

White Sands National Park would boost state economy

By **U.S. SENATOR
MARTIN HEINRICH**

Earlier this month, I was proud to welcome the New Mexico Outdoor Economics Conference to Las Cruces. The conference brought together outdoor recreation industry leaders from around New Mexico and across the West to discuss how we can best capitalize on the immense economic benefits from our public lands like Organ Mountains-Desert Peaks National Monument.

Southern New Mexico is the perfect place to host the conference because this region has become a national model for how much public lands and specially designated areas can boost local economies. For the last century, national treasures like the Gila Wilderness, Carlsbad Caverns, and White Sands have attracted visitors to the region. And over the last four years, monument designation for Organ Mountains-Desert Peaks transformed iconic landscapes that locals had long recognized for their beauty and history into a beacon for outdoor enthusiasts around the world.

The Outdoor Industry Association reported that the outdoor recreation economy directly contributes \$9.9 billion in consumer spending annually and employs 99,000 people in New Mexico. We have so much room to

grow this industry in our state and can do so by learning from success stories in our own and other Western communities.

One major way to grow our outdoor recreation tourism economy would be to establish our state's most visited National Park Service site, White Sands National Monument, as New Mexico's second national park. The stunning gypsum dunefield—the largest in the world – is not just a breathtaking backdrop for unforgettable family adventures. It also holds world-renowned geologically, biologically, and culturally significant resources that are worthy of recognition as a national park.

The economic recovery and the 2016 “Find Your Park” campaign celebrating the 100th anniversary of the National Park Service have both contributed to record numbers of Americans and international visitors visiting our national parks, making this the ideal time to promote the status of White Sands. While presidents have the authority to protect scientifically and culturally significant public lands as national monuments, only Congress can designate more prestigious national parks. That's why I have introduced the White Sands National Park Establishment Act.

In 2016, visitors to White Sands spent \$29.3 million in the local



economy, with 98 percent of that coming from non-local visitors. Becoming a national park would immediately bring new attention and prominent inclusion in global and domestic travel materials. More international and out-of-state visitors would bring in more revenue, allowing for even better resource protection, interpretation, and visitor services.

Most importantly, that increased visitation to White Sands National Park will be a major boost to the local economy in Las Cruces, Alamogordo, and all southern New Mexico. A recent study found that making White Sands a national park could increase visitation by 21 percent each year and

create \$7.5 million of additional annual tourism spending. This translates to expanded opportunity for local businesses.

During the development of my legislation, I worked closely with the Department of Defense to ensure the bill will enhance the missions at southern New Mexico's important military installations. Existing agreements between the military and the National Park Service to protect use of critical airspace and testing grounds for White Sands Missile Range, Holloman, and Fort Bliss will remain in place.

Additionally, the legislation will complete a land exchange between the Army and the National Park Service

that they have been working on since the 1970s to simplify management, ensure invaluable cultural resources are better protected, and provide new capabilities at the missile range and the new national park. That's the definition of a win-win situation.

I'm proud that my legislation has the support of the Las Cruces Hispanic Chamber of Commerce, the City of Las Cruces, the Town of Mesilla, the City of Alamogordo, and the Mescalero Apache Tribe. With this broad local support, I'm confident that the White Sands National Park Establishment Act is another community-driven conservation and economic victory that we can get done.

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A heartfelt 'Thank you!'

The Las Cruces Hispanic Chamber of Commerce extends its sincere gratitude to Board Director Susan McGonnell as her board term comes to an end.

McGonnell has served as a Board of Director for The Las Cruces Hispanic Chamber of Commerce for the three two-year terms for a total of six years. During her tenure she has worked on and served as a board liaison to numerous committees to include

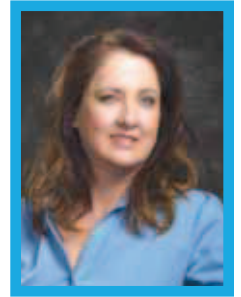
the Health Committee, Golf Committee, Education Committee, Middle School Recognition, Events Committee, and the Membership Committee. Susan also served two years on the Executive Board as the Board Secretary under two past Chairmen's Susan was also instrumental in the Junior Amigos' graduation ceremony that was hosted each year by Memorial Medical Center.

Susan McGonnell is the owner and operator of The

Massage Club. The Massage Club opened in Oct. 1, 2010 and joined the Las Cruces Hispanic Chamber of Commerce three days later. The business was opened by Susan to offer professional quality massage services that were and still are affordable for everyone. The Massage Club was a dream come true to Susan because she always wanted to mentor other therapists and provide them a safe environment to grow and

hone their talents and passion for massages.

On behalf of the board of directors and the President and CEO, we would like to extend our appreciation to Susan McGonnell for her long-term committee and passion to the Las Cruces Hispanic Chamber of Commerce. Susan, we offer a heartfelt thank you for your support throughout your tenure and we wish you Mucho Éxito, meaning much success.



SUSAN MCGONNELL



Los Amigos Ambassador Caroline Zamora presents Nicole Black, director of the Las Cruces Home Builders Association, receives the LCHCC 1st Quarter Non-Profit Business Award.



Board Member Manuel Morales presents La Reyna Michoacana owner Silvia Terrazas and daughter Lineth Terrazas the LCHCC 1st Quarter Small Business Award.

LCHCC First Quarter Business Winners



Daniel Hicks, CEO of Spaceport America, proudly displays their Las Cruces Hispanic Chamber of Commerce 1st Quarter Large Business Award.

FROM THE PRESIDENT

Hire the best!

I would say that in the past 15 years I have dined in just about every restaurant and visited many of our local retail establishments in Las Cruces. I have experienced exceptional customer service at many of our local business establishments. Unfortunately, I have also encountered mediocre service at some of the locations. In some cases, I have gone to the same place on different occasions and received a high level of service and then on my next visit the service level just was not up to par.

I believe if you select and hire outstanding employees into your organization it will define the future of your company. It is important for the employee to be competent, and the individual must be the right fit for your company's culture.

Over the past 30 years, I have had the opportunity to manage more than 600 employees. To be honest, some of them did not always offer the best customer service as I expected. During that period, I met with my Human Resource Manager to develop a game plan that would stop us from hiring quantity and focus more on hiring quality. During my research I also found that we had a large amount of turnover which was a direct result hiring rapidly in a crisis mode.

I would like to share a few suggestions that I have learned throughout the years that may benefit you when you hire your next employee or if you are applying for a job.

First, take your time and really read into the applicant's resume. Most resumes are typically used as a detail reference of one's work history. However, a good applicant would have taken the time to adjust the resume for the position he or she trying to obtain. The applicant's objective should be in alignment to the position, the tasks and responsibilities listed on your job description. Observe the amount of time between each of their

previous jobs and the reason for their departures or unexplained gaps that may indicate a lack of work ethic. Look for a pattern of supervisory positions providing an indication of leadership abilities and initiative, overlapping jobs and volunteer experience which indicate great time management skills.



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

Second don't waste your time or theirs. I would recommend a quick phone interview first. You can eliminate over half of your applicants within the first 10 minutes of your call. Many times, you can tell by their excitement or lack of during the conversation. If the applicant meets your criteria over the phone, then set them up for a face-to-face interview.

Third, I would recommend doing both a background check and a reference check on the applicant. Most companies understand the importance of conducting a background checks, however, they may not find the same value in reference checks. Don't assume the applicant has evaluated themselves properly and has selected references which will present them in the best way. Look for red flags in references including close relatives, unprofessional relationships and out-of-date references, or the applicant is unable to provide references.

Lastly, if you find that Rock Star that fits your organization's needs then make a well-timed decision to offer that position. If there is a long gap of time in communications with your applicant, they may feel as if you have moved on or are not interested in them. You will lose the candidate to a different opportunity or even to your competition.

I was compelled to write this because so often I hear people who travel out of town for dinner and comment how the food and customer service was first class. We have and can offer the same experiences here with a little training and hiring the right people to match the open positions.

FROM THE CHAIRMAN

Membership not required to use resources

Recently, the Hispanic Chamber awarded its Quarterly Awards for the quarter ending March 30, 2018 to Spaceport America as Business of the Quarter, La Reyna Michoacana as Small Business of the Quarter, and the Las Cruces Homebuilders Association as Non-profit Business of the Quarter. Congratulations to all and we are so proud to have your businesses as members.

Spaceport America's nomination was due to the diligent effort the Spaceport America Team is doing in bringing recognition to our region. Last year's Spaceport America Cup and Intercollegiate Rocket competition over 1,100 of the most amazing up-and-coming rocket scientists from over 70 institutions to Las Cruces and Spaceport for a weekend of explaining their rocket designs and then testing their rockets in competition.

Spaceport America followed that event up with the recent Space Festival – a weekend of exploration of space at various venues around Las Cruces is another example of how Spaceport America is keeping relevant as they eagerly await the first flight from Virgin Galactic from the Spaceport Launch site. We look forward to continuing wins for Spaceport America in making Southern New Mexico a destination for Space enthusiasts for decades to come.

Secondly, the Las Cruces Homebuilder's Association was awarded Non-Profit Business of the Quarter for their amazing work builder's contributing to the annual Anniversary House project. For the past four years, the Builders Association has worked with Builder's, Banks, Contractors, Title Companies and Real Estate Agents to build a single-family residence. The entities involved give of their time, money and other resources as a partnership to build the home at a reduced cost and then sell it at market price. The builders who have contributed the past four years – Hakes Bros, Veloz Homes, Arista Development have averaged a profit of \$70,000 per home and then the Association donates the profits to nonprofits within the com-

munity. This year Anniversary House Builder is Desert View Homes and the Hispanic Chamber wishes continued success to the Desert Homes team to keep the momentum going!

I mentioned at the groundbreaking of this year's Anniversary House that the process of collaboration would be like a Chamber creating a business from scratch, using its combined resources to build up the business to make a first-year profit of \$70,000 and then sell the business to give the proceeds back to the community. The process would be a worthwhile endeavor, but not a realistic pursuit.

So, that brings me to the last of our award recipients and the point of this article. La Reyna Michoacana – the amazing and seemingly always-busy Mexican-themed ice cream and snacks shop located across from Apodaca Park, 870 E. Madrid Ave., was not a Chamber member when they first started the process of building a business. Owners Javier and Silvia Terrazas counted on Chamber partners WESST and the Small Business Development Center

at DACC to assist with their business plans and even some financing for equipment when they moved from their previous location. Once established, the La Reyna Michoacana then joined the Hispanic Chamber to celebrate the opening of the Madrid Store with a ribbon cutting. A success story like La Reyna Michoacana deserves recognition for the perseverance shown in creating and growing a successful business.

The Las Cruces Hispanic Chamber website (www.lascruceshispanicchamber.com) contains a Business Resources Drop down option where these partners that assisted Silvia Terrazas and her family and team can be found. You'll see the contact information for our partners of WESST, Small Business Development, SCORE, MVEDA, Downtown Las Cruces and more who exist to assist start ups and existing businesses to create more success stories like La Reyna Michoacana.

We at the LCHCC hope you utilize these resources and again, congratulations to the recipients of the Businesses of the Quarter.



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

MIX 'N' MINGLE

MARCH

Casa de Peregrinos

Joe Bullington, the Director of Mission Services Dept. at Jacobs Technology pose for a photo with Lorenzo Alba, Jr. Executive Director for Casa de Peregrinos Emergency Food Program, who hosted the chamber's March Mix n Mingle.



Tanya Varela – Adams Radio, Rick Supple – Washington Federal, Manny Morales – BBVA Compass, Antoinette Fuentes – Roman Catholic Diocese of LC and Richard Coltharp - Las Cruces Bulletin, pictured having a great time at Casa de Peregrinos Mix n Mingle.



Lorenzo Alba, Jr. (second from left) welcomes and embraces friends at the Casa de Peregrinos Mix n Mingle.

APRIL

Las Cruces Mariachi Conservatory



Robert Palacios, Director of the Las Cruces Mariachi Conservatory entertains audience during their April Mix n Mingle.



Orlando-Antonio Carrillo-Jiménez addresses the crowd with a message of the importance of supporting the Las Cruces Mariachi Conservatory and the Annual Mariachi Conference.



The Las Cruces Mariachi Conservatory students, entertains the crowd with numerous great performances during their Mix n Mingle.

LCHCC Middle School Recognition Awards

The Las Cruces Hispanic Chamber of Commerce honored six students from every local middle school in the district. Based on their teachers', counselors', and principals' recommendations, each student was recognized for their outstanding commitment to their future growth.



Christopher Cruz was the Master of Ceremonies at the full capacity auditorium for Middle School Recognition Awards Program.



Middle School Recognition Award attendees receive a powerful message from keynote speaker Tracey Bryan, President and CEO of the Bridge of Southern New Mexico.



LEFT: Pictured (left to right) LCHCC Board Treasurer Manuel Morales, Tracey Bryan President and CEO of The Bridge of Southern New Mexico, Board Chairman Rick Supple, Board Member Education Liaison Belia Alvarez and chamber President and CEO Curtis Rosemond.
ABOVE: Sierra Middle School – Students; Araceli Torrez, Evan Kleczka, Jonathan Rodriguez, and Karla Robles-Guzman.



Mesilla Valley Leadership Academy – Students; Merliah Cano, Corbin Wikert, Caleb Carr, Allison Kuhn, Pedro Orozco, and Samantha Reyes.



White Sands Middle School – Students; Kaitlin Withers, Jenny Luna, Lauren To, Alicia Marisol Martinez, Aubrianna Martinez, and Jasmine Brotherton.



La Academia Dolores Huerta – Students; Eric Pena, Mark Batres, Natalia Ruiz, Jasmin Saucedo, Alondra Zacarias-Ortiz, and Cesar Sandoval.



Las Cruces Catholic Schools – Students; Parher Drake, Diego Almanzar, Jadzia Murphy, DeAnza Moya, and Chloe Avitia.



Mesilla Valley Christian School – Students; Grayden Johnson, Madison Walter, Joshua Borst, Delaney Dwyer, and Logan Gohrick.



Vista Middle School – Students; Adriana Nunez, Dominick Jaquez, Oswaldo Reyes, and Hilaria Galvan.



Lynn Middle School – Students; Rachael Conway, Victor Garcia Jr., Bambi Balerio, Isabella Barrera, and Andrew Lozano.



Lynn Middle School – Students; Christopher Medley, Ivan Aragon, and Suzanne Femath-Soto.



Picacho Middle School – Students; Ellise Jay, Charles Rodriguez, Mia Ayon, Gabriel Benavidez, and Bobby Herrera.



Camino Real Middle School – Students; Daisy Munoz-Chavez, Madelyn Danner, Andrew Vandlingham, Catya Castaneda, and Thao Cook.



J. Paul Taylor Academy – Students; Christopher Walker, Kira Cardon, Ethan Alday, Kaleb Alday, Yamilett Arredondo, and Celeste Salgado.



Mesa Middle School – Students; Jada Bryant, Eder Soto, Riley Hall, Derrick Johnson, and Carley Dirnberger.

FROM THE LOS AMIGOS CHAIR

Let's talk business



**YVETTE
BAYLESS**

Spring is here! It's time to bring forth a new business idea or renew your business spirit. At the Las Cruces Hispanic Chamber of Commerce, we are always looking for new tips and effective strategies to help our members. We will soon be offering workshops to business owners that touch on a variety of subjects that will help our Hispanic Chamber Members' businesses be even more successful. Whether you are starting a business or are looking to re-invigorate and existing business, it's important to ask yourself a few key questions.

These questions are the cornerstone to strategic management and/or start-up and are used as a common guidance tool for successful

business models.

This business model template is broken down into nine different categories, each asking a different question to get a defined answer to help guide you in your market.

1. Value Proposition: What do you do and what make you stand apart from other businesses in the same industry? How do you provide value?

2. Customer: Who do you do it for? Who is your customer? (Dive deep into this one, you may find that your customer base is broader than you think)

3. Customer relationships: Are you building relationships? How are you communicating and interacting with your customer?

4. Channels: Where do you find your customer? How do you market to them? How do you reach them?

5. Revenue: How do you make money? How can you make more? Cost Driven or Value Driven?

6. Key Partnerships: Who is your team? Who will help you?

7. Action Items: What needs to get done? How will you do it?

8. Resources: What do you need? Where can you get it? What is available to me?

9. Cost: How much will I need to spend? Create a budget and stick to it.

This business model template is an effective way to review internally and the Las Cruces

Hispanic Chamber of Commerce is a great resource for any new or existing business. As a member, you have access to some of the most influential community leaders in Las Cruces. We are all members for the same reason: to build business! If you are not a member, become one today!

Better, yet; become an Amigo Ambassador and sit at the helm on our way to economic development and prosperity.

Los Amigos Ambassador Award

Los Amigos Vice Chair, Jennifer Garcia surprises Amanda Morales, of the United Way the Los Amigos Ambassador of the First Quarter Award.



LCHCC celebrates Money Smart Week

Money Smart Week is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordination of organizations across the country

including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together once a year to stress the importance of financial literacy, inform consumers about where they

can get help and provide free educational seminars and activities throughout the week. Programming is offered to all demographics and income levels and covers all facets of personal finance from establishing a budget

to first time home buying to estate planning. The effort was created by the Federal Reserve Bank of Chicago in 2002.

Money Smart partners include community groups, financial institutions, government departments and

schools. All partners present educational activities to promote financial awareness. Topics include **budgeting, understanding credit**, and much more.

Las Cruces Hispanic Chamber Chairman Rick Supple

and Jennifer Garcia both of Washington Federal, and Board Member Manuel Morales of BBVA Compass Bank along with the Los Amigos help steer the way to another great successful Money Smart Week.

RIBBON CUTTINGS



Las Cruces, April 4. Las Cruces Homebuilders Association gathers large crowd of dignitaries, to include City and County Officials for the ground breaking of their new home located at 7071 Chaco Street.



Las Cruces, April 5. Holding scissors and preparing to cut the ribbon at the Downtown Plaza Stage is Nikki Grobe and Fred Ramirez owner of Sight and Sound Entertainment.



Las Cruces, April 11. New Mexico Friends of Wellness celebrated their opening with a ribbon cutting ceremony held at Sonoma Ranch Golf Course.



Las Cruces, May 2. The Dyslexia Institute of Southern New Mexico held a ribbon cutting ceremony at the grand opening of their new location on 4675 Bataan Hwy. LCHCC President Curtis Rosemond assists Executive Director Ellen Saige with the scissors as Chamber Board Members and Los Amigo Ambassadors look on.



Las Cruces, April 30. Hacienda de Mesilla Grill, Cantina and Inn celebrated their grand opening with their new beautiful parking lot expansion. Restaurant Manager and Co-Owner, Christopher Hutchinson cuts the ribbons at the ceremony.

FROM OUR U.S. SENATOR

Toolkit to help your business go solar

BY U.S. SEN. MARTIN HEINRICH

In April, the Las Cruces City Council voted to set an ambitious goal of generating 100 percent of the city government's power with clean and sustainable energy sources by 2050. This exciting announcement is not only good news for our environment, it also represents major cost-savings and new clean energy jobs.

With our year-round wind and predictable solar resources, New Mexico can and should be the epicenter of the rapidly growing clean energy economy. Last year, New Mexico's wind energy industry grew at the fastest rate in the nation. Over the last few years, our state has also seen major job growth in companies that manufacture equipment, install residential rooftop solar

and build utility-scale solar installations.

Today, thousands of New Mexicans work in wind and solar jobs. Private companies are investing billions of dollars to develop new clean energy projects around the state. And we are only just getting started. We should be doing everything we can to meet our state's full potential as a clean energy powerhouse.

I am proud to have led a bipartisan group of lawmakers that passed an energy agreement that included a five-year extension of the Wind Production Tax Credit (PTC) and Solar Investment Tax Credit (ITC). These pro-growth tax policies fueled some of the incredible growth we've seen in the clean energy industry in New Mexico over the last few years. But the hard work from citizens, local leaders and businesses is what has

truly transformed how we power New Mexico.

In that spirit, I just launched a Solar Toolkit to provide a starting point for New Mexico businesses, local governments, schools, and power providers to consider whether installing solar is a better way to meet their energy needs. The toolkit highlights success stories from all around the state and provides reflections from New Mexicans who have gotten the job done. It also functions as a clearinghouse of commonly used resources that make it easier to switch to solar.

There's no doubt that solar works for New Mexico. Right now, some of our cities are already saving taxpayer dollars, tribes are providing stipends to their members, and local businesses in cities and rural communities alike are seeing lower utility bills. As consumers and major busi-

nesses demand cleaner and cheaper energy sources, New Mexico's solar and wind resources will become an even greater economic asset.

You can find the Solar Toolkit on my website at Heinrich.Senate.Gov/Solar-Toolkit. Of course, my staff is also always available to help you connect with someone who can answer your questions. You can reach my Las Cruces office at 575-523-6561. Please don't hesitate to reach out about this or any other issues important to you.



HEINRICH

FROM OUR U.S. SENATOR

Let's boost rural New Mexico

BY U.S. SEN. TOM UDALL

A top priority that I share with you and your fellow chamber members is making sure that working families in New Mexico have good jobs and that communities throughout our state thrive. I'm particularly focused on our rural areas -- that don't always have the infrastructure or economic base to reach their full potential.

Additional resources for water projects, roads and bridges, housing, community centers, broadband, and other infrastructure projects can help our rural communities grow. Greater investment resources for small businesses are also needed in rural New Mexico. Small businesses are the backbone of our rural

economies, and we need investment in small businesses to encourage stronger and sustainable local economies across rural New Mexico.

As a senior member of the Appropriations Committee, I am a strong advocate for federal resources for rural areas. I also want to make sure that our rural communities are familiar with these resources and how to access them. Navigating the federal bureaucracy can be difficult, so my staff and I organized "Rural Resource Roadshows" that crisscrossed rural New Mexico. These "roadshows" stretched from Roswell to Las Vegas to Farmington. They featured representatives from federal agencies, along with state agencies and nonprofits, with programs and resources for rural

communities.

I attended the kick-off events in Roswell and Tucumcari, and the roadshow in Los Lunas. We had great turnout from local government officials, community leaders, business people, and nonprofits.

Participants heard directly from federal agencies with economic resources available to empower communities. We heard from:

USDA Rural Development -- which provides grants and loans for businesses, electricity and renewable energy projects, telecommunications and broadband, and water and waste water programs;

U.S. Department of Housing and Urban Development -- which supports rural housing

programs and administers the Community Development Block Grant, dedicated to funding community and infrastructure development; and

The U.S. Economic Development Administration -- which has programs for small business financing, technical assistance, and upgrading infrastructure.



UDALL

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FROM OUR U.S. REPRESENTATIVE

With immigration, we have more in common than we think

BY U.S. REP. STEVE PEARCE

Hola Amigos!

We live in a nation that is unlike any other. America is a melting pot of people and ideas, all of us with unique backgrounds and sets of principles and values that define who we are today. Much like the nation's diverse population, the way we think and respond to various challenges that come up in our communities and lives differ. We are bound to disagree from time to time, but immigration shouldn't be a point of contention.

I've talked with my colleagues on the left and on the right. There's much in this debate over immigration policies that we actually find common-ground on. We both want a permanent fix for DACA recipients, we want compassion-

ate and strong immigration reform, we want to secure the border, and we want to keep families together.

As someone who was raised in southeast New Mexico with very little, I understand the feeling of earning success. Building a life from the bottom up is the true American Dream. And I want to do everything in my power to keep this dream alive for people in New Mexico.

At the same time, we have a responsibility to uphold the laws we have in place to defend and secure our borders as a sovereign nation. And upholding established policies for immigration processes is an important part of this. However, this doesn't mean we should be complacent with laws that are in place now.

For too long, our immigration system has

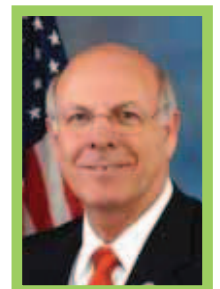
served as a hurdle for newcomers, making immigrants jump through hoops to become citizens. Executive Orders have taken place of common-sense legislative reforms causing uncertainty and kicking the can of total reform down the road. It's the job of Congress to reform our immigration policies, and we have made too much progress to simply sit back and do nothing.

At a time when partisan gridlock grinds Washington to a halt, let's come together. Like you, I'm tired of inaction. I started working on legislation and combining policy ideas together the second it was announced that the DACA program would come to an end. While there isn't a deadline, I'm still pushing forward common-sense, middle-ground solutions that all parties can agree on. And I won't stop there. We must

also work on securing our border, making sure the agents and authorities who are responsible for patrolling the border have the resources they need to do so without bureaucratic road-blocks.

We have a long road ahead of us, but I'm confident that we can get the changes we need to protect New Mexico families while also providing a system where people can legally become U.S. citizens.

Adios!



PEARCE



Thank you! America Cup returns

Are you ready Southern New Mexico? Spaceport America Cup returns for its second year of competition, June 19-23. Be prepared to meet this year's contestants from around the globe.

The Las Cruces business community will see another economic impact from the 1,200-plus attendees who will be visiting the city for five days as they compete in the rocket engineering competition.

Over 1,100 students and faculty gathered in southern New Mexico for the Inaugural Spaceport America Cup in 2017. Drawn by the opportunity to collaborate and compete at a world class spaceport facility, they represented the best and brightest from more than 70 institutions across the USA and around the world.

Once again local businesses will have the opportunity to host hundreds of the world's most ambitious collegiate rocketeers in a one-of-a-kind spectacular event. Part academic conference and part design-build-fly



style competition, the Spaceport America Cup has something to offer students, faculty, industry representatives, and amateur aerospace aficionados alike.

Designed around the Intercollegiate Rocket Engineering Competition (IREC), the competition will be challenging for participants and exciting for spectators.

Students will launch solid, liquid and hybrid rockets to target altitudes of 10,000 to 30,000 feet.

The second annual Spaceport America Cup will again take

place at the Las Cruces Convention Center and the Spaceport America Vertical Launch Area. After presenting results from a year or more of research and development to peers and prospective employers in an academic conference, student teams will put their designs to the ultimate test by attempting launch under real-world conditions at Spaceport America.

The public is invited to come watch June 21-23. You can purchase your spectator pass today! A three-day pass is \$20, a one-day pass is \$10. For children, a three-day pass is \$10 and a one-day pass is \$5. Purchase passes at www.spaceportamericacup.com.

This amazing event could not take place without the assistance of some of our generous partners and sponsors, including Blue Origin, Virgin Galactic, Mountainview Regional Medical Center, Fiore, Misumi, Aerojet/Rocketdyne, Virgin Orbit, Orbital ATK, United Launch Alliance, SpaceX, Jacobs and SpexCast.

How to improve your company's financial status?

Most of the entrepreneurs have spent sleepless night for their growth of the company, but still they will come across with these problems like fear of financial haunts, liquidation of a company, threat of failure or unusual risks.

The main reasons for all these scenarios are imbalanced cash flow, lack of financial management and finally, not planned for future. So to overcome from all these scenarios it is better to adapt few tips for taking control of business finances and taking your company to the next level.

Estimate before Executing

Are you worried about the huge cash flow or unusual financial risks in your firm? Then the reason behind this issue is there is no proper estimation of cost

before starting business. So it is better to determine the true costs of your products, services and all other major risks factors. Along with all these factors you need to learn how to track the money in and out of your business, it is the first step in which it would be setting invoicing process.

Plan for Long Term Growth

Try to analyze the cash flow in your company and consider few ways to improve company's liquidity. In any company cash balances should show positive long term growth because cash management is the key element for any business success. For instance, any service company that invests \$5M, should show their cash balance growing at 12% and

revenue growing at 22%. This means as a whole company is growing in the right direction.

Establish Priorities

Do you want to sell your product on very shelf or only for selective brands? Are you worried to expand your business or you want to keep your company small in order to provide customized experience for your clients. These scenarios will be faced by every business owner. So it is better to Identify the priorities based on the company's requirements, because this will determine the future course of your company and the correct costs for your products/services.

Reduce Overhead Expenses

Economic downturn community has advised many companies to look closely on their selling and general administrative expenses. For an effective management, review overhead expenses and look how well you can cut cost on each department for stable liquidity in the company.

Set Standard for your Business

Evaluating your business performance against your competitors gives you a perfect picture about your business financial stability and position. So creating a successful benchmark involve many things like identifying competitors, trends , marketing plan and finally monitoring results to boost profits.

RENEWING MEMBERS

Haywood Brown Construction

Lucy Brown

575-650-2132

Holiday Inn Express & Suites

Diana Peru

575-522-0700

La Posta

Tom & Jerean Hutchinson

575-524-3524

Mesilla Valley Habitat for Humanity

Maria Vasquez

575-525-0475

Southwest General Construction, Inc.

Jerome Garcia

575-523-5009

Sun View Imaging Services

Sally Guess

575-522-6236

Washington Federal

Rick Supple

575-522-2664

EL PROSPERO CORRECTION:

In the March / April publication, article "Protecting families, amigos" by U.S. Rep. Steve Pearce was inadvertently published by El Prospero.

RURAL FROM PAGE 10

The federal government has resources available for rural New Mexico. I am committed to making sure that all of our communities can access these funds to invest in infrastructure and

grow their local economies. We want our rural communities to prosper, and our children to find good jobs in New Mexico, so they can stay here and raise their families.

If you or your organization would like information about available federal resources, please contact my Las Cruces staff at 575-526-5475, and we will do everything we can to assist you.

NEW MEMBERS

Adams Radio Group

Mike Jensen

575-525-9298

Sports Accessories Inc.

Brian Cox

575-526-2417

Continual Growth LLC

Brent Schreurs

575-343-5133

Dickerson Catering

Marci Dickerson

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