

5 Simple Ways To Help Your Business Thrive

BY ALEX BELSEY

It's tough out there for most businesses right now, so anything that might help will be appreciated. In this article, we've put together 5 simple and actionable ways to help you thrive - not just survive.

Recent times have been full of uncertainty and upheaval across all industries. Many businesses have struggled to survive, while others have had to completely change their outlook and approach to continue serving their customers.

Whatever your experience, there are several simple but effective ways that you can help your business to thrive — whatever the circumstances.

1. Maintain An Online Presence

Many businesses have found that one of the most effective ways to survive and thrive in a competitive marketplace is to maintain an online presence.

This can be as simple or elaborate as your budget and time constraints allow. A simple online presence

might include a website with up-to-date contact details, a contact form, and a clear and concise message about the products or services you provide.

A more elaborate online presence might also include social media feeds with original content, offers, video tutorials, testimonials and more. Many businesses now also use a dedicated blog to drive online traffic towards their paid services, or to go into more detail about the benefits of their products, for example.

The internet is now one of the most powerful tools in business. It remains one of the most common ways that potential clients and customers first discover businesses. But it is also competitive and even oversaturated, so it is important to make an effort to stand out and be visible.

Above all else, strive to be clear, concise, and easy to contact.

2. Invest In Your Team

Whether you have a large international team or a small selection of person-



nel, the people you work with matter. Investing in their education, wellbeing, and creating a positive company culture can be a vital — but often overlooked — aspect of a thriving business.

Investing in your team might involve regular training, updating credentials, and progress reviews to check that they are happy and thriving. It could also be as simple as checking in online, ensuring they take adequate breaks and feel comfortable enough to raise concerns.

Mental health in the workplace has become an important topic, especially as conditions such as stress and burnout are becoming more prevalent. It is perhaps especially important to ensure that remote-working employees still feel they

have an adequate work-life boundary, but others can benefit from a more balanced approach too.

And if you are a sole trader or work alone, don't overlook your own wellbeing and education. Invest in yourself, caring as you would about an employee, and you will reap the benefits in the success and longevity of your business.

3. Regularly Review Your Budget

An effective budget can be the lifeblood of your business. It can help to ensure that expenses are met and cashflow remains healthy — but it is too often only a consideration once a year or during tax season.

Thriving businesses regularly review their budgets and try to allow for as much

flexibility as possible. Ways to help support your budget are to continually check that expenses are necessary and accounted for, as well as to optimize spending so that your business is cost-effective.

For some businesses, this might include reducing travel expenses, or looking at ways to cut other spending. For larger businesses, it could be ensuring that office costs are all accounted for, or switching to smaller premises if employees are now working remotely.

Whatever your business and industry, an effective budget that you check regularly will leave you and your team free to focus on important, creative aspects of the business.

4. Clarify Your Message

Whether in person, in writing, or online, a clear message is essential. It is the clarity of your message that affects how well your customer understands your product or service. It can make the difference between a sale and no sale at all.

Many businesses hire professional copywriters or SEO

experts to help ensure that the message of their business is clear, effective, and reaching the targeted customer.

Although this may seem the simplest tip for a thriving business, it can also be the most impactful.

5. Know Your Customer

The best businesses know their customers well. This means that they know exactly what problem their product or service solves, who is most likely to buy it, and where they are most likely to find them.

Consider your ideal or most likely customer and also where you are most likely to find them. Would it be tradeshows or social media, for example? Or even in a particular setting such as a university or leisure centre? Target your advertising in strategic ways. Also, consider using surveys and asking for feedback after purchases to get to know your customer.

By targeting customers who your products and services will appeal to, you should achieve more growth and success as a result.

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LCHCC welcomes new Board Directors

Amanda Morales

About yourself:

I am a native of Artesia, New Mexico where I graduated from Artesia High School in 2008. I moved to Las Cruces in 2008 to attend New Mexico State University.

I started working at United Way of Southwest New Mexico right after graduation and have been there almost nine years in December. I was first hired as the Office Manager and was then promoted to the Community Impact Director to oversee all our programs/events and develop all marketing materials.

In my spare time, I really enjoy binge watching shows on Netflix, Hulu, and many other streaming apps. It's a great way for me to turn off my brain after a long day and/or week.

Profession:

I am currently the Chief Executive Officer for the United Way of Southwest New Mexico. I officially took the position in January 2020.

Education:

I graduated in 2012 with a bachelor's degree in Social Work and a Minor in Counseling.

Community involvement:

I am part of the Event Committee for Southwest New Mexico's Giving Day. This collaboration provides matching funds for nonprofit organizations in



AMANDA MORALES

our community during a one-day virtual event.

I recently completed the CONNECT-New Mexico Program with Leadership New Mexico.

I serve as the Board Chair for the Emergency Food and Shelter Program which provides funds to nonprofit agencies in Doña Ana County who provide food and shelter services.

What do you think about living in Las Cruces?

This city can sometimes feel big, but it really is a small, close-knit community. This community always amazes me with how giving individuals and businesses can be, both monetarily and with their time/talents. Working for a nonprofit, I have peace of mind knowing that the community will support our efforts.

I enjoy living in Las Cruces. I always tell anyone who will listen this city is a great place to live. There is always something to do on the weekends with all the

community events that are planned. The community comes together to put on events and provide services to those who need assistance. I feel a sense of community everywhere I go and with everyone that I meet.

Why did you get involved with the chamber?

I am proud to serve on the Board of Directors for the Las Cruces Hispanic Chamber. I joined the Chamber because I wanted to get more involved with the business sector of the community. Working for a nonprofit, I tend to stick to my lane of working with other nonprofit partners. Becoming a Board Member will allow me to expand my network and will also provide the opportunity for me to provide any support, time, and talent to move the Hispanic Chamber forward towards a brighter future.

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.

Sylvy Galvan de Lucero

About yourself:

I was born and raised in Las Cruces but have also been very blessed with the opportunity to travel the world and find inspiration to bring back to share with



SYLVY GALVAN DE LUCERO

my community.

Profession:

I am currently the Head Principal at La Academia Dolores Huerta Charter Middle School in Las Cruces.

Education:

Bachelor's in Journalism and Mass Communications with a Minor in Performing Arts and a Master's in Curriculum and Instruction

Community involvement:

Currently a board member for NM Advocates for the Arts and also Chair the Folklorico Workshop Committee for the Las Cruces International Mariachi Conference.

What do you think about living in Las Cruces?

Las Cruces is HOME. The Mesilla Valley is and always will be home with its beautiful shimmering Rio Grande, lush pecan orchards and agricultural crops. The culture of our community is unique, warm and inviting unlike any other. Just like Doro-

thy from the Wizard of Oz said, "There's no place like home."

Why did you get involved with the chamber?

I am proud to serve on the Board of Directors for the Las Cruces Hispanic Chamber. I joined the Chamber because I believe that being involved in programs that support our community is incredibly important. If we don't get involved and try to find ways to help grow and improve our community then we have no right to complain about what is happening around us. As an educator I hope to find ways to grow the HCC involvement in the education of our youth and to support education within our community as a whole.

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. Being a lifelong resident of Las Cruces and a graduate of Las Cruces High School I have watched our local economy go through many ups and downs but I can finally say the growth I see in the Downtown area, the East Mesa and in general all over is exciting however we need to always remember to buy and support local business first and foremost.



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LCHCC partners with NMSU for Hispanic Heritage Day

On August 28, NMSU kicked off its first football game of the year. It was the battle on the border with the NM State - Los Aggies challenging UTEP - Los Miners. It was also the day the Las Cruces Hispanic Chamber of Commerce celebrated Hispanic Heritage Day at the Free Fan Fiesta. This was the second year the LCHCC partnered

with NMSU to bring the community together for a celebration of Hispanic heritage. At the Free Fan Fiesta, attendees were entertained with Mariachi performances, traditional Folklorico dancing, Los Lu-chas (wrestling) by Xtreme Cruces Wrestling, great tailgating and a lot more. And if you happened to stroll by the LCHCC tent, you were treated to some

delicious street tacos.

LCHCC would like to sincerely appreciate Mike Pirolo and his phenomenal team at NMSU Sports Properties~Learfield, Robert Palacios, Sylvy Galvan de Lucero and the NM Advocates for the Arts, the sponsors and all the members, supporters of the Las Cruces Hispanic Chamber of Commerce in making this year's event a great success.



On Aggie Field, Lorenzo Alba, Jr. looks on as Mario Moccia hands Belia Alvarez the game ball.



Lorenzo and Belia pose for a success event picture with Mike Pirolo (middle) and his team.



Lorenzo Alba, Jr., Belia Alvarez and Mike Pirolo.

PHOTOS BY DEE BERNAL – PROPHECY STUDIOS



Rosa Banuelos left and Belia Alvarez far right, stop to thank the NM National Guard.



FROM OUR U.S. SENATOR

Las Cruces is leading the way on electrification

BY U.S. SENATOR
MARTIN HEINRICH

The energy landscape is undergoing a massive transformation. New Mexico needs to be ready, and I'm working to make that happen. Our state is uniquely poised to benefit from advances in technologies, the growth of the clean energy economy, and widespread electrification of our homes and businesses.

Widespread electrification is one of the surest actions that we can and should take right now to address the climate crisis. It will also improve our health, create thousands of new, good-paying jobs, and spur major savings on all of our utility bills. That's why I'm proud to be leading the effort in the Senate to call for big and bold climate action and widespread

electrification as part of President Biden's Build Back Better agenda.

Earlier this year, I introduced the Electrifying America's Future Resolution to lay out a clear policy roadmap for widespread electrification and the decarbonizing of our entire power generation sector. In July, I introduced the Zero-Emission Homes Act to establish rebates that will make clean, electrified appliances affordable and accessible to all American households.

The fact is that many of the devices and appliances that we use every day in our homes and businesses currently burn fossil fuels,



HEINRICH

from furnaces to water heaters to cars. As we transition our power sector toward 100 percent clean generation, we should also replace each of these appliances in our homes and businesses with new electri-

fied machines that can be powered by all the new clean and carbon pollution-free electricity generated right here in New Mexico.

Electrifying these appliances would also address the 42 percent increased risk of children experiencing asthma symptoms associated with indoor air pollution from gas stove use. Such indoor pollution disproportionately affects low-income house-

holds with smaller homes. Furthermore, outdoor air pollution from residential buildings currently accounts for 44 premature deaths in New Mexico per year.

We need to accelerate the electrification of our homes and businesses, and we need to avoid locking in decades of unnecessary and proven way for us to meet our carbon emission requirements quickly enough to prevent the worst effects of a warming planet. And it can create incredible health and economic benefits along the way.

I'm enormously proud of all the leadership that the City of Las Cruces is demonstrating on this front.

Las Cruces is transitioning its vehicle fleet to electric vehicles and building more electric vehicle charging infrastructure. And city councilors are calling for a phase out the use of natural gas by the city-owned utility.

I'm encouraging local leaders all across New Mexico to follow Las Cruces' example and take bold steps to electrify new and existing city buildings and adopt new codes and initiatives that will incentivize electrification of residential and commercial buildings in the community. This will save tax payers and business owners money because electric infrastructure has significantly lower annual operating costs.

As New Mexicans advance local solutions to the central challenge of our time, I will keep fighting for

climate action at the federal and global levels. We need to pass all of the bold economic and climate investments in President Biden's Build Back Better Plan. If we can do that, we will make once-in-a-generation investments in the American people, lower costs, cut taxes, create climate careers, and make the wealthy and corporations pay their fair share.

We don't have any time to waste on climate. The extreme weather events, floods, heat waves, droughts, and wildfires will only continue to worsen unless we take significant action right now. Our actions can create a cleaner, healthier environment and good paying careers in the building trades all across New Mexico.

This is our moment to act. Let's not waste it.

Spaceport America and Global Spaceport Alliance to bring ISS data into local classrooms

The Global Spaceport Alliance (GSA) Academic Partnership Working Group led by Spaceport America Aerospace Engineer Dr. Charles Miller, is working together to make space science more accessible in their communities. Academic Partnership Group members representing New Mexico, Arizona, Texas, the UK, Ecuador, and

SIVA
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Japan are working with the non-profit education group

Orion's Quest to provide access to real-time space science conducted on the International Space Station.

"This is a great opportunity for schools in New Mexico who will not only be working with the team from Spaceport America on this project but will also have the opportunity to collaborate with groups in the US, the UK, and Ecuador." says Miller, chair of

the GSA Academic Working Partnership. "We want to engage with our local students to explain the importance of space science and relate it to some of the research conducted right here in our state."

The GSA Academic Partnership Working Group selected the study of "worms in space" which looks at the loss of muscle mass and strength in zero

gravity. The research is being led by scientists from Texas Tech University to measure the strength of the millimeter-long roundworm, *C. elegans*, in space. Muscle loss and strength is currently a major challenge for astronauts on extended spaceflight. With a short lifecycle of a week and 60 percent genetic similarity with humans, the worms have been sent to space

many times before for various experiments. The experiment is scheduled to run for seven weeks, amounting to seven worm generations. Findings from this study are expected to help develop therapeutic interventions for muscle disorders and to improve strength in older people back on Earth.

SEE ISS DATA, PAGE 7

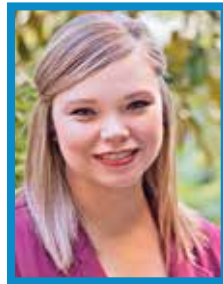
FROM THE LOS AMIGOS CHAIR

United Way, HanesBrands donate masks to schools

As part of America's Mask Challenge, United Way of Southwest New Mexico is coordinating with HanesBrands Inc. to deliver 140,000 reusable cloth masks for Las Cruces Public Schools to help slow the spread of COVID-19.

The Challenge is a new initiative from United Way, the Business Roundtable, a group of 182 CEOs from large American companies, and the CDC Foundation. The challenge aims to deliver 200 million washable face masks to 40 million students, teachers and staff in America's most under-resourced schools, averaging about five washable masks per person.

According to the Centers for Disease Control and Prevention (CDC), cloth masks in schools can help slow the spread of the



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coronavirus, along with other mitigation strategies like hand-washing, social distancing and regular cleansing and disinfecting of frequently-touched surfaces, in schools and buses.

As America continues to grapple with COVID-19 and the Delta-Variant- the resulting health, economic and education fallout, United Way's focus has been on the disproportionate impact on the most vulnerable. One place to make a difference is

protecting students, teachers and school staff as schools pursue in person instruction.

In the Las Cruces Public Schools District, masks are going to 28 under-resourced schools, which serve high populations of students from low-income families. "Getting our students back to the classroom has been the focus of our district for a year now," said Kelly Jameson, Public Information Officer for Las Cruces Public School. "We cannot do that safely unless all necessary PPE is in place. Donations like the generous one from the United Way of Southwest New Mexico ensures we have adequate supplies to meet those needs."

Amanda Morales, Chief Executive Officer, United Way of Southwest New Mexico said, "This support from HanesBrands will help



COURTESY PHOTO

Amanda Morales and Las Cruces Public Schools staff help distribute donated masks.



ensure our most vulnerable residents and students have masks to help keep them safe and slow the spread. We urge other companies to join in this effort and take part in America's Mask Challenge."

HanesBrands, a leading

global marketer of branded everyday basic apparel, is the first company to join the Challenge. Hanes has donated 25 million masks to the Challenge, which are now being distributed. As the Challenge gains trac-

tion, Hanes will produce the masks and coordinate with United Way on delivery.

Chris Fox, Vice President Corporate Social Responsibility at HanesBrands Inc. notes, "United Way has led the way in helping our neighbors through the pandemic. We're pleased to support United Way's effort to help keep school children safe and healthy as they return to classrooms."

United Way of Southwest New Mexico has been part of the effort to help communities cope with the health, economic and education fallout from the COVID-19 pandemic.

In 2020, United Way of Southwest New Mexico invested over \$550,000 to support community partners and initiatives in response to the pandemic.

ISS DATA, FROM PAGE 6

"Orion's Quest was founded in 2004 with a mission to bring working science from the International Space Station into classrooms" says Dan Loewen, Program Coordinator for Orion's Quest. "We purposely choose research with real world science applications on Earth so students can relate to the subjects of the study."

Participating students will be able to do classroom experiments as well as have access to data being col-

lected on the ISS. Orion's Quest links the principal investigators to classrooms and provides software for the study without any cost to the schools participating. The Spaceports will provide further academic support ahead of and during the study and relate it to work being conducted at the launch facilities. The entire project commitment is for 1-2 weeks and is designed around current science standards so as not to add additional work for teachers to fit it into lesson plans.

The Global Spaceport Alliance was formed in 2015 to provide a forum for commercial spaceport operators at all stages of their development to come together and privately discuss their progress, obstacles, and challenges. The GSA provides members with information, data, research, and networking needed for the successful planning, funding, and operation of spaceports around the world. This has led to the formation of sub-groups such as the academic partnership working



group which has representatives from Spaceports representing four different continents.

The monthly Spaceport America podcast covers

this subject in the September episode which can be heard at SpaceportAmerica.com. Teachers in New Mexico wanting to learn more about this oppor-

tunity can email media@spaceportamerica.com. More information about Orion's Quest can be found by visiting <https://www.orionsquest.org/>.

Remembering Roberto Estrada

The Las Cruces Hispanic Chamber of Commerce gratefully honors our local legend and icon Roberto Estrada for his leadership, mentorship and support for over the past 28 years.

Roberto Estrada was there in the early days of establishing the Hispanic Chamber of Commerce, although back then it was known as the Hispano Chamber de Las Cruces. He was there from the beginning offering the chamber his ideas and suggestions on how to build a strong chamber for small businesses. In 1996 the chamber made Roberto a lifetime member of the chamber for his contributions not only to the chamber but to the business community of Las Cruces.

Since the early 1990s Roberto Estrada was a long-time supporter of the Las Cruces Hispanic Chamber of Commerce and to many of us in this community. Past board directors said nearly every fund-raiser

they held, Roberto insisted on providing the food for the events that took place. Roberto still continued to support the Chamber and its members through the years.

As a long supporter of Las Cruces business and local charities, he had many passions. Among them was his dedication to youth related causes including sports. He always was there with a helping hand for many charities and individual families in need.

Roberto, a Mesilla native and Las Cruces High School graduate, started out making tortillas in a local factory. In 1968, he had an opportunity to buy his own business, La Bonita Tortilla Factory. In 1977, he founded Roberto's New Mexico Foods, whose products include frozen enchiladas, tortillas and other treats, available in regional supermarkets.

In 1987, Roberto's Mexican Restaurant opened its doors at 908 E. Amador Ave., and rapidly became



BULLETIN FILE PHOTO

Roberto Estrada prepares his giant enchilada during a past Whole Enchilada Festival. Estrada died on Aug. 18 at age 84.

a local icon, serving up everything from nachos, sopapillas, gorditas and carne asada tacos to several kinds of tamales, enchiladas, burritos and homemade red and green chile sauces. The restaurant was also a source for products

like masa and hojas for those who want to make tamales, at home but don't want to start from scratch.

Roberto was among the founders of The Whole Enchilada Fiesta and is known for his giant enchilada. His feats of culinary derring-

do have been chronicled on national networks and local TV news, feature and cooking shows, the Food Channel and newspapers and magazines around the world. He's been featured in documentaries and even movies, he said.

His restaurant walls have some intriguing displays documenting his Guinness World Record honors, magazine and newspaper articles, a high school textbook with pictures of Roberto's feat, and a large machete used to carve the enchilada. Roberto was the Whole Enchilada and a whole lot more to us. He was a role model, mentor and a highly respected businessman not only to fellow business owners, but to all us got to know him.

Throughout the years Roberto has received many awards from numerous local and national organizations. Of all the awards that he received from this chamber; it was our greatest honor to present Roberto Estrada with the Las Cruces Hispanic Chamber of Commerce Hall of Fame award in 2013.

Roberto loved his community and the community truly loved him. His contributions and legacy will live on forever with this chamber and in this community.

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