



Bottom Line

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

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Listen more, set some goals, and be the 'one person' in 2017



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

There's something about a new year on the horizon that causes us to become reflective, purposeful and intentional. Each year many of us make resolutions to make good changes in our lives. Often, these resolutions involve improvement on our physical, spiritual or emotional well-being. Too often, however, by mid-year, these resolutions are long forgotten. The challenge is to make resolutions that you can keep, maintain and turn into good, solid habits in our life. And, in the

end, become a better person who makes a difference.

Do your resolutions ever involve becoming a stronger leader in your business? In your career? In your community? Throughout 2016, we heard a lot about leadership – the good, the bad and perhaps even the ugly. Each of us was drawn into the conversation at one level or another. And now, at the beginning of the year, we wonder where 2017 will take us.

Over the past couple of weeks, I've been

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FROM THE CHAIR

Where does Cruces stand for economic growth in 2017?

As we move into 2017, we are unsure about where our great country is headed. I'm concerned about the growth of our wonderful city. Are Las Cruces and New Mexico able to grow? I am confident that if we focus on basic economic growth, we can.

The Greater Las Cruces Chamber of Commerce is committed to supporting our city, county and state leaders in growth and assisting, in turn, our community into a desired location to open a new business, relocate an existing one, or for anyone wanting to live and do business in a community that is business-friendly.

Politicians often talk about economic growth and its connection to job creation. But what does "economic growth" actually mean?

Let's start with the basics. Economic growth occurs when a country's production capacity increases. In other words, the country's producers of goods and services can make more stuff. In recent years, the U.S. economy has



RICK JACKSON

averaged well under 3 percent — behind China, India and other countries.

The production level can be measured by gross domestic product (GDP), which is the total dollar value of the goods and services produced in each year. So, economic growth actually refers to an increase in GDP, which in turn leads to job creation and more employment. GDP increases in five ways:

- Rise in labor participation: When the number of people producing goods and services goes up — often due to a population increase — an uptick in production generally

follows. America's labor force participation rate is around 60 percent — a 40-year low with Las Cruces and New Mexico even higher. It is one explanation for the country's lackluster economic growth.

- Discovery of new resources: The production of goods and services requires raw materials and other resources. When a new source of raw materials — such as oil or consumable goods — is discovered, more products are made. In large part because of fracking.

- Increase in labor specialization: When the labor force gains more human capital, including skills and general knowledge, producers gain the tools to make more goods and provide more services. It's one reason why education reform is so important. Las Cruces is near the bottom of this list.

- New technology: The discovery of new processes, tools or devices can lead to a huge jump in productivity. For example, the invention of the assembly line sped up the production of automobiles,

clothing and toys. When entrepreneurship results in new discoveries, the whole economy benefits. There are fewer new businesses opening in Las Cruces which means fewer new jobs and less revenue generated for growth so the burden is placed on existing business which leads to less profit and more doors being closed.

- Increased trade: When people trade their money for goods and services, a mutually beneficial exchange occurs that, when multiplied across the entire economy, increases growth and well-being. Reducing regulation, taxes and barriers to trade will allow for more exchanges to occur. This is basic Economics 101. So, the next time you can discuss economic growth with an elected official, you'll know whether he or she passed Economics 101.

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

the bottom line
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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BUSINESS OF THE MONTH - JANUARY 2017

Sun View Imaging

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As southern New Mexico's only independent diagnostic testing facility for comprehensive medical imaging, Sun View Imaging has been committed for over 31 years to providing high-quality compassionate services at patient-friendly prices much lower than hospital or hospital outpatient facilities. Sun View Imaging prices are all-inclusive, thus avoiding the additional bill from the radiologist for the exam report.

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entire spectrum of outpatient imaging technologies from simple x-rays to PET/CT (Positron Emission Tomography/CAT Scan), offering the only high-strength 1.2 Tesla Open MRI in New Mexico. This means more comfort with less anxiety for patients, a better option for patients of all body types (660 lb. table limit) and the best quality exam images for physician viewing and diagnosis.

Sun View Imaging strives to

work closely with medical providers and facilities in southern New Mexico and west Texas. Many local health care providers have convenient electronic access to patient exams and reports from Sun View Imaging, thus making patient exam and result viewing efficient and readily available. The medical records department provides CDs to patients and physicians at no cost to expedite patient care as needed.

The Staff at Sun View Imaging are widely praised for



their customer service and willingness to go above and beyond to provide an exceptional experience. Sun View Imaging currently has two centers in Las Cruces that

provide patient-friendly access and close proximity parking. To learn more about these locations and services provided please visit [www.sunviewlascruces.com](http://sunviewlascruces.com).



SMALL BUSINESS OF THE MONTH - JANUARY 2017

Coas Books

317 N. MAIN ST. • 575-524-8471 • 1101 S. SOLANO DRIVE • 575-524-8471

Local bookstore is a family affair

Coas began as an archaeological publishing company in the 1970s (Center Of Anthropological Studies) founded by Pat Beckett. In 1983, Pat left his position at NMSU as head of the contract archaeology program and started a small bookstore. Pat had studied other stores across the country and compiled a sort

of "best of" for product mix and credit system.

In the mid 1980s, Mike Beckett left work as journeyman sheet metal worker, joining his family in the book store. After graduating from New Mexico State in 1989, Mike came aboard full time with his father in the book business.

Coas Books has always

been a family affair, growing and adding on through time, and even had a location in Las Vegas, Nevada for a number of years.

In 2007, Mike and his wife, Veronica, bought the book business from his father, adding their two sons, Brandon and Brett, to help build it to what it is today.





RIBBON CUTTINGS



Busy B's Custom Cakes – December 17, 2016, 115 S. Roadrunner Parkway – Cerina Lucero, assistant, holds the proclamation while Gabriel and Colleen Barela, owners, and their children cut the ribbon.



Southwest Music Academy – December 3, 2016, First Baptist Church, 106 Miranda St. – Kathleen Hill, string coordinator, holds the proclamation while Katie Tomicek, program coordinator cuts the ribbon.



Sky's the Limit – December 16, 2016, 307 S. Main St. - Alejo Galvan, owner, holds the proclamation while Kenny Chavez, owner, cuts the ribbon. Not pictured Emma Galvan, owner.



Café A Go Go – December 8, 2016, 1120 Commerce Dr. Suite A – Cathy Velasco, owner, and Ramon Sanchez, hold the proclamations while Chef Jose Sanchez cuts the ribbons.



Hampton Inn & Suites I10 – December 2, 2016, 1641 Hickory Loop – Mark Terrazas, general manager, holds the proclamation while Imesh Vaidya, owner Premier Hospitality, Amy Hartley, director of sales, and Randi Castaneda, general manager – I25 Property, cuts the ribbon.



Sierra Middle School – December 10, 2016, 1700 Spruce Ave. – Maryester Garza, principal, holds the proclamation while Maury Castro, board member, Maria Flores, board member, Julianna Barnett, student council co-president, 8th grade, and Dr. Greg Ewing, superintendent, cut the ribbon.

CONQUISTADORE CORNER

New year, new beginnings, new council

This year I was fortunate enough to be nominated as the Conquistadores' Chair for 2017. I was inducted into this dynamic group in 2010. Since then I have made lifelong friends, and increased my customer base and professional productivity. I have also been involved in many different events to give back to this gem I call home, Las Cruces!

I plan to continue the efforts set forth by past chairs, to continue to

expand our group of conquistadores, to support the Greater Las Cruces Chamber of Commerce with helping to raise the funds to move into the Armijo House, and to assist our committees in providing successful events to benefit our community. Janet Acosta, our 2016 chair, has done a wonderful job this past year and I would like to personally thank her on behalf of the Conquistadores.

I would like to give a special mention to my amazing new

Executive Council for 2017: Paul Hinde, Red Team Captain; Audrey Hartley, Green Team Captain; Karen Altamirano, Las Cruces Day in Santa Fe; Bruce Drum, Member Welcome Committee; Rick Altamirano, Special Projects; Lyndsay Seiler, Activities; Sylvia Lauer, Small Business Scholarship; Lensi Shakra, Membership; Leslie Martinez, Finance; Pamela Fletcher, Ribbon Cuttings; Janet Acosta, Past Chair; April Tate, Chair-Elect 2018.

The next event we are hosting is Las Cruces Day in Santa Fe on Jan. 28-30. We lobby at the state capitol to support the legislative initiatives formed each year by the Doña Ana Legislative Coalition which the business community of Las Cruces and Southern New Mexico attends. Please call the Chamber for registration information at 575-532-1968.

I am looking forward to a successful 2017!



KARISSA DOAN

Assistant Vice President
Pioneer Bank
2017 Chair of the
Conquistadores

LAS CRUCES YOUNG PROFESSIONAL OF THE MONTH

Wes Smith, director of admissions, Genesis Healthcare at the Village of Northrise



Wes Smith works for Genesis Healthcare at the Village at Northrise, a senior living community that provides independent and assisted living, memory care and skilled nursing. Wes began with The Village as the Move-In Coordinator where he assisted seniors from all over the country and locally transition to the senior living community.

Smith recently became the Director of Admissions at The Village at Northrise healthcare unit where he oversees admissions, social services, activities, central supply, guest services and medical records.

Wes has been serving Las Cruces seniors for five years and is passionate about meeting their needs and facilitating their independence in the community. Wes believes that part of being an advocate for seniors is knowing what resources are available and how to make them work best for Las Cruces seniors.

In the community, Wes has served on the Board of Directors of the Borderlands Ballet Company, the Walk to End Alzheimer's and the Las Cruces Masonic Cemetery. He is also a member of the Greater Las Cruces Chamber Healthcare Committee.

Wes graduated from New Mexico State University with a master's degree in public administration in 2010. He and his wife Jennifer are raising their daughters in Las Cruces where they enjoy everything southern New Mexico has to offer. The Smiths often go hiking and camping but can also be found enjoying and participating in local arts and entertainment.

Wes is proud to serve the Las Cruces senior community, but equally proud to be a part of the greater Las Cruces community. He can be reached at The Village at Northrise by calling (575) 556-6105.

Dr. Oscar Castrejon

YOUR **ER**



The Face of **Communication**



**Memorial Medical Center
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Junior Leadership enjoys arts and community day

By Destiny Gonzales

My name is Destiny Gonzales; I am a member of the Junior Leadership program here in Las Cruces. Juniors from all local high schools have an opportunity to participate in all sorts of amazing activities and learn how to become involved with our community. All activities are planned by program staff each month.

December 7, 2016, was Art and Community Day. Our first stop was to Jardin De Los Niños and "Tent City." We met with Audrey Hartley with Jardin and Nicole Martinez with Community of Hope and got a tour of the facility.

At Jardin de Los Niños, we saw the smiling faces of kids between the ages of three and 10. They were all so adorable and well behaved. Pancakes were being served for breakfast and they all really enjoyed it!

We then moved to Tent City to see and understand the community lifestyle. Our tour guide, Matt Mercer, was a resident of Tent City and was very optimistic and informative. Previously there were no



restrooms or showers, only portable toilets. Our group had many questions such as the capacity of those

living there, rules of living there, and what everyday life is like. We learned that, through various local or-

ganizations, Tent City was made a reality. Members of the community pulled together through fundraising, and they now have bathrooms and hot showers.

After we said goodbye to our wonderful tour guide, our next stops were around the new revitalized Downtown Las Cruces. We met several food truck owners and employees, managers and musicians that started out small and worked their way to the top. It was so intriguing to hear how they were once like us,

aspiring to be something great, and turned their dreams into realities.

Continuing our adventure, we stopped by the museums of art, science and history. I personally loved the presentation at the science museum. The presenter showed us how to make ice cream with liquid nitrogen! She mixed all the ingredients, poured the liquid nitrogen in the mixture and it magically turned to ice cream. It was the coolest scientific treat I've even eaten! It was amazing to learn that the local museums had so much to offer. I have lived here my whole life and never experienced this.

Being in the Junior Leadership program is a lot of fun, and we also get a chance to have lunch made by locally owned restaurants. We had the fortunate opportunity to meet Marci Dickerson, owner of The Games I and II and several other businesses. Marci shared her experiences with us about how she came to be a restaurant owner. She was very kind to all of and made us feel inspired. We found out that her famous brisket nachos were created by a customer who came in often and they all loved the idea, so they put it on the menu! Marci showed us that even the owner and boss, who has many responsibilities, will still get in with her staff and work alongside them. When someone is out, she worries for them and cares for their well-being. Her staff call her "Mom" because it feels like family.

I never knew how many different opportunities there were available to young people in Las Cruces. It was a really neat experience to get to know how diverse our community is. I highly encourage other teens to get out and learn something new and not be afraid to try. I can't wait for next month's activity day!

NMSU and toured the college of art. We spoke with many managers and NMSU staff, including professors. We discussed taking the next step in life for college and business. We toured the art building and got to see a few pieces of work in progress and classrooms for work on different types of media. They took us outside to where there were several beautiful murals created by NMSU students. There is such respect for art already painted, that new artwork is carefully selected to not compete. My favorite mural was one that had animals and fish painted in black with no shading, just pure lines, on a white background. It was amazing!

Our last stop at NMSU was the culinary arts building which had a built-in restaurant where students earn grades. They take turns working the cash register, cleaning, creating the menu and, of course, cooking. They gave us brownies to try which were absolutely delicious!

Finally, we walked to

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The advertisement features a white and blue delivery truck for American Document Services. The side of the truck is covered in branding, including the company name in large letters, a list of services (secure shredding, records storage, AAA NAID certified), and contact information (adslcnm.com and phone number 575-647-0060). The truck is shown from a three-quarter front angle.



RENEWING AND NEW MEMBERS

RENEWING

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Southwestern Eye Center
Laura Baca

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Kent Byers
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GOALS, FROM PAGE 1

privileged to be around two groups of "future" leaders in our community. The first being the Greater Las Cruces Chamber of Commerce Junior Leadership program students. This program, designed for local high school juniors, provides opportunity for these students to learn about our community while simultaneously learning key elements of leadership. The December session included a presentation on assisting those in need, those most vulnerable in our community. After the class, we brought them together with their parents at an informational reception. As I watched, the students came into the meeting with their arms full of canned goods for our hungry neighbors or toys for our children who will now have something for the holiday. By simply showing our students the needs in our community, they decided on their own to make a difference. These little steps of leadership training go a long way in keeping our children in our community.

The second was being involved in the Las Cruces Young Professionals leadership planning retreat. Almost immediately, the focus of conversation turned to community and making a difference. These young professionals, ages 21-40, are determined to create business, professional and personal differences in our community. It was amazing to watch them set their annual goals, the plan to get there and the determination to make a sustainable impact in our community. Being fairly new in the community, these two moments gave me comfort in knowing that my new home is in good hands.

My take-away from this are three simple resolutions to strengthen our leadership:

- Listen more; Listen to learn. My father taught me from the time I was a little girl that the good Lord gave me "two ears and one mouth, so use them appropriately." It's funny how I often get them mixed up. Listening to our employees, co-workers, friends and colleagues can give us a chance to learn something new. As you learn more about a person, you can discover you may have more in common than you know.

- Establish goals and the pathway to reach them. Setting personal goals gives you a new level of energy and vision. When you are motivated by a vision or goal, your team will follow your direction with their own new-found energy. As a leader sets goals and the pathway to achieve them, the team becomes empowered to do the same.

- Be a change agent. Keeping the vision alive is an essential part to making a difference. Life doesn't stay the same and we must be willing to be the agent for positive change in our community.

So, here comes 2017 — a new year, a new day, a clean slate, a new chapter. Whatever you call it, what it gives you is an opportunity to resolve to make a difference. It's funny how "making a difference" really happens; it's one person impacting one person impacting one person impacting one person — and on it goes. My resolution is to be the very first "one person." How about you?

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CHAMBER OF COMMERCE SCHEDULE

JANUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Noon. Member Advisory						
8	9	10	11	12	13	14
		LCYP Caffeinated Conversations				
15	16	17	18	19	20	21
			LCYP Roundtable		Las Cruces Day in Santa Fe	
22	23	24	25	26	27	28
Las Cruces Day in Santa Fe	Las Cruces Day in Santa Fe					
29	30	31				

COMMITTEE MEETINGS

CHAMBER EVENTS



Bottom Line
WE. MEAN. BUSINESS.

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