1401 S. Don Roser Dr – Sara Velo, Associate Director, Amanda Morales, Community Impact Director and Marianne Lappin, Board President hold the proclamations while Bill Connor, CEO, cuts the ribbons. Also pictured is John Bittrick, board member.



Memorial Bone + Joint – June 8, 2017, 150 N. Roadrunner Parkway – Susann Ravessoud, nurse practitioner, Dr. Robert E. Swartz and Dr. George E. Harrington, hold the proclamations while Dr. Fernando Ravessoud cut the ribbons.



East Mesa Public Safety Complex – June 15, 2017, Sonoma Ranch Blvd and Camino Coyote – Councilor Ceil Levatino holds the proclamation while Chief Jamie Montoya and Fire Chief Eric Enriquez cut the ribbon.



Habitat Restore – June 17, 2017, 2301 S. Main St – Shelby Lewis, 8-year volunteer, and Maria Vasquez, executive director for Mesilla Valley Habitat for Humanity, hold the proclamations while Dean Ayres, board member, cuts the ribbons.



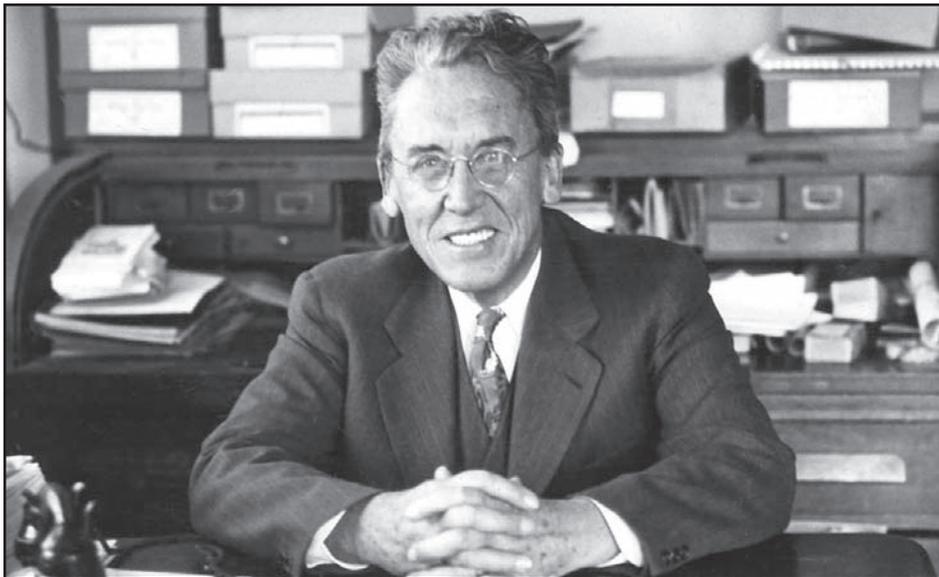
Trails West Manufactured Home Community for Senior Living – June 19, 2017, 1450 Avenida de Mesilla – On the shovels are Ruben Zamora, property manager; Leigh Isaacks, manager; Jerry Hines, owner; Connie Hines, owner; Ouida Aday, owner; and Dr. J. Brad Aday, owner.



Rio Grande Contract Furnishings of N.M., Inc. – June 21, 2017, 2261 S. Main St. – David Horsley, president, and Jennifer Horsley, CFO, hold the proclamations while Gina Madrid, designer, and Steve Chavira, account manager, cut the ribbons.



A & R Medical Supply – June 23, 2017 – Jesus Martinez, general manager, holds the proclamation while Mary Render and Calvin Kobayashi, owners, cut the ribbon.



Jett family donation benefits NMSU College of Engineering scholarships

By Tiffany Acosta
New Mexico State University

As the daughter of one of the most beloved former deans in the College of Engineering at New Mexico State University, Dorothy Jett Barr knew she wanted to give back to the university loved by her father, Daniel Boone Jett.

Following the sale of the Jett family home at 935 N. Main St. in Las Cruces, Barr has donated the proceeds to the D.B. Jett Memorial Scholarship, which supports outstanding junior engineering students.

“Our family is pleased to give back to NMSU in the same spirit of our father, Daniel Boone Jett, who, as a professor and dean for many years, passionately believed in people helping people,” Barr said. “My mother, Louise, sister, Marie, and brother, Daniel B. Jett Jr., would also be proud to know that the proceeds from our home, in which we grew up while my father taught at the university, would contribute to help students in the Engineering College that he loved.”

“The legacy of academic contributions Dean Jett left behind is an important part of the history of NMSU College of Engineering,” said Lakshmi Reddi, dean of the college. “This generous contribution from the Jett family adds to that legacy and makes a significant impact on our student success.”

Nicknamed “Dad Jett,” he was hired in 1926 as a civil engineering professor and in 1933 became department head. He was dean from 1938 to 1947. After stepping down as dean in 1947, Jett returned to teaching and served as head of civil engineering until his retirement in 1956.

Jett Hall was dedicated in 1957. Today, it houses the chemical and mechanical and aerospace engineering departments. Currently, Jett Hall is under renovation, which is scheduled to be completed this fall.

BUSINESS AFTER HOURS, JUNE

Thank you, KRWG TV/FM, for hosting the Greater Las Cruces Chamber of Commerce's June Business After Hours event.



CONQUISTADORE CORNER

Meet April Tate, Chair-Elect of the Conquistadores Executive Council

April Tate is the CFO/Partner of American Document Services. April handles all the finances, marketing, and pretty much anything else that needs to be done in this family owned business. April works with her dad, Rick Jackson CEO of American Document Services and her husband Robert Tate who is the COO of the company. She loves her job because she gets to work with family and has great employees.

April is married and has three children, Haley who is 12, Dylan who is 11, and Alexander who is 2. They keep her very busy. April enjoys camping, going to the lake, skiing, and anything outdoors.

April became a Conquistadore in 2014 because she loved all the opportunities the Conquistadores offered for volunteering and giving back to the community. Her father Rick Jackson, who is a Conquistador, former Chair of the Conquistadores and Chair of the Board for the Greater LC Chamber of Commerce was also a great influence.

I am forever grateful to Rick for introducing me to one of my best friends. We both share a passion for volunteering and shared commitment to improving our community. April is hardworking, smart, and a wonderful daughter, mother, and wife. She was naturally the perfect choice

to choose as my Chair-Elect for Conquistador Executive Council.

Her community involvement speaks for itself. April is Vice President of Habitat for Humanity Board, former Chair Las Cruces Day in Santa Fe, Bataan Death March Volunteer, Thanks Team WSMR committee, Leadership Alumni 2013, and a facilitator for Leadership.

“We make a living by what we get, we make a life by what we give,” Winston Churchill. If you are interested in becoming a Conquistador or for volunteer opportunities please contact The Greater Las Cruces Chamber of Commerce at 575-524-1968 or at www.lascruces.org.



KARISSA DOAN

**Assistant Vice President
Pioneer Bank
2017 Chair of the
Conquistadores**

LAS CRUCES YOUNG PROFESSIONAL OF THE MONTH

Robert Palacios, Chief Operator



Active community member and motivate entrepreneur

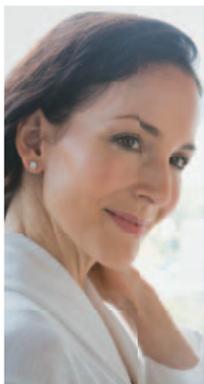
Robert Palacios, a Las Cruces native, is the Chief Operator at Bravo Mic Communications, LLC but his work does not stop there. He is the proud owner of the Las Cruces Mariachi Conservatory, Executive Director of the Las Cruces International Mariachi Conference, Founder of VolunteerLasCruces and a New Mexico Army National Guard Veteran. Robert graduated from Mayfield High School in 2008. After High School, he was accepted to the Conservatory of Recording Arts and Sciences in Tempe, AZ where he would complete their Master Recording Program. Robert moved back to Las Cruces where he pursued a degree in

Music Business at New Mexico State University. He is a graduate of the Leadership Las Cruces Class of 2016.

Robert has a strong passion for radio and music which shows through his work at Bravo Mic Communications, parent company of 101 Gold, Zia Country 99.5FM, Magic 104.9FM and KOBE AM1450, and through the Las Cruces Mariachi Conservatory. This year Robert has been hard at work breathing new life in to a long-served tradition and conference in our community, the Las Cruces International Mariachi Conference. If that was not enough, Robert began an initiative in March of this year called VolunteerLasCruces, in

which he hopes to help provide a direct connection of volunteers to organizations and community projects in our area. This year Robert will celebrate 10 years in broadcast.

In his free time Robert enjoys off-roading in his '76 CJ5 Jeep, hanging out with his dog Jax, and playing his guitar. You can find Robert out at ribbon cuttings and ground breakings with the Las Cruces Chamber of Commerce's Conquistadores and the Hispanic Chamber of Commerce's Amigos. If he could share his key to success with other young professionals it would be to never stop educating yourself, stay active in your community and always take chances.



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Looking for a full range of comprehensive imaging services in one convenient location? Turn to the new women's imaging center at MountainView Regional Medical Center. It is designed to provide a spa-like experience tailored to your needs, with private access, reserved parking, and a relaxing atmosphere. The new facility features 3D mammography, which provides clearer images with greater accuracy, reducing the need for repeat screenings. Most important, it increases early detection of invasive cancer.

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Member News

Member news, events & highlights

RENEWING AND NEW MEMBERS

RENEWING

Angel Care of New Mexico, Inc.

Ms. Angela Ledesma
(575) 521-2080

Best Western Mission Inn

Ravi Patel
(575) 524-8591

Better Life Pet Foods

Ms. Kathryn Lacy
(575) 556-9117

Burrell College of Osteopathic Medicine

Justin McHorse
(575) 674-2266

Cowboys for Cancer Research, Inc.

Denny or Geraldine Calhoun
(575) 524-0475

EnrichTheKids, Inc.

Ms. Angeliqe Montes
(575) 571-7734

FirstLight Federal Credit

Union

Natalia Flores
(575) 526-4401 x3528

Flowerama

Mr. David Watson
(575) 523-6400

Kosh Solutions

Carol Ann Council
(575) 525-9144

Las Cruces Bulletin

OPC News, Inc.
(575) 524-8061

Mission Majitas LLC

Mr. Ben Woods
(575) 644-1509

Painted Skies Dental Center

Dr. Natalie Ortiz
(575) 521-8720

Prestige Development Group

(dba PDG, Inc.)
Mr. Michael J. Dixon
(575) 532-9779

RE/Max Classic Realty - Nora Stone

Nora Stone
(575) 649-2281

Small Business Development Center

Accounts Payable
(575) 527-7676

SunPower by Positive Energy Solar

Ms. Jenn Pendergrass
(575) 524-2030

Templeton Marketing

Don Templeton
(575) 527-5488

The Ridge at Organ Vista

Ms. Sherry Tegmeyer
(575) 528-0800

White Sands Missile Range (FMWR)

Mr. Mark Vest
(575) 674-4205

NEW

Direct Local Discounts

Robert Paquete
(575) 496-3889

US Army Recruiting Las Cruces

Sergeant First Gilbert Torres
(575) 524-3514

Casa Bella Memory Care

Jill Shannon
(575) 636-1142

Parilis Fitness

Andrew Hernandez
(575) 520-6941

Lessons of Life

Kami Silva
(575) 547-5505

Mako Medical Laboratories

Susana Villegas
(575) 635-8843

Rockin' Jump Las Cruces

Robin Flores
(505) 330-8399



Bottom Line

Real Voice. Real Jobs. Real Growth. Real Opportunity.

The official publication of the Greater Las Cruces Chamber of Commerce includes community updates and business news and can be found each month in the Bulletin and throughout Las Cruces every month.

For advertising opportunities, contact a Bulletin representative at 524-8061.

THE LAS CRUCES
Bulletin



GREATER LAS CRUCES
CHAMBER OF COMMERCE

The Greater Las Cruces Chamber of Commerce is proud to announce the

2017 Healthcare Awards Banquet

recognizing the tremendous contribution the healthcare industry gives to our community

Friday, July 28

6pm-12am

Las Cruces Convention Center

\$60 per person

For reservations call:
(575) 524-1968 or email
bmisquez@lascruces.org



Sponsored by:



Las Cruces Young Professionals Upcoming Events

Leadership Roundtable

July 26 • 5:30pm

The Game

2605 S. Espina

Guest Speaker:

Marci Dickerson

Dickerson Catering, The Game,

The Game II

Please RSVP for this event:

bmisquez@lascruces.org