



# Bottom Line

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GREATER LAS CRUCES CHAMBER OF COMMERCE • JULY 2021 • WWW.LASCRUCES.ORG

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## Education luncheon reminds of past struggles, future hopes

Our Education Luncheon last week helped further launch us into the much needed return to normal. Seeing and talking with people in person was a breath of fresh air compared to those necessary Zoom events we've all endured for so many months. The lunch event was chocked full of relevant messages, and it reminded all of us that attended how important education is for our community.

We were honored to present Karen Trujillo's husband Ben and their daughter Taralyn with a special Crystal Apple Award in recognition for



**JED FANNING**  
Chairman of the Board  
Greater Las Cruces  
Chamber of Commerce

all the good that Dr. Trujillo brought to our public school system and our community. Karen was without question a hero in education!

Our Chamber member-

ship is made up of businesses from different industries, and some of our industries were impacted especially hard by the pandemic. Education is an industry to itself, and it was hurt as much as any group with the challenges of Covid-19. What the audience heard and learned definitely shed some light on what was learned over the last 15 months, plus how best to move forward with public education in our area.

The panel made up of student Adelaide Olberding, teacher Robbi Berry, and parent Brandi Misquez reminded us that as challenging as the pan-

demic was to the process and logistics involved in education, all those people affected have come away with important lessons learned. Topics included persistence, time management, and technology tools.

Superintendent Ralph Ramos then delivered a high energy, inspiring message about his vision for the Las Cruces Public Schools. It was very clear that his number one priority is doing what is right for the students. His plan is practical and based on successes he has experienced and been a part of

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## Chamber Staff

Debbi Moore  
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Brandi Misquez  
Executive Assistant to the President

Cyndi Armijo  
Coordinator of Finance & Special Events



## PRESIDENT OF THE GREATER LAS CRUCES CHAMBER OF COMMERCE

# Leading from the heart

Excitement is in the air as businesses are open, as well as the Greater Las Cruces Chamber is beginning to have our activities, events and initiatives “in-person.” This was most evident with our “In the Know” Education luncheon recently. The electricity and enthusiasm in the room was contagious. This event proved to be a great way to getting our programs up and running.

One of these programs is our Leadership Las Cruces program. As you’ve heard me say many times, this is one of my favorite initiatives



Debbi Moore

of the Chamber. As we are in the planning stages of our upcoming class, my mind has been racing as to the purposes of this program and leadership development in general.

This past year has caused many to step up to a level of leadership they never dreamed possible. It never ceases to amaze me that at a time of need, a leader always steps up. Funny thing about leadership, it often catches us off guard and you’re a leader before you know it. This can be out of necessity, passion, vision or positioning. We all need leadership

skills training. With that said, while the academia of leadership might say you need “official” education on leadership, I believe so much of leadership comes from the heart.

Your passion and vision...a culmination of our stories...those incredible moments in our lives that have made us who we are as a leader. Not only will Leadership Las Cruces help you learn more about our community, it will also give you opportunity to grow and develop your own leadership. Time is important as the deadline for applications is quickly approaching. You can find the application on our website [lascruces.org](http://lascruces.org) or feel free to call the Chamber offices at 575-524-1968.

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in the past his 28 years with the district. I was also impressed with how adamant he is that plans are only as good as the actions taken to carry out those best-laid plans. His energy and enthusiasm are contagious!! He left us feeling confident that he is

the right person at the right time to lead LCPS.

County Manager Fernando Macias closed out the luncheon by connecting the dots between education and workforce by reminding everyone about the paid internship program for high school students. It is the

Summer Enrichment Internship program that is being coordinated by Doña Ana County. He clarified that businesses and organizations in the both the county and city can request interns. The deadline is drawing near, so check out the Doña Ana County website for details.

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## the bottom line

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# A mid-year pause for the cause

July is one of my favorite months. Not because of the 100 degree days, but because it's a mid-year break or pause. Time to reflect on the first half of the year and look forward to the remainder of the year.

This year July seems even more exciting. New Mexico will lift most COVID restrictions, more and more people will be vaccinated, and we'll be able to spend more time together. This year July will be an excellent mid-year pause.

Last week we started our meeting off with a question. If you could choose, would you rewind time and change your past decisions, or would you pause in the present?

Some people at the table chose to rewind. To go back in time and change the decisions they had made. Re-write the past. Maybe not say some hurtful thing, or say 'I love you' one more time. Maybe not have that third, fourth, or eighth drink. Go back in time and apply for that job, go



to that out-of-state university, or chase a dream you never did.

This option sounds great. However, I didn't choose to rewind. I think changing my past decisions would be detrimental to my future. All the

choices I've made, good or bad, wise or stupid, reckless or cautious, are what make me who I am.

Please don't misunderstand me. I have plenty of regrets and choices that I would like to change. But life is about choices. We learn from them. They guide us every day.

My choice was to pause. If I could take a pause every once in a while, I'd love it. Pause to catch my breath and be in the moment. Pause for a moment of gratitude to the wonderful life I live.

To pause and live in a still frame picture of life. I'd pause and hold that hug a little longer. Pause and watch friends laugh a little longer. Pause a watch the perfect sunset for a few extra moments. Or sit on the beach and wiggle my toes a little bit longer.

Which would you choose? Rewind and change your past or pause in the present moment? During July, I hope you take some time to reflect on the past and look forward to the future.



**CAROLINE ZAMORA**

Chair of the Greater Las Cruces Chamber of Commerce Ambassadors

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### RENEWING MEMBERS

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575-521-1161  
www.caliches.com  
Anniversary Date: 12/23/1996

**Coas Books, Inc**  
317 N. Main  
Las Cruces, NM 88001-1279  
575-524-8471  
www.coasbooks.com  
Anniversary Date: 3/16/2004

**Color Queen LLC dba**  
Fantastic Sams Cut & Color  
1500 S. Valley Dr. Ste A  
Las Cruces, NM 88005-3120  
575-323-3120  
www.fantasticsams.com  
Anniversary Date: 7/1/2018

**Delta Dental of New Mexico**  
100 Sun Ave NE, Suite 400  
Albuquerque, NM 87109  
505-855-7122  
www.deltadentalnm.com  
Anniversary Date: 4/12/1999

**Domino's Pizza**  
3090 N. Roadrunner Pkwy  
Las Cruces, NM 88011-0820  
575-637-3030  
www.dominosnm.com  
Anniversary Date: 6/25/2013

**Electronic Caregiver**  
506 S. Main St. #1000  
Las Cruces, NM 88001-1267  
575-522-4046  
www.electroniccaregiver.com  
Anniversary Date: 6/1/2018

**French Brothers**  
1010 Zuni Drive  
Alamogordo, NM 88310-9043  
575-437-7134  
www.frenchbrothers.com  
Anniversary Date: 6/23/2014

**Hampton Inn & Suites**  
2350 E Griggs  
Las Cruces, NM 88001-2641  
575-527-8777 x359  
www.premierhospitality.net  
Anniversary Date: 6/15/2007

**Jaynes Corporation**  
1447 Certified Place, Suite B-3  
Las Cruces, NM 88007-3905  
575-526-6400  
www.jaynescorp.com  
Anniversary Date: 3/23/2009

**Leavitt Group Southwest, Inc.**  
1740 Calle de Mercado, Suite E  
Mesilla, NM 88046  
575-521-1200  
www.leavittgroupsw.com  
Anniversary Date: 6/1/2006

**Lori D. Allen, Financial**  
Advisor, Edward Jones  
1121 Mall Drive Suite B  
Las Cruces, NM 88011-8102  
575-522-4341  
www.edwardjones.com  
Anniversary Date: 6/2/2014

**Martha Sanchez**  
**Insurance Agency**  
100 Wyatt Street Suite C  
Las Cruces, NM 88005-2922  
575-527-9889  
www.farmersagent.com/  
msanchez2  
Anniversary Date: 6/8/2016

**Mesilla Valley Hospital**  
3751 Del Rey Blvd.  
Las Cruces, NM 88012-7710  
575-382-3500  
www.mesillavalleyhospital.com  
Anniversary Date: 10/28/1985

**New Mexico Mutual Group**  
PO Box 27825  
Albuquerque, NM 87125-7825  
505-345-7260  
www.newmexicomutual.com  
Anniversary Date: 5/22/2000

**Rosalie Burns**  
Las Cruces, NM 88011-4210  
Anniversary Date: 10/28/1996

**Sarah Stegall**  
Las Cruces, NM 88012-9487  
Anniversary Date: 11/14/2005

**SBH Web Design LLC**  
Las Cruces, NM 88001-2420  
575-640-5091  
www.sbhwebdesign.com  
Anniversary Date: 1/1/2018

**Schueller Homes LLC**  
162 Westgate St. Suite A  
Las Cruces, NM 88005-4128  
575-532-9564  
Anniversary Date: 5/5/2015

**Security Finance**  
2132 N. Main  
Las Cruces, NM 88001-1129  
575-541-8908  
Anniversary Date: 6/5/2012

**Spaceport America**  
4605 Research Park, Suite A.  
Las Cruces, NM 88001-5948  
575-267-8500  
www.spaceportamerica.com  
Anniversary Date: 6/2/2009

**The Darin Manes Agency -**  
**Farmers Insurance**  
250 W. Amador Ave. Ste 101  
Las Cruces, NM 88005-2829  
575-525-3107  
www.farmersagent.com/dmanes  
Anniversary Date: 6/1/2018

**The Emerald Isle Boutique**  
1701 Calle de Mercado #2  
Las Cruces, NM 88005-8222  
575-525-9177  
www.eiboutique.com  
Anniversary Date: 4/26/2017

**The Ridge at Organ Vista**  
501 N. Roadrunner Pkwy  
Las Cruces, NM 88011-8036  
575-528-0800  
www.ridgeatorganvista.com  
Anniversary Date: 5/6/2003

### NEW MEMBERS

**CarePatrol of**  
**El Paso-Las Cruces**  
PO Box 963362  
El Paso, TX 79996  
915-703-7238  
www.elpaso-lascruces.carepa-  
trol.com  
Anniversary Date: 6/1/2021

**Desert Peaks Assisted Living**  
**& Memory Care**  
5525 Cotton Bloom Ct.  
Las Cruces, NM 88007  
575-523-0300  
www.desertpeaksal.com  
Anniversary Date: 6/1/2021

**Mountain Top Ice**  
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Deming, NM 88031-0365  
575-494-5150  
www.mountaintopice.com  
Anniversary Date:

**Nusenda Credit Union**  
1715 E University Ave  
Las Cruces, NM 88001  
505-998-2621  
www.nusenda.org/

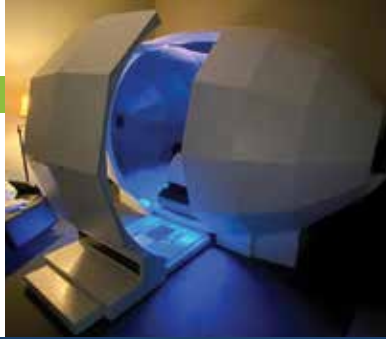
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