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Save the Dates

Golf Kickoff Reception, May 4,
The Game II



2017 Chamber Golf Classic
May 5
Red Hawk Golf Course

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Spring 'cleaning' applies to businesses, too



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

With spring immediately upon us, the time honored tradition of "spring cleaning" becomes a priority on many of our priority lists of things to do. We find ourselves giving our homes that, often needed deep cleaning that the winter months have not given opportunity for us to accomplish.

This same sense of expediency of cleaning our homes should also apply to our businesses. Yes, "cleaning" our businesses, just as we do our homes can give us a new perspective on where we are, reflection on where we've been and renewal into where we are going.

Here are five simple things to "clean" your business:

• **Review your business plan:** For as much as we often speak on the value of this plan, somehow in the every day life of running a business, the plan seems to be placed on the shelf collecting dust. Take it off the shelf and review it annually for its value, relevancy and impact to your business today. Oftentimes, business owners feel that they "outgrow" their original plan, when in reality, the plan should guide their growth through updates, revisions & strategic plans.

• **Update your web presence and review your social media:** In our world of social media, it is very important that your business be positioned to compete in the ever-changing world of the global market. Being current

in your messaging, eye-catching in your visuals, and strategic in your planning can make a huge difference to your bottom line.

• **Organize your emails:** This simple little task that becomes so very large as we procrastinate the inevitable. So, take an afternoon, schedule a few hours to respond to emails, clear unwanted emails and keep wanted emails in folders to assist in staying organized.

• **Clean your office:** YES, literally

take the time to do thorough cleaning. In a fast-paced office, we find ourselves inedited with boxes, unnecessary papers and lots of "stuff" that needs to be sorted, tossed and recycled as appropriate. We all have those old computer and phone equipment hidden away in corners of our offices. Perhaps donation of this equipment can be of benefit to a local nonprofit.

• **Evaluate your vision plan:** Along with the business plan, a vision plan is essential and vital to the sustainability of your business. Spring is a perfect time for vision review. As the leader, it is always good to take the time to ensure that your vision is fresh, inno

SEE SPRING CLEANING, PAGE 3





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FROM THE CHAIR

In case you haven't heard

The Greater Las Cruces Chamber of Commerce is being noticed. Just for starters, Debbi Moore, the CEO of the Greater Chamber, and I spent a week in Santa Fe during the opening weeks of legislation talking to our elected officials about the needs of Las Cruces, our schools, university and Doña Ana County. It was great seeing the support and appreciation that our New Mexico officials showed and the time they took to listen. Our CEO is well-known, respected and sought after for her advice and thoughts on pending legislation.

Did you hear it was followed by our three-day event, Las Cruces Day in Santa Fe, hosted by the Conquistadors? It was a great event and we heard Sen. Joseph Cervantes and Lt. Governor John Sanchez speak about upcoming bills, the state's financial status, where money may be spent and where areas may be cut. We visited with Sen. Jeff Steinborn, Sen. Bill Soules, Sen. Mary Kay Papen, and Sen. John Author Smith, who all seemed very eager to assist in the economic development of our community.



RICK JACKSON

We also met with numerous state representatives whom were equally helpful in assisting with our efforts to better our local schools and bring more business to Las Cruces and Doña Ana County.

Did you hear the support of our City Council members and the new city manager, Stuart Ed, county commissioners and County Manager Julia Brown? This sent a strong message of support from our local community to the state officials. The message was clear, "we are here to be heard."

Did you hear that when we returned to Las Cruces we had one of the most successful annual banquets in the Chamber's history? More than 400 gathered at

the Las Cruces Convention Center for an evening of great celebrations. Food, entertainment, and decorating by Dickerson Catering could not have been better. We cooked s'mores at our tables for dessert, had awesome food, and topped it off with the Chamber recognizing the accomplishments of our First Responders, Educators, Citizens, NonProfits and Businesses for 2016. My congratulations go out to all winners and a special thanks to all whom attended.

Have you heard that the Greater Chamber is moving? Kevin McGinley Construction is actively working on the new home, The Armijo House, located on the corner of Main and Amador. When you drive by give them a wave, they are doing a great job. We need to thank Ben Woods for making all this happen. Ben has been instrumental in the gathering of historic documents, past work completed, and acquiring a General Contractor to complete the work of this Historic House which we are going to have the privilege of calling our new home.

Did you hear that in

early April we are returning to Washington D.C.? As in the past we start in the Pentagon talking to our military leaders about our surrounding military communities, the needs of soldiers, sailors and airman to support the mission at White Sands Missile Range, the Spaceport, Ft Bliss and Hollman. A delegation of approximately 15 will head to the Hill and have meetings with Senators and Congressmen. As always, this is not funded by the Chamber, this is out-of-pocket expense of the individuals attending. This is a strong message that we believe in our community and desire to see it grow and create new jobs and bring new business to our area.

Did you hear we are only four months in to 2017? Wow, can't wait to see what happens in the next eight months.

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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NON-PROFIT OF THE MONTH - APRIL 2017

Big Brothers Big Sisters Mountain Region



**Big Brothers Big Sisters
Mountain Region**

221 W. GRIGGS AVE. • 575-523-9530 • WWW.BBBSMOUNTAINREGION.ORG

Mentoring improves children's success and opportunities

The Mission of Big Brothers Big Sisters is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change their lives for the better, forever. Each day, a staff of four, a board of nine and a volunteer base of close to 150 help the local office of BBBS achieve that mission for children ages 5 to 18 in Doña Ana County.

According to the Kids Count

Report, New Mexico ranks 49th in the nation in measures of child well-being, poverty, single parenthood, school graduation and food security. Mentoring builds "soft" skills including grit, self-control, thinking skills, curiosity and resiliency in ways parents often can't. These skills keep kids in school, leading to better academic performance and higher graduation rates, and ultimately, to stronger communities.

Volunteers in the BBBS program must be at least 18 years old and pass an extensive background check and interview and then are carefully matched with a child. In the Community Based program, the "match" meet at least four to six hours per month for at least one year doing any number of activities that they both enjoy anywhere in the community. This program offers the most opportunity to expose a child to all the

opportunities and resources in our community. In the School Based program, volunteers meet for one hour per week at the child's school during the academic year and then are "pen pals" over the summer. This program works well for working professional volunteers with their own children and for children whose parents are not as willing to be involved in the program.

There is always a need for more volunteers as there are

always more kids who can benefit from a caring adult mentor. To get involved, visit www.BBBSMountainRegion.org or call 575-523-9530. A few hours a month can really make a difference in the life of a child.

For information, visit www.bbbsmountainregion.org or www.facebook.com/BBBSDonaAna, call 575-523-9530 or email DAG@BBBSMountainregion.org.

SPRING CLEANING, FROM PAGE 1

vative and passionate. Your vision is your own "redefine the box" to your ideas for your business aligned with your business plan. However, with all this said, a vision must be communicated to your team. If the vision is not communicated, a pathway established, your team will not follow your lead. As a leader, remember there is no "I" in team!

With all your "spring cleaning" complete, you, your team and your business will be refreshed, reenergized and ready to take on new challenges.

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2017 Legislative Wrap Up Luncheon

Photos by Tabitha Rossman

Greater Las Cruces Chamber of Commerce members gathered from 11:30-1:30 p.m. at the New Farm & Ranch Heritage Museum, 4100 Dripping Springs Road, to hear from legislators about the results of the 2017 New Mexico Legislature session.



Sen. Joseph Cervantes (D-31-Doña Ana) spoke about the 2017 legislative session during the luncheon, focusing on the state's employment rate and putting small businesses first.



From left to right, Senators Mary Kay Papen (D-38-Doña Ana), Bill Soules (D-37-Doña Ana), Ron Griggs (R-34-Doña Ana, Eddy, Otero) and Jeff Steinborn (D-36-Doña Ana) attend the luncheon and each spoke about the session.



Reps. Bill McCamley (D-33-Doña Ana), Doreen Gallegos (D-52-Doña Ana), Nathan Small (D-36-Doña Ana), Rick Little (D-35-Doña Ana, Otero) and Angelica Rubio (D-35-Doña Ana) each spoke to Chamber members and constituents during the luncheon.

RIBBON CUTTINGS



American Document Services – March 15, 2017, 300A North 17th Street
– On shovels:
• Robbie Tate, COO
• April Tate, CFO Rick Jackson, CEO
• Dawson Dinsmore, Pioneer Bank
• Sam Pierce, Triple S Construction



Clubstore Outlet – March 18, 2017, 910 N. Telshor Blvd – Tapp Palmer, President/CEO, and Amanda Shannon, Marketing, held the proclamation while Paula and Mike Johnson, owners, and Nicole Gutierrez, Store Manager, cut the ribbon.



MountainView Emergency Center at Main – March 1, 2017, 2811 N. Main St.
– On the shovels:
• Ben Woods, Immediate Past Chair, MountainView Board of Trustees
• Mayor Ken Miyagishima
• Denten Park, Chief Executive Officer
• Michael Borunda, MD, Medical Director of MountainView Emergency Department
• Joe Bullock, Current Chairman, MountainView Board of Trustees
• Warren Yehl, Chief Operating Officer
• Isaiah Zirkle, Assistant Chief Executive Officer

NMSU CORNER



New Mexico State University
All About Discovery!

NMSU project uses satellite technology to evaluate southern New Mexico water resources, accessibility

By **Tiffany Acosta**
NMSU Marketing and Communications

Zohrab Samani, a New Mexico State University civil engineering professor, and his graduate student Pooneh Pahlevani are leading a research project examining water accessibility in southern New Mexico. The goal of the project, "Evaluating water budget for the Mesilla Bolson Aquifer," is to develop a hydrologic model that can predict future water storage and sustainability of the Mesilla Valley Aquifer known as the Mesilla Bolson.

Dona Ana County's groundwater is the Mesilla Bolson, which supplies drinking water for Las Cruces and other small communities in the county

in addition to parts of El Paso and Juarez. The aquifer is the lone water source for agriculture during dry years when there is little river flow.

"The aquifer is like a bank account, which is vital for sustainability of agriculture, and quality of life in southern New Mexico," Samani said. "The aquifer gains water during wet years and loses water during dry years. We have been in drought during the past 15 years, which means we are pulling the additional needed water from the aquifer, and the water level is dropping. There is an urgent need to figure out how the water budget has changed in the past and will change in the future as we face climate change, population

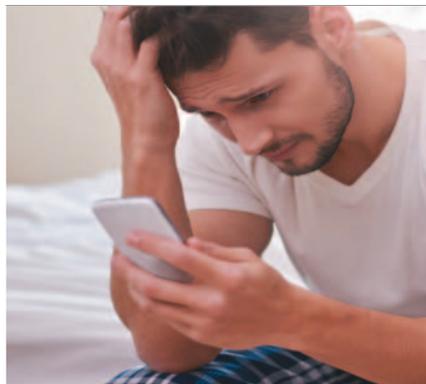
growth, drought and land use."

New Mexico legislators sponsored the project through the New Mexico Water Resources Research Institute.

"The result of the aquifer project has significant implications in the future planning and management of the water resources in our area," he said. "Our results show that we have been losing water from the aquifer storage during the past 25 years, and the loss has accelerated since 2010. The results of our research show that if serious steps are not taken in conserving water and curtailing the excessive withdrawal the aquifer will continue to deplete and could eventually dry up."



James W. Harbison was named Citizen of the Year at the annual Greater Las Cruces Chamber of Commerce awards gala on Feb. 17, 2017 at the Las Cruces Convention Center. In last month's Bottom Line, a photo caption incorrectly identified Ben Woods as Citizen of the Year. Woods was honored as Chamber Volunteer of the Year.



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MOUNTAIN VIEW
URGENT CARE

Jr. Leadership group explored economics

By Thomas Wilkinson, Remington Crichton, Lauryn Flores, Arianna Parra, and Ezequiel De La Cruz

For the month of March, the Las Cruces Chamber of Commerce Junior Leadership Program explored the importance of economics and what factors effect it in our community. As a result, our day began with a bus ride that led us to the industrial park of the Santa Teresa Port of Entry area, home to its own miniature industrial revolution consisting of many industries. There we had the pleasure of visiting Southwest Steel and Coil along with Mallory Metal Products to explore what their impact on economics is based on their certain business. We were given personal tours of the buildings and given information tailored to what they do and who they do business with can affect the economy in the area. To eradicate the issue of there not being enough time in the day to visit all the impactful industries located in the area, we took a bus tour around the neighboring companies. The guide showed and explained all the companies

in the area and what they specialize in as well as the important railroad system the runs throughout the industrial park. Overall, the industrial park that many don't know about happens to be thriving and a great impact on economics.

The activities that awaited us in the afternoon also proved to be just as eventful as in the morning. After going through the security measures, we had the privilege of being able to visit the NASA Testing Facilities. Here we explored some of the things NASA does and how such a company effects the local economy. After the safety video and briefing, we were given an inside look at what some of the things that NASA has tested. The group also visited the hypervelocity testing laboratory located on the compound as well. There they test the durability of object and whether they would survive the conditions of space by shooting projectiles at very fast speeds to represent things like a meteor impacting space equipment.

To recapitulate, economics day was a fun

filled and educational opportunity as a result of the different experiences and people we had the privilege of meeting. This opened many of our eyes to the different assets that effect the economic structure of our community. The Junior Leader Program has always been able to provide young minds with the possibility to explore the different merits of Las Cruces with economics day being no exception to this great motto. The experiences the program has provided us with has revealed to many of us the opportunities that lie here in our own hometown. Subsequently, on behalf of the Junior Leadership class of 2017, we would to thank all the people who made these profound experiences possible: Kiel Hoffman, Richard Coltharp, Brandi Misquez, and Debbi Moore. Thank you all for the time and effort you put forth to help excel aspiring young adults and open us up to the different possibilities we may be blind to, we all greatly appreciate it.



Alonso Maldonado of Mallory Metals talks to the Junior Leadership class about his company's products.



Jerry Groen of Southwest Steel and Coil in Santa Teresa talks about the massively heavy (as much as 24,000 tons) coils of steel they receive and trim for customers.



A machinist at Mallory Metals in Santa Teresa fabricates a metal piece for a customer.

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CONQUISTADORE CORNER

Leadership Las Cruces a great way to learn, get involved

In 2010, I was asked by my boss, Kiel Hoffman, Market President of Pioneer Bank, to join “Leadership Las Cruces.”

Kiel served on numerous boards including chairing the Conquistadores, Greater Las Cruces Chamber of Commerce, March of Dimes, Big Brothers Big Sisters, Hospice and MVEDA. I have always looked up to him as a leader, mentor and was honored to join.

The Leadership Las Cruces mission is to cultivate future leaders to positively impact our com-

munity. It is a 10-month program in which each month consists of a different topic (for ex. Military, Education, Healthcare, Economic Development, etc.) Participants travel on a bus with 30 classmates and get to learn more about the Las Cruces area.

The class also works on a community project, offering manual labor or funds to help a nonprofit organization. Being in the program allows individuals to grow as leaders and bond with classmates, which are a diverse group of community

leaders.

Graduating from Leadership in 2010 inspired me to get more involved in the community and joining the Conquistadores was the best avenue for me to succeed.

The Conquistadores gives two scholarships each year for this program. Paul Hinde was a recipient of one of the scholarships awarded last year.

Paul, a Registered Investment Advisor for Spence Asset Management and former Head Golf Professional at Picacho

Hills Country Club joined the Conquistadores in 2016. He is on our Conquistadore Council this year as the Red Team Captain. Paul is also on the council for Asombro Institute for Science Education, Salvation Army, and Hearts for Autism — just to name a few.

If you are interested in getting more information on joining Leadership Las Cruces this year, please contact the Chamber at 575-524-1968. Deadline for applications is June 16, 2017.



KARISSA DOAN

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

LAS CRUCES YOUNG PROFESSIONAL OF THE MONTH

Elisa Cundiff, Teacher at Las Cruces High School



Las Cruces Young Professional of the Month, Elisa Cundiff (on the right) with her student, Stephanie Gutierrez (on the left). Stephanie received a PBS Fellowship for this summer in DC, one of just twenty students in the United States awarded such a privilege. Elisa Cundiff chose this picture because for her article because she stated it “makes the most sense to be pictured with one of the young people who inspire me each and everyday.”

Elisa Cundiff is in her fourth year of teaching at Las Cruces High School. She has a background in internet start-ups and non-profit management. Elisa Cundiff was honored at the White House in 2014 as “one of the 100 SuperStar Computer Science teachers in the US”. Last year, she assisted the Santa Fe Institute and UNM in designing and teaching an online MOOC to Computer Science teachers in over twenty countries. Cundiff also helped secure a grant last year from Google through the NMSU Computer Science department to develop and build out computational thinking modules in non-CS classrooms. She has also supported the development

of a new CS language to assist visually impaired students as a research assistant to NMSU. Due to budget cuts, Cundiff also adopted LCHS’s media department in 2015 and organized her students to direct the viral LCHS lipdub video which featured all 1,700 LCHS students in an extended single shot, her students won “Best Weekly Broadcast in the Southwest US” in 2016 through the Student Television Network, and through a new partnership with PBS and KRWG, her student’s work is now receiving regional and national viewership. Elisa is grateful that everyday she gets paid to learn.

Las Cruces Young Professionals Upcoming Events

Caffeinated Conversations
April 18, 8 a.m.
Beck’s Coffee House
130 N. Mesquite St.

Leadership Roundtable
April 27, 8 a.m.
MountainView Regional
Medical Center
4311 E. Lohman
Guest Speaker:
Sabrina Martin, MPT/CEO
Rehabilitation Hospital of
Southern NM
Please RSVP for this event to:
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las cruces young professionals
a program of the Greater Las Cruces Chamber of Commerce

Meet the 2017 Las Cruces Young Professionals Leadership Council



2017 Las Cruces Young Professionals Leadership Council

Pictured from left to right: Matthew R. Mossburg, Senior Financial Advisor, Merrill Lynch Wealth Management ; Summer Rose-Nolan, LCYP Chair, Summer Rose-Nolan, Financial Services Professional with New York Life Insurance Company; Joshua Orozco, Project Manager, The Border Industrial Association; Zetdi Sloan, Director, Arrowhead Technology Incubator at NMSU Arrowhead Center; Eric Montgomery, Vice President Business Development, Mesilla Valley Economic Development Alliance; Brandi Misquez, Executive Assistant to the President, Greater Las Cruces Chamber of Commerce
Not Pictured: Denna Engel, PR Manager, Healing Source Chiropractic; Dr. Griselda T. Martinez, Program Manager, Arrowhead Center

To keep up with our events, like our LCYP Facebook page

RENEWING AND NEW MEMBERS

RENEWING

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Sonny Klein
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THE LAS CRUCES
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GREATER LAS CRUCES
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