

Helpful Tips!

For small business owners

Running a business is easy compared to the act of selling. As a small business owner you started your business to deliver a superior product or service, not to become a salesperson. None-the-less you must master basic sales skills or risk losing your business due to lack of clients! Here are 10 tips to help you turn those inquiries into sales.

1. Define the benefits to the customer.

You've found their pain, now you need to come up with a cure by answering their question, "What's in it for me?" For instance, if you are pet-care provider you "make it possible for a couple to enjoy their honeymoon in Hawaii without feeling guilty about leaving their pet."

2. Qualify before you present.

Okay, you know their pain and can cure it. You now need to know if the person on the other end of the phone or e-mail query is likely to buy from you. Take time up front to ensure this a good prospect for you. When you qualify your prospect you want to know:

- a. Is this person the decision maker?
- b. Does this person have a real need for what I'm selling?
- c. Does this person have the budget necessary to pay for my product or service?
- d. When does this person wish to start using my product or service?

3. Only sell to the decision maker.

No matter how well your product or service solves a client's problem, and no matter how wonderfully you articulate that benefit – if you are selling to someone who doesn't have the authority to purchase your product or service, you've wasted your time.

4. It is about the relationship!

Every interaction you have with the potential client either builds or destroys their trust in you. As Henry Ward Beecher said, "Hold yourself responsible for a higher standard than anybody else expects of you. Never excuse yourself." This a great mantra for anyone involved in the sales cycle. Trust

takes a long time to build and it's very easy to destroy. Make sure every part of your relationship with the prospect is held to your highest standard.

5. Preparation, preparation, preparation.

Do you know what you want the customer do at every step of the process? Set goals for each step of your sales process, as well as overall sales goals for the month, quarter and year. Create an outline and script to get you from an inquiry to a sale. Tweak your outlines and scripts to fit each individual customer. One size does not fit all.

6. Questions and objections are a natural part of the sales process.

During your preparation compile a list of every possible question and objection that you might hear. Now spend some time creating a list of responses. Your responses should lead back to questions eliciting more information about your

customer's pain.

7. The issue of price. If the first question they ask is "how much does it cost?" Don't beat around the bush, answer their question right away with a statement like, "depending on the service plan you select our rates range from XX to XXX, I would like to spend a couple of minutes finding out specifically which plan is right for you." If they are comfortable with your price range, they will continue the conversation. Remember, part of qualifying is determining whether your potential customer has the budget to buy from you.

BONUS TIP: By answering their question head-on you are making it clear that you are a "straight shooter," a great way to build trust!

8. Make it easy to buy from you. Has this ever happened to you? You find a great product on a website or in a

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Las Cruces Hispanic Chamber of Commerce

Board Member Profile – Lorenzo Alba Jr.



LORENZO ALBA JR.
CASA DE PEGRINOS

About yourself:

I am a native of Lordsburg, NM but have resided in Las Cruces for the last 7 years.

Profession:

I am currently the Executive Director of Casa de Peregrinos Emergency Food Program. Las

Cruces and Dona Ana County's largest food pantry.

Education:

Lordsburg Schools, University of New Mexico and the Art Institute of Dallas

Community involvement:

- Past President of Mesilla Valley Rotary and Current Member
- Past Grand Knight of Knights of Columbus of the Basilica de San Albino and Current Chancellor
- 4th Degree Knight at St. Michael the Archangel Assembly 3330
- Board of Directors at Dona Ana County Emergency Food and Shelter Program
- Leadership Las Cruces 2012
- Member of Loyal Order of Moose 20181 Las Cruces
- Former Executive Director of Las Cruces PAL Program and

Sammy Burke Boxing Club

- Co-Chair of Hospitality at San Albino Catholic Church
- New Board Member of the Las Cruces Hispanic Chamber of Commerce

I joined the Chamber because I want to share my experiences and knowledge to make this a better chamber for the community and especially its members. I want to make a difference.

What is your opinion of the local business climate?

I am pleased with the local business climate in Las Cruces. Our city has grown economically, and it seems to get better every day; however, we must find ways to keep the dollars here in our community. We must strive to bring a diverse business community with an emphasis on local along with big business and home-based businesses. We need them all and all should have the opportunity to bring jobs and economic development to our city.

What do you think about Living in Las Cruces?

Las Cruces is a great place to live and make a living. It's a city with a small town vibe that really makes me want to stay. It has a real sense of community that is unsurpassed. My Wife and I are rooted here and are happy to be a part of this community.

Why did you get involved with the chamber?

I am proud to serve on the Board of Directors for the Las Cruces Hispanic Chamber of Commerce.

TIPS FOR SMALL BUSINESS OWNERS FROM PAGE 1

store, and you are ready, willing and able to buy, only to find out a) you can't find the "purchase now" button on the site, b) they need to find out if they still have the item, or c) the clerk is busy on the phone? Depending on your mood and free time you may wait, but more than likely you leave without your purchase. Is it infinitely easy for your customers to buy your product the first time? Make it even easier for them to make a repeat purchase!

9. Ask for feedback. No matter how good at sales you become, you must keep your 'edge.' Ask questions to find out what you're doing well, what your customers wish you did and why potential customers did not buy from you. Use what you learn in your preparation and goal setting process.

10. Have fun. Running your own business should be fun. You've dedicated your career to something you love. Let your personality shine and make sure you find ways to include your customers and associates in your good time! The sales process does not have to be a dreaded part of running your business. It's the best way to watch your revenue grow. Evaluate your current process and implement any of the missing tips to watch your sales success grow.



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FROM THE PRESIDENT

Smart move for home-based businesses

It's hot in mid-July so I bring you a cool but sincere greeting to our members, supporters and friends of the Las Cruces Hispanic Chamber of Commerce.

Within the past few months I have received numerous inquiries from people starting up or having a home-based business. They are examining whether or not a Chamber would be the right investment for them. Here is my opinion on making money from home and joining the Chamber.

One way to make money from home is to start a home base business. Starting a home business is not that easy though, I have had a couple throughout the years. People desire to make money from home for personal reasons like a nice home, car, etc. or just for the opportunity to work for themselves.

Imagine being your own boss, keeping your own hours and having oodles of free time to do whatever you wanted. What normal job, in fantasy or reality, would allow you those perks? Imagine a life without the long commute by bus, car, or train. What can you do with all the free time you'll have without a commute?

When starting a home business, you should put together a business plan and slowly think about what you want to do. You should make a list of goals. Your goals may be to earn an extra \$1,000 a month of income. Looking at the big picture and then narrowing it down is good home business ideas. Owning your own business will need your attention, a lot hard work and effort. If you want your business to become successful it will take time and a lot of dedication for it to succeed.

The amount of money you make in the long term comes down to the amount of time and effort you are willing to give it. Finding a product or program that can realistically get you there in the quickest amount of time should be your goal. Along those lines you may want to consider whether you will sell big ticket items which offer a greater up-front commission with fewer sales, to a lower priced

product which you make more money by selling in volume.

Networking with other chamber members who are already in the work at home area is can be very helpful. Not only will you obtain ideas, there are many useful hints and tips that can be picked up that may assist you in developing and starting home business ideas.

Here are just a few ways, I feel you can benefit by joining our Chamber of Commerce:

- We can help you promote your product or service on how it would make a great client or employee gifts. You could wind up with a very nice flow of business from your fellow Chamber members.
 - You may be able to line up some mix & mingles featuring your products at local businesses to help employees with gift shopping, especially at Christmas, Valentine's Day, Mother's Day and Father's Day.
 - You may qualify for less-expensive credit card processing fees, available to our Chamber of Commerce members.
 - You can find out about local events where you might set up a booth and promote your business.
 - You'll meet good, reliable sources for products and services like accounting, printing, computer support, etc.
 - You'll be referred to other Chamber members' contacts.
 - You have a good chance of meeting local retailers who may be interested in carrying your products.
 - Your business name can be associated with improving our community, since the Chamber of Commerce generally works on civic improvement, legislation favoring local businesses, and economic development.
- These are just a few of the many ways our Chamber of Commerce can give you access to a valuable networking and marketing system.
- Joining the Chamber of Commerce can be a smart move for your home business. It can help your business grow and prosper quickly.



**CURTIS
ROSEMOND**
LAS CRUCES
HISPANIC CHAMBER
OF COMMERCE

FROM THE CHAIRMAN

Building generations of success

Greetings on behalf of the Board of Directors of the Las Cruces Hispanic Chamber of Commerce.

We continue Moving Forward Together! ¡Avanzando Juntos! "Building Generations of Success"; as we carry on our celebration of our 25th year anniversary together with all of you! The Chamber Family.

I would like to thank all of our Chamber members, volunteers, partners and supporters for coming out to the ribbon cuttings, Mix n Mingles and other events. We really appreciate your continued support. Gracias mi familia!

I would also like to welcome our new members to the LCHCC family. One of the benefits of being a member of the LCHCC is that we have a diverse membership that can provide an array of products and services. Let's take advantage of our close-knit community and the great resources we have here in Las Cruces. The LCHCC family taking care of each other!

I would like to acknowledge and thank one of our retiring board members Mr. Kirk Clifton, Corporate Development for El Paso Electric. Kirk joined the LCHCC board in 2011 and has been a very active board member since day one. During his tenure, he served as Board Vice President in 2012, Board President in 2013, Board Past President 2014-2017, and Division Director for Economic Development /Governmental Affairs Committee 2014-2017. He has played a key role in the success of the LCHCC. It has been a pleasure to work with Kirk. We appreciate and value the many years of commitment of time to volunteering with this chamber. Thank you Kirk for representing this chamber well.

Annual Chamber Luau:

The excitement is building up as the date for our Annual Chamber Luau approaches. We would like to invite you to our Annual Luau on Friday, August 25th, 2017 at Hacienda De Mesilla. Come dressed for a luau and enjoy an evening of great music, entertainment, and fun! This is a night that you will

not want to miss. Members are encouraged to bring one prospective member as a guest.

Come be part of the Los Amigos Ambassadors: Los Amigos are the official ambassadors of the Las Cruces Hispanic Chamber of Commerce. In 2011, Los Amigos established the Junior Amigo

Ambassador Program. Los Amigos and the Junior Amigos proudly serve as Goodwill Ambassadors for Chamber and community events throughout the year. In July 2015, the Los Amigos Ambassadors became members of the National Association of Chamber Ambassadors as a 100% chapter. This provides the opportunity for networking and sharing of ideas and best practices among chamber ambassadors across the nation. It brings exposure to our ambassadors, our chamber, and our community as a whole. Contact the chamber office at 575-524-8900 or reach out to one of our existing Amigos for information about how to become an Amigo.

So far this year, your chamber has seen quite a bit of activity; a very successful Annual Banquet, an impressive Middle School recognition award ceremony, monthly

Mix n Mingles, and many ribbon cuttings.

Here are some things that are still to come:

- Annual Scholarship award program
- Annual backpack drive
- Mindfulness in Business Conference
- Latinas in Leadership Conference
- 25th Annual Las Cruces Hispanic Chamber of Commerce Golf Tournament

Our Chamber is here to represent you as a member and your business interests. Let us know how we can be of assistance to you.

We invite all members to get involved. Not only would it help grow your business, but you'd help serve and support the needs of our wonderful business community. Please contact our board members or office for more information.



**RICHARD
AGUILAR**
LAS CRUCES
HISPANIC CHAMBER
OF COMMERCE

LCHCC Member's Profile Casa de Peregrinos

For more than 35 years, Casa de Peregrinos Emergency Food Program has been serving the poor and hungry in our community. This all stems from the dream of four compassionate people in 1979: to provide shelter, a food-and-clothing bank, and cooperative activities for the homeless and immigrants.

The four dreamers were Manuela Moreno, Rosario Rodriguez, Alphonso de los Santos and Lucy Martinez. Their first office was at the home of Manuela Moreno.

In 1982, Sister Marsha Carrigan, a family counselor for the Diocese of El Paso, was assigned the extra duty of overseeing Casa de Peregrinos operation. She saw a greater need for food and proposed an expansion of the food service program.

That same year, Casa de Peregrinos hired their first paid employee, Isabel Romero, to manage the office and volunteers.

In 1984, Sister Marsha was replaced by Sister Rose Kidd.

1983 and 1984 saw Casa de Peregrinos moved to Spruce Street, finalize the documents needed for non-profit status and renew its commitment to the food program.

Some say that Sister Rose would go door to door asking the community for donations for the program.

In 2005, Casa de Peregrinos moved to their state of the art facility and flagship pantry in the Community of Hope campus at 999. W. Amador Avenue, Suite F.

The legacy of this organization now rests with us who are involved in this important and historic program of Las Cruces and Dona Ana County. Keeping the poor fed is only the beginning; keeping hope alive is a bigger task.

The founders of this organization set an example for this community because they

believed in humanity.

Millions of pounds of food have been distributed to thousands of families in over the years. In just the last three years more than 4 million pounds have been distributed in Las Cruces and Dona Ana County.

The need continues to be pervasive and we are grateful every day to the vision of our founders.

In the immortal words of Blessed Mother Teresa, "If you can't feed a hundred people, then feed just one."

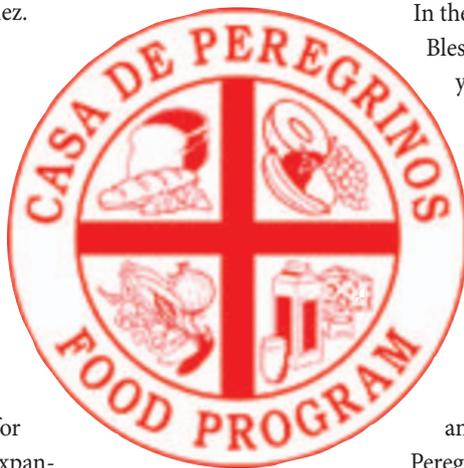
Over time, this committee evolved into a board of directors, reaching out to other faiths and organizations for support and volunteers and moving Casa de

Peregrinos toward its ultimate identity as an autonomous, non-denominational organization. In August 1987, the organization received its nonprofit status from the IRS, having previously filed Articles of Incorporation in 1983.

By December 2005, Casa de Peregrinos had moved into its present facility on the Community of Hope campus (999 W. Amador, Suite F). There, paid and volunteer staff provides emergency food to those in need, referring applicants to other community resources when they require such assistance.

In the years since its founding, Casa de Peregrinos has provided well over a million food distributions to hungry people. A critical link in the safety chain for many, many people, Casa de Peregrinos will be providing food and advocacy for those that are in need, until hunger goes out of business in Doña Ana County.

Today, Casa de Peregrinos is the largest food pantry in Las Cruces and Dona Ana County.



Ribbon Cutting

The Las Cruces Hispanic Chamber of Commerce would love to come support you and your business! Ribbon cuttings are included as a benefit of membership.

Ribbon cuttings bring great exposure to your business and are perfect to celebrate Hispanic Chamber membership, grand openings, anniversaries, significant milestones or just because.

Schedule yours today by calling **575-524-8900**.

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MIX 'N' MINGLE

MAY



Membership Director, Rebecca Reyes, welcomes crowd during the Mix n Mingle at Picacho Hills Country Club located on 6861 Via Campestre.



LCHCC board director Susan McGonnell poses with Rebecca Reyes, Picacho Hills Membership Director, LCHCC President Curtis Rosemond and board director Warren Yehl.



LCHCC board directors Lorenzo Alba Jr., Wendy Zuniga and Rick Supple pause for a quick photo during the Picacho Hills Country Club Mix n Mingle.



Friends get together for a group photo during Mix n Mingle. (back) Victor Perez, Chris Perez, Warren Yehl and Susan McGonnell. (front) Dolores Connor, Tara Escalante and Yvette Bayless.

JUNE



LCHCC Board Directors and Los Amigo at the United Way Mix n Mingle. (left to right) Manuel Morales, Marcus Crawford, Yvette Bayless, Curtis Rosemond, Rosa Banuelos, Rick Supple, Richard Aguilar, Lorenzo Alba, Bernadette Tirre, Jessie Sanchez, Donna Stoller, and Tanya Varela.



LCHCC Los Amigo Chair, Jessie Sanchez communicates with board member Manuel Morales during the United Way Mix n Mingle.



Bill Connor, Executive Director, of the United Way of Southwest New Mexico receives LCHCC proclamation during the Mix n Mingle.



Large crowd enjoys the opportunity to network at the United Way Mix n Mingle.

LCHCC Hawaiian committee plans third annual luau

The Las Cruces Hispanic Chamber of Commerce is setting the plans for their 3rd Annual Hawaiian Luau scheduled on Friday August 25th, 2017.

The 2017 Hawaiian Luau has changed its venue location from the previous years. This year it will be at the poolside of the newly opened Hacienda de Mesilla Grille/Inn/Cantina, located on 1891 Avenida de Mesilla.

In celebration of the Chamber's 25th Anniversary, the committee is planning to make this a great fun packed evening. Be prepared to experience great food, a complementary Hawaiian welcome drink, games, door prizes, music, fire dancers and great networking opportunities.

Tickets and sponsorship opportunities are available now for the 3rd Annual Luau. You can contact the Las Cruces Hispanic Chamber's office or any committee member for tickets and sponsorship information. The Luau is open to the public and Chamber members.



LCHCC Hawaiian Committee members: Tanya Varela, Rosa Banuelos, Warren Yehl, Belia Alvarez, Jim McGonnell, Yvette Bayless, Susan McGonnell, Adam Bayless, Curtis Rosemond, Rick Supple and Kathy McCrohan.

Small business success secrets

BY DAN CAVALLI

Small business success is easy but certainly not simple. Turn your passion into small business profits. Many business owners experience Small Business Success. Even though the world is experiencing economic difficulty, business growth is rampant. If you need help to achieve business success you have come to the right place.

What is it that an individual can do to achieve lasting success in their small business? Here are a few ideas to improve your chances of gaining small business success using time tested secrets I personally use in my own business.

1. Research. You can either market the product you have now in the hope of it being acceptable to the market place or you can research the market for the best product to sell. At any rate market research has to happen first and once done, marketing is a continual through the life of your business.

2. Cash Flow. Lack of cash flow is a major reason for business failure. It's OK to gain sales and make money but if you don't or can't collect it you are destined to go broke. The rule to keep in mind

is to make sure you invoice as soon as possible and you pay as late as possible. This is a simple plan that works. So sit down, and take the time to create a cash flow plan now.

3. Technology. Technology will save you thousands of dollars and halve your work time. Buy as much as you can afford. Remember, the hours spent in your business are worth money and plenty of it so be smart and embrace technology. Technology can automate every part of your business including communicating with customers.

4. Passion. There is nothing worse than going to work and becoming a clock watcher because you are unhappy. Find something you are passionate about and do that. The day won't be long enough then to do all you want to accomplish. Why? Your passion creates enthusiasm and that will carry you through any tough spells. It'll motivate

you when your business hits bad times.

5. Marketing. The prime function for you as a business person is not to sell product but to become a marketing Guru. Marketing is one of the areas where many business owners fall down

and that has a bearing on whether or not a business will be successful. You love your business and you want it to be successful. Do research

and find out how are you will convince prospects to buy what you have?

6. Advice. You may think you are pretty smart. You may have specific knowledge about your specialty which is great, but you will come unstuck if you haven't run a successful business before. You must still seek advice from experts when building your business. The reason is business is not about what you know in your field. It's controlled by legislation, consumer rights and marketing. Get advice from solicitors

and learn about customer service from experts. Being prudent in this area will help eliminate any start-up mistakes and set you ahead of your competition.

7. Delegation. When you own a small business you have to wear many hats. You are the CEO, GM, admin manager, customer service manager, research and development person, sales and marketing manager and everything else. It's not practical to manage your business this way and hope to grow at the same time. Delegating responsibilities and tasks is an important component of running an efficient and successful business. As the business owner your time should be spent growing the business, working on the business, not in it.

8. Internet. I am not talking about using the Internet to sell your product or service [even though it is often used for this] but rather use it for research, communication, making payments to save time. Use the internet to gain more for your business to save time and money for business building tools and the latest resources.



RIBBON CUTTINGS



THE UNITED WAY OF SOUTHWEST NEW MEXICO – LAS CRUCES – JUNE 1ST – 1401 S. DON ROSER DRIVE - The United Way Executive Director Bill Connors cuts ribbon in celebration of its 60th Anniversary.



MEMORIAL MEDICAL BONE & JOINT CENTER – LAS CRUCES – JUNE 8TH – 150 ROADRUNNER PKWY.- LCHCC Board Director Manuel Morales reads proclamation during dual chamber ribbon cutting.



RIO GRANDE CONTRACT FURNISHING OF NM – LAS CRUCES- JUNE 21ST – 2261 S. MAIN ST.- Las Cruces Board Member Manuel Morales reads proclamation while Steve Chavira holding the scissors waits to cut the ribbons.



PROGRESSIVE RESIDENTIAL SERVICES OF NM – LAS CRUCES – JUNE 23RD – 1100 S. MAIN ST.- LCHCC Los Amigo Chairman Jesse Sanchez reads proclamation as Melissa Alvarez-Ortega holding scissors, get prepared to cut the ribbon.



HABITAT FOR HUMANITY RESTORE – LAS CRUCES – JUNE 15TH – 2301 S. MAIN ST.- Celebrating Habitat for Humanity Restore's 10th Anniversary, store accountant Patricia Guzman holds proclamation as Malcolm Fell, a 30 year habitat volunteer prepares to cut ribbon.

FROM THE LOS AMIGOS CHAIR

Junior Amigos gear up for second half of the year



**JESSIE
SANCHEZ**

As half of the year for 2017 comes to an end and summer is just beginning. The time for vacation and outdoor activities are here. I hope the first six months was good to everyone, filled with excitement and joy. It

has been an exciting six months for our Amigos filled with many great events

and new projects being planned for the future. We are currently working on the August 25th Annual Hawaiian Luau and our 25th Annual Golf Tournament this fall.

Junior Amigos is gearing up for another exciting year, with seven Junior Amigos graduating and going to college. We are thrilled to be helping them out with mentorship and scholarship.

I am looking forward to seeing what the second half of the year brings for our Chamber and Amigos.

I would like to thank one of the best executive team for their dedication and

hard work.

Thank you!!

Chair - Jessie J Sanchez - Citizens Bank of Las Cruces

Vice Chair - Yvette Bayless - Mesilla Valley Habitat for Humanity

Secretary - Jen Garcia - Washington Federal

Treasurer - Bernadette Tirre - Citizens Bank of Las Cruces

Membership Coordinator - Donna

Stoller - US Bank

Junior Amigos Advisors - Marcus

Crawford - Community Action Agency of Southern NM

Sara Velo - United Way of Southwest New Mexico

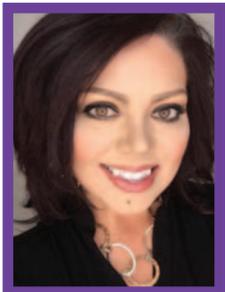
Board Member Liaison - Manuel Morales - WESST

We are activity looking for new members to join our exciting fun family. If you are looking for ways to make new business contacts and grow your business, becoming an Amigos is for you. Now is the time to join the Las Cruces Hispanic Chamber of Commerce and become an Amigo.

To join contact the LCHCC office at 575-527-8900 for more details.

FROM THE LOS AMIGOS VICE CHAIR

Meet the Operations Coordinator for Mesilla Valley Habitat for Humanity



**YVETTE
BAYLESS**

About yourself: I moved here from Albuquerque almost three years ago. I studied Bilingual Education at the University of New Mexico and studied Linguistic Anthropology at Eastern New Mexico University. I have worked in the mortgage industry for over 5 years and chose to work in the non-profit sector because of the overwhelming need for safe and affordable housing in New Mexico.

Profession: As the Operations Coordinator at Habitat for Humanity, I wear many hats. I am responsible for Development, Family Services, Volunteer Programs, Donor Cultivation and stewardship, Community Outreach, and compliance.

I love that I am able to work with many different organizations within Dona Ana County to serve our community.

Community involvement: Currently I serve as the Vice Chair for the Los Amigos. I also serve on the Family Solutions Advisory Committee at MCH, served on the Steering Committee for the City of Las Cruces' Volunteer Fair, I am a member of the Southern New Mexico Mortgage Lenders Association and I am an affiliate partner of the Las Cruces Association of Realtors.

What do you think about the Las Cruces business community? The Las Cruces business community is flourishing. I have seen Las Cruces grow in the short time I have been here. The business owners and community leaders that we, the Las Cruces Hispanic Chamber of Commerce get the pleasure of

meeting on a regular basis have attested to the rising prosperity of the city.

Why did you get involved as a volunteer with Los Amigos? I got involved with the Amigos because I saw, first hand, how dedicated they are to promoting the interests of our business community and how invested they are in the people of Las Cruces. I am proud of what the Las Cruces Hispanic Chamber of Commerce stands for and I really wanted to be involved with their mission. The Amigos are so warm and welcoming and in true LCHCC form, are committed to helping each other network, build partnerships and ultimately generate more business. I would attribute the prosperity of our city to citizens who care about the economic health of this community, enough to something, and the Amigo Ambassadors are a perfect example of that.

Rocket fever was everywhere the last week of June at Spaceport America

The world's largest rocket engineering competition motivated university students from six continents to extend themselves beyond the classroom to design and build rockets. The students also learned to work as a team, solving real world problems under the same pressures they'll experience in their future careers. Twenty two aerospace organizations were also in town to recruit from the 1,100 students in attendance.

Over 8,000 viewers watched the live stream when the United Launch Alliance Future Heavy, the largest sport rocket in the world, successfully took off, reached its apogee and launched the 16 payloads onboard. The rocket was designed, built and launched by United Launch Alliance (ULA) interns and mentors.

After a full conference day with poster exhibitions and podium sessions, rocketeers spent the second day setting up base camp at Spaceport America's vertical launch area. After three days of non-stop launches and intense judging, the results were announced at Spaceport America Cup Awards Banquet.

Michael P. Moses, President Virgin Galactic and keynote speaker shared his career path at NASA in rocket propulsion inspiring students to remember that "mission control is really based on the foundations of integration and systems engineering."

"Reflecting on the highlights of the Spaceport America Cup, the most impressive thing was watching these innovative students from around the world pushing the edge of rocket science as they develop future capabilities for humankind," stated Daniel Hicks, CEO of Spaceport America

"The 2017 Spaceport America Cup, did not only prove to be a big success for our region, it also had a great impact on our business community. It allowed 1,100 students from across the globe the opportunity to experience the culture of our wonderful community," said Curtis Rosemond, President and CEO of the Las Cruces Hispanic Chamber of Commerce.



Advantages of social media marketing

In the past few years, social media marketing has started to acquire a very important role in the online world. With around 2 billion people using social media, there's no denying that many companies are trying to create and pursue a loyal following on social media. That's what really makes a difference and why social media marketing is indeed a thing that you should focus on as fast as possible.

More exposure for your brand

The major benefit of social media marketing is that it helps you get more exposure for your brand. The great thing is that the exposure is very large, especially with so many people using social media on a daily basis. As long as you take your time you will be more than impressed with the results and the value that you can obtain here!

You get more traffic

Traffic is crucial if you want to sell items and generate a loyal following. You should always try to talk with your customers and encourage them to visit your website. Most of them will do that and you definitely need such followers if you want to acquire the best possible experience and results in the long haul.

You gain marketplace insights

Finding good marketplace insights usually costs a lot of money, with many companies being focused on this alone. Yet with some good social media marketing services you never have to worry about that ever again. That's what makes this type of service very helpful and the results you get here are indeed going to impress quite a bit in the end.

Affordable

A thing to note about the social media marketing services is that they are affordable. You don't have to spend a lot of money, but they do provide a great set of results. They bring you quality and value, all while keeping the costs very low. That matters a lot and the experience will be worth it.

You increase brand loyalty

One of the main targets for any brand is to generate a loyal following. It's really hard to do that, but most of the time you shouldn't worry that much as a loyal following can be acquired via social media marketing and a good set of services.

Customers are happy

People always want to feel that you deliver them a great set of results. They want to feel appreciated and social media marketing allows them to feel that way. It enhances customer interaction and it helps take the experience to new heights very fast. It's definitely one of the best investments that you can make for your business.

You should consider investing in social media marketing as fast as possible. This is one of the best investments you can make, as it helps deliver an outstanding experience and the outcome can be very well worth it. As long as you are working hard to promote your business and you want to obtain a really good experience, social media marketing is the right fit for you!

FROM OUR U.S. SENATOR

Southern New Mexico's economic engines

BY U.S. SEN. MARTIN HEINRICH

E During my time in the Senate, I have focused on opportunities to create new jobs in New Mexico by bolstering our state's greatest assets and finding ways to diversify our economy. Two important areas of economic opportunity for New Mexico are our military and national security installations and our public lands. I'd like to update you on my latest efforts to stand up for both in the Senate.

As a member of the Senate Armed Services Committee, I am firmly committed to ensuring that our military has the tools and resources it needs to keep our nation safe, fight terrorism, and support our allies. And I am committed to making sure our military takes full advantage of the unrivaled resources, terrain, and expertise we can offer in New

Mexico.

Last month, we finished bipartisan negotiations on this year's defense legislation in the Senate Armed Services Committee. I was proud to secure major new investments in southern New Mexico's national security missions including \$8.6 million to build a new National Guard Readiness Center in Las Cruces and \$4.25 million for a Remotely Piloted Aircraft Fixed Ground Control Station Facility at Holloman Air Force Base in Alamogordo. In addition, the committee successfully prevented another BRAC process that could have threatened New Mexico's missions. I also passed an amendment to encourage the Air Force to use energy-saving supplemental insulation technologies that are manufactured locally at Alaska Structures in Las Cruces.

I was able to secure the Armed Services

Committee's support for White Sands Missile Range (WSMR) by including language urging Army leadership to provide greater discretion to local commanders at remote and isolated installations in terms of decisions on what facilities and activities to keep open or to close. Local commanders and the local community know an installation's needs and unique circumstances more than the military bureaucracy who are hundreds or thousands of miles away from a remote and isolated installation like WSMR.

Earlier in the month, I also secured a decision from the Army to move up plans to fund a \$34 million project at White Sands Missile Range (WSMR) to 2019 from 2023. The investment will fund an urgently needed Information Systems Facility to replace the existing communications center that was built

in 1962 and caught fire two years ago. This is a big victory for White Sands Missile Range and for the future of our military. In the era of big data and technology, a modern information facility is critical for transmitting the vast amounts of data generated during military testing.

I also continue to stand with the broad coalition of local businesses, sportsmen, veterans, faith leaders, and community members across southern New Mexico who recognized



HEINRICH

ECONOMIC ENGINES, PAGE 12

FROM OUR U.S. SENATOR

Organ mountains-desert peaks national monument keeps our economy strong

BY U.S. SEN. TOM UDALL

Three years ago, I was proud to join local business owners, ranchers, scientists, environmental and conservation advocates, and Hispanic, tribal, and local leaders in Las Cruces at a celebration of the newly created Organ Mountains-Desert Peaks National Monument under the Antiquities Act. We knew then that preserving the full monument would put a star on the map in guidebooks encouraging people from around the world to visit this incredible treasure and the welcoming community of Las Cruces -- and to boost our economy.

We were right. Today, people from all over the globe come to hike, camp, sight see and seek their own outdoor adventures — and support our small businesses, restaurants, hotels and shops. From 2015 to 2016 alone, the number of visitors to the region has doubled -- from approximately 84,000 to over 170,000 — contributing to our state and local tax base and growing businesses through the marketing of local products or guiding visitors outdoors. It is part of our states strong and growing outdoor recreation, which sustains 68,000 jobs and generates \$6.1 billion to our economy annually.

But, this April, President Trump ordered

a review of Organ Mountains-Desert Peaks and other national monuments designated by presidents in both parties since 1996, including Rio Grande del Norte in Northern New Mexico. This review threatens to diminish the economic, cultural, historical and conservation value of Organ Mountains-Desert Peaks National Monument by shrinking or altogether repealing it.

I believe this executive order is illegal, and as the lead Democrat on the Senate Appropriations subcommittee overseeing funding for the Interior Department, I am fighting as hard as I can for Las Cruces and Organ Mountains-Desert Peaks National

Monument, alongside thousands of monument supporters. For generations, New Mexicans have hiked, hunted, and enjoyed the rugged and beautiful terrain of the Organs, Robledos, East and West Potrillos, Doña Anas, and Sierra de las Uvas. I don't want to see the economic



UDALL

ECONOMY STRONG, PAGE 12

FROM OUR U.S. REPRESENTATIVE

Despite differences, we all want to see New Mexico flourish

BY U.S. REP. STEVE PEARCE

Hola Amigos! Since November, there's been an undeniable sense of hostility throughout our communities, throughout our entire nation, that — in one way or another — people across the nation feel as though our country is broken beyond repair. Debates have turned into an exchange of hostility and at times, violence. The nation is angry, people are bitter, but that doesn't mean we should give up on each other or on our state.

As you may already know, I was at the Republican baseball team practice where a

gunman opened fire, critically injuring Whip Steve Scalise and a former congressional aide. We were all gathered for baseball practice that morning for the annual Congressional Baseball Game for Charity which was taking place the following day. It's a widely bipartisan event that brings both Democrats and Republicans together to raise money for charity and, of course, for a little fun playing our nation's favorite pastime.

However, this year my colleagues and I took on a more somber mood because evil had prevailed over good. The focus turned from the bipartisan comradery of the game to the cruel attack on our democratic institution. Hostility

and aggressive dialogue is continuously being exchanged between the left and right, and this kind of rhetoric has been escalating rapidly throughout our country since the last election — It's almost like we are growing accustomed to it; accepting complete loss of decency and respect.

Now more than ever, we need to set aside our differences and work together to improve the livelihoods of people, families, and children; but this can't be done without our nation's leaders setting a good example.

We can debate all we want, be against each other's policies, but once the election is over, it's time to strap on our boots and work

together. I'm fighting hard in Congress to work across the aisle for greater opportunities for all New Mexican families, children, elderly, veterans, and everyone who shares the desire to earn success in not only our great state, but in America.

Despite what the



PEARCE

DIFFERENCES, PAGE 11

Credit Card 101: Tips for your business

BY THE CREDIT CARD GUY

Credit Card processing is an important service for businesses, enabling them to process card payments from customers. The scope of merchant processing encompasses credit cards as well as debit cards.

Whether you have an online business or a regular brick and mortar business, offering your customers the option to pay by card is crucial. It is a fact, according to one study, 80 percent of customers may reverse their decision to buy if they find that the business does not accept credit or debit card payments. That's a huge chunk of business to lose!

Credit cards are viewed by most Businesses as a "necessary evil." Almost every business has a credit card horror story. Most business complain about hidden fees, long term contracts, early termination fees and terrible equipment leases that border on extortion.

Here is the good news. You don't have to put up with those things just to be able to take customers credit cards. In this article, I have included an excerpt from the article "Everything You Need to Know About Merchant Services," which was written for Entrepreneur Magazine by Darrah Brustein. Ms. Brustein has many years in the Credit Card Industry and has written this brief "Credit Card 101" helpful article.

(Points 1, 2, 3 I have condensed and added a few comments)

1. Make sure your credit card representative is reputable. They should be an employee of the company they represent not an independent contractor.

2. Understand common Pricing Models. A good company has several pricing models so they can find the one that best fits your mix of business.

3. Ask the Right Question:

Are you being charged an annual fee? (This should be waived.)

Are you paying a monthly minimum penalty? (This should be waived.)

Are you signing a contract term and what is the early termination fee? (This should be month to month with no early termination fee unless you're getting free software or equipment in exchange, or the processor is paying you out of a contract.)

What is the monthly service fee? (It shouldn't exceed \$10 per month.)

What is the statement fee? (This should be waived.)

What is the batch fee? (This shouldn't exceed 10 cents and some companies don't charge this fee.)

What is my American Express transaction fee? (This shouldn't exceed 15 cents.)

Is there a setup fee? (This should be waived unless you're purchasing equipment or software. Never pay this!)

Is there an application fee? (This should be waived.)

What is the PCI compliance fee?

What are my funding times? (These should be 24 to 48 hours depending on how you transact your payments.)

Will my fees be debited monthly or daily? (This should be your choice!)

It may seem unreal that there are companies out there that line up well with these questions. There are a few, not many, but a few.

In future articles, we will discuss the "Chip Card," and EMV; PCI compliance and other topics to help you get the knowledge you need to make taking Credit Cards a successful part of your business.

As always, I am willing to help provide you answers for any questions you may have about the above article or just something about processing Credit Cards, that is important to you and your business. You can reach out to me through the Las Cruces Hispanic Chamber office at 575-524-8900 and I will get right back to you.



DIFFERENCES FROM PAGE 10

media says, we have been making progress in Congress to fix our nation since President Trump took office. I have been heavily involved in negotiations to lift the financial burden off the backs of hardworking New Mexicans, bring more jobs back to our state, and keep our communities and families safe.

As a former small business owner, I understand the hardships that come with regulations that choke an owner's ability to generate revenues while providing decent pay and benefits for their employees. To tackle this, I've been on the front lines regulatory reforms, ensuring New Mexican businesses can hire more employees, while still turning over a profit. I've also been hard at work to get New Mexicans the 21st century health care system based on what they need and want, not what Washington thinks is best for them.

After my own military experience serving in Vietnam, I understand that we cannot expect soldiers to make the sacrifices to defend our freedoms without giving them the proper resources to complete the mission and return safely home to their families. This includes making sure our veterans have the high-quality care they earned after serving our country. I supported the House-passed bill to modernize the VA system by focusing on using resources more efficiently to improve timeliness of VA services, expand choices, and support the veterans who suffer in silence.

As a nation built off the foundation of religious freedoms, our churches and religious organizations were being pushed down and stripped of opportunities just because of their denominations. I was happy to see the Supreme Court take action to ensure New Mexico churches can have the same opportunity to apply for state funded grants to improve things like playgrounds – no longer restricting them because of their beliefs.

While all these great things are happening for New Mexicans, and Americans, it is being shadowed by political discourse and rhetoric. The reality is, we can't expect change to happen when the message is to resist.

At the end of the day, when the elections are over, we have to remember that we are all New Mexicans who want to see our state, and our nation, flourish for generations to come. To do this though, the focus has to be on the people not the politics. As a community, we have to be willing

to do the hard work, put in the effort needed to find common ground that will create real solutions and reshape the future of our state.

I respect those who disagree with me, because while we might disagree on how to get there, we know where we want to go. So, continue writing me, calling my office, voicing your thoughts and concerns on matters that affect you, your family, our state, and our nation. I look forward to continuing to meet and hear from you, because only together can we work to pull New Mexico out of the mud.

people of New Mexico that I would work hard to repeal and replace Obamacare with a plan that helps bring freedom of choice and affordability to people, families, and small businesses. While the new plan, the American Health Care Act (AHCA), is in no way perfect, it is a step in the right direction.

The AHCA will put the power back into the states' hands so they can decide what is best for their unique populations and will provide care for everyone, including people with pre-existing conditions. In fact, absolutely nothing in the AHCA removes the requirement for states to cover pre-existing conditions. To ensure plans for people with pre-existing conditions remain affordable, an additional \$8 billion is being provided to states to assist in reducing cost on these plans.

The AHCA will also not kick anyone off Medicaid, in fact, the new plan will allow states to determine which health care system is best for its unique population. States will also receive funds on a per-capita basis, or based on population, prioritizing funding for the most vulnerable and economic downturns. States will have the option of both a block grant and work requirements for certain populations, something that a state like New Mexico can really benefit from.

New Mexicans deserve a 21st century health care system based on what they need and want, not what Washington thinks is best for them. My decision on the AHCA came down to its overall impact on the lives of the New Mexican people, especially those in rural communities like that in New Mexico. As we move forward, let's remember that this is a step-by-step approach, of which this is merely the first step. I will continue to work in Congress and with leadership to ensure the priorities of New Mexico are represented.

Las Cruces Hispanic Chamber of Commerce
invites you to the 3rd Annual
Hawaiian Luau



Mark your Calendar for an evening of

Food, Music, Fire Dancing, Games, Live Auction and lots of fun Networking

When: Friday, August 25th, 2017

Where: Hacienda de Mesilla 1891 Avenida de Mesilla

Time: 6:00 pm till 9:00 pm

Cost: \$35.00 (includes 1 Hawaiian welcome drink)

Attire: Casual Hawaiian

To register or to sponsor: call 575-524-8900 or visit www.lascruceshispanicchamber.com



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ECONOMIC ENGINES FROM PAGE 10

the national treasure in their backyards, the Organ Mountains-Desert Peaks National Monument.

In the three years since the monument was created, Doña Ana County has been literally put on the map as a must-see destination in numerous national and international travel publications. Visitation to Organ Mountains-Desert Peaks doubled last year alone. These new visitors are great for small businesses and boost the tourism economy. The monument is also frequently celebrated by small businesses with tailored local products.

The hundreds of people who came to a recent County Commission meeting to voice their sup-

port for the monument is only the latest demonstration of the overwhelming consensus that we should protect this new economic engine for the region.

I encourage you to share your ideas of how we can create a greater economic future for New Mexico. Please contact my Las Cruces office any time at (575) 523-6561 or visit my website www.Heinrich.Senate.gov if I can be of assistance to you and your family.

ECONOMY STRONG FROM PAGE 10

benefits to the local and regional economy taken away -- and neither does the vast majority of New Mexicans.

In late June, hundreds of people filled the Doña Ana County Commission room to voice support for Organ Mountains-Desert Peaks National Monument, for our economy, and for protecting the monument's rugged landscape, abundant archeological resources, and diverse plant and animal life -- now and for their children and grandchildren. Overall, more than 1 million people have submitted written comments to the Department of the Interior in support of our nation's national monuments and their value to the surrounding communities.

I hope you'll join me and thousands of other New Mexicans in urging the administration to continue to protect Organ Mountains-Desert Peaks and our other great national monuments. These one-of-a-kind lands and waters deserve protection as part of our nation's cultural heritage and our economy.

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Contact the Las Cruces Bulletin 575.524.8065