



Bottom Line

YOUR Business is OUR Business

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

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CHAMBER OF COMMERCE
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Working to solve a high-stakes conundrum

By **DEBBI MOORE**
GLCCC CEO/President

It's hard to believe that November is here and the beginning of 2022 is just weeks away. The cool temperatures are a gentle reminder that fall is in the air and we're just a few weeks away from holiday celebrations and welcoming in a much needed new year. As I've written before over the past two years the definition of "business as usual" and "normalcy" have taken on drastic new meanings. We continue to stare at the future with anxiety and uncertainty. We know these continue to be challenging times for many businesses



Debbi Moore

COURTESY PHOTO

and families.

Our economy continues to learn to coexist with the virus – and thrive once again in spite of it. At the Greater Las Cruces Chamber of Commerce, we understand this

isn't easy. It's a high-stakes conundrum, to be sure, but not an unsolvable one. In the midst of pivoting, resetting, navigating a new pathway and continuing to move into recovery, we have found ourselves in the midst of finding, at least for the moment, a temporary new norm until we reach full-recovery and the permanent new norm. Our lives have changed. Our habits are different.

For local businesses, this time of the year brings renewed anticipation for strong sales and meeting goals. This year more than ever, as you plan your shopping adventures for those loved ones and treasured friends,

do remember to spend your dollars locally. When you think about how many small businesses surround us, it is impressive to think about the amount of time, commitment and labor these hard working individuals contribute to make their businesses both come to life and stay alive. Where we shop, where we eat and have fun — all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of who we are.

This holiday shopping season is, more than ever, critical to our local businesses. Returning to "normal,"

See MOORE | 2



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continues to bring many challenges to our businesses but they are resilient and research continues to say that small-scale, locally owned businesses create communities that are more prosperous, entrepreneurial, connected, and generally better off across a wide range of metrics. This continual commitment puts the “community” into “community.” So, when making your list, take

time to include shopping out our many local businesses.

This season also brings a time of reflection for all of us. Recently someone said to me that they would like to share a cup of coffee with me...not about business, not about the Chamber...just a personal time of sharing. I was humbled by her comment and will be scheduling that coffee very soon.

Over the past year, many of us have

found ourselves isolated and separated from our friends and loved ones. So, I challenge each of you to share a cup of coffee (or tea) with someone this season. Take a minute to check in on your neighbor. Call that friend you haven't spoken to in a long time. Write a note or letter to someone who has impacted your life. Give back...remember it only takes a moment to make a lifetime difference in someone's life.

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THANKS TEAM WSMR

19th Annual Thanks WSMR 2021



Each year, numerous Las Cruces businesses, restaurants and volunteers show their support of those who serve in and work on behalf of the U.S. Armed Forces by hosting Thanks Team WSMR. Thanks Team WSMR is a community event sponsored every fall by the Greater Las Cruces Chamber of Commerce. This is a way for the Las Cruces community to say “thank you” to those who support the defense of our nation. This year’s event was held on Wednesday, Oct. 27, with the help of local sponsors.

“Everyone at WSMR plays a

role in that defense mission — whether wearing a military uniform, working as a civil servant, a contract employee. The family members — spouses, children, grandparents and more also play an import role and they, too, are to be saluted,” said Chamber President and CEO Debbi Moore.

Each year a number of Las Cruces restaurants bring free samples of their favorite dishes. Participants can taste everything from enchiladas and ceviche to ice cream and bundt cakes with a number of giveaways also included.



COURTESY PHOTOS

The Greater Chamber hosted the Thanks Team WSMR event Oct. 27, giving the community the chance to thank the men and women serving the mission at White Sands Missile Range.

THANKS TEAM WSMR

19th Annual Thanks WSMR 2021



Kiel Hoffman and Rick Altamirano serve up food at Thanks Team WSMR.



DJ Black and Ernesto Garcia spin some tunes at Thanks Team WSMR.

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Leadership Las Cruces Military Day



Leadership Las Cruces class members (above and below) participate in rappel.

COURTESY PHOTOS

The Leadership Las Cruces 29th Class held its Military Day on Friday, Oct. 16. The group started its day with a demonstration by Rappel Masters Ed Stahl, Ed Taitano, and crew. After having lunch at the White Sands Missile Range Public Affairs Office, the group was briefed on the Missile Range's current activities by Pat Curran, Command Group Chief of Staff (on behalf of Brigadier General Eric D. Little, Commanding General). Finally, the group traveled to an "undisclosed location" for a briefing by the Materiel Test Directorate's Air and Space Branch (Conrad Rodriguez and Karla James). Thank you to U.S. Army White Sands Missile Range, and escort Vanessa Flores of the Public Affairs Office, for hosting us on what was already a very busy day at the Range.



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LAS CRUCES DAY IN SANTA FE

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