



LAS CRUCES

GREEN CHAMBER OF COMMERCE

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THINK LOCAL FIRST

YOUR GUIDE TO BUYING LOCAL IN THE MESILLA VALLEY

2019-2020

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The Las Cruces Green Chamber of Commerce is excited to bring you the fifth edition of our Think Local First guide. In 2019, as we celebrate our ninth year as an organization, we are honored to highlight our member businesses.

As you use the Think Local First guide, you will see that our members provide unique products, community loyalty, and help to shape the culture of Las Cruces and the Mesilla Valley. Our Green Chamber members believe in the Triple Bottom Line: People, Planet, and Profit. These “Triple Bottom Line” businesses are creating jobs and livelihoods that go beyond Profits. They embrace People and the Planet as part of their business model.

We are honored to demonstrate how a strong commitment to sustainable business practices, our community, and protected public lands are values our members share. Because of your support of those businesses, our community continues to grow and thrive. On average, \$73 of every \$100 you spend with a merchant in this guide will stay in the community; directly fueling additional local spending, giving to local charities and nonprofits, and creating infrastructure growth for the city and county.

We thank you for using the Think Local First guide to shape your purchases and shopping practices. The businesses listed in this guide are owned by our family members, friends, neighbors and community members. When you support a local business and the Green Chamber, you help us continue to advocate for those brick and mortar stores, sole proprietors, and nonprofits that do not have access to national budgets and resources. Your dollars help drive our local economy in tremendous ways. As always, we thank you for your commitment to Thinking Local First!



Corey Asbill, Board Chair, 2019-2020

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EMPOWERING THE COMMUNITY



On the Cover: A native New Mexican, photographer **Mike Groves** has lived in Las Cruces, NM since 1953. While he never had formal training in photography, he studied and experimented, fine tuning his craft. As his skills developed, so did his love of the local scenery — especially the Organ Mountains. Mike specializes in his incredible triptychs of the Organ Mountains, and their ever-changing light and color. His photography can be viewed at: mikegrovesphotography.com.

REASONS TO THINK LOCAL FIRST

1. Local Character and Prosperity

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

2. Community Well-Being

Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.

3. Local Decision-Making

Local ownership ensures that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

4. Keeping Dollars in the Local Economy

Compared to chain stores, locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community.

5. Job and Wages

Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

6. Entrepreneurship

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

7. Public Benefits and Costs

Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.

8. Environmental Sustainability

Local stores help to sustain vibrant, compact, walkable town centers-- which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

9. Competition

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

10. Product Diversity

A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

Source: Institute for Self-Reliance. <https://ilsr.org/>

American Institute of Architects



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DIRECTORY

ANIMALS AND PETS

Action Programs for Animals *Member since 2016*

800 W. Picacho, Las Cruces, NM 88005

575-571-4654 www.actionprogramsforanimals.org

APA is an animal welfare organization, offering adoption of cats and dogs, distribution of pet food to needy families, and saving potential family pets from the shelter.

Better Life Pet Foods *Member since 2010*

315 Telshor, Las Cruces, NM 88011

575-522-0115 www.betterlifeforpetfoods.com

Do-it-yourself dog wash, grooming, feline boarding, delivery, healthy pet food, aquatics, desert ponds, and landscapes. Offering aquariums, fish, and pond supplies.

Horse N Hound Feed N Supply *Member since 2014*

991 W Amador Ave, Las Cruces, NM 88005

575-523-8790 www.horsenhoundfeed.com

Horse N Hound offers a full line of animal feed and supplies, and a unique selection of clothing and home decor.

APPAREL, RETAIL, AND SPECIALTY GIFTS

Act II Consignment Furniture *Member since 2018*

301 N. Solano, Las Cruces, NM 88001

575-222-0600 actiiconsignmentfurniture.com

Sales of consignment furniture and home decor.

Barricade Culture Shop *Member since 2015*

608 S. Solano, Las Cruces, NM, 88001

575-312-9271 or 505-261-6103 www.barricadecultureshop.com

Offering skateboards, art, clothing, premium spraypaint supplies, gallery space, graphic design, screenprinting, mini ramp, workshops, murals and music.

Custom Designs by Candice *Member since 2016*

candicerance@yahoo.com www.customdesignsbycandice.com

Handmade custom jewelry, gemstones, turquoise, silver, and other unique gems.

Farmers and Crafts Market of Las Cruces

Member since 2013

221 N Main Street, Las Cruces, NM 88001

575-201-3853 www.fcmlc.org

Named "Number One Large Farmers Market in the Nation" in America's Farmland Trust's 2011 prestigious nationwide poll, we feature over 300 locally owned businesses highlighting the best in Southern New Mexico.

Flaunt It Las Cruces *Member since 2018*

3215 S. Main St, Las Cruces, NM 88005

503-756-2416 flauntitilascruces.com

We are a unique clothing store, catering to the LGBTQ and BOI communities, providing plus size, gender neutral styles and accessories.

Indigo Mermaid *Member since 2018*

4001 W. Picacho Ave, Las Cruces, NM 88007

575-339-7920 www.indigomermaid.com

Esoteric Metaphysical shop, carrying crystals, books, candles, and jewelry.

We also offer spiritual cleansing and classes.

Landis Boot & Shoe Service *Member since 2015*

490 S. Esperanza, Las Cruces, NM 88001

575-523-0369

Locally owned business since 1929, serving southern New Mexico for 90 years.

LOCALLY OWNED BUSINESS

Spend \$100 at
Local Business

GREEN: Money staying in your community for every \$100 spent locally, \$73 remain in the local community

RED: Money leaving your community for every \$100 spent non-locally, \$43 remain in the local community

NON-LOCALLY OWNED BUSINESS

Spend \$100 at
Non-Local Business

YOUR DOLLARS



Carrie Hamblen

CEO/President, Green Chamber of Commerce

carrie@locallascruces.com

575-323-1575

221 N. Main St.

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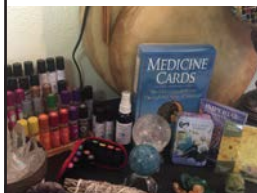
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www.indigomermaid.com

4001 W Picacho Ave. ~ 575-339-7920

Wed ~ Sat 11am - 5pm



Lucky Penny Boutique *Member since 2017*

Tessa Stuve
575-644-4615 luckypennyboutiquenm@gmail.com
Modern fashion and clothing boutique.

MMJ's Pawn *Member since 2016*

2215 N. Main Street, Las Cruces, NM 88001
575-526-9053
A locally owned business for over 45 years, selling new and used merchandise, jewelry, tools, audio equipment, household items and more. We believe in quality customer service. Find us on Facebook!

New Digs Clothing Exchange *Member since 2016*

1021 E. Amador, Suite B, Las Cruces, NM 88001
575-525-5640 newdigsclothingexchange.com
Buy-sell-trade store for women's clothing, shoes, and accessories.

Organ Mountain Outfitters *Member since 2017*

535 N. Main St, Las Cruces, NM, 88001
575-323-3274 organmountainoutfitters.com
Providing the apparel you need to embrace adventure. Locally owned apparel and gear store, highlighting the outdoors, public spaces, and adventure.

Rhea Lana's of Las Cruces *Member since 2015*

575-740-8863 lascruces.rhealana.com
Coordinates children's consignment events twice a year. Helps local families sell gently used children and maternity items.

Russell Mott Ceramics *Member since 2016*

575-635-6644
On Facebook as: Russell Mott Ceramics. Mottpots specializes in functional stoneware pottery and the more ornamental Raku. The studio is located in Mesilla at 2653 Snow Rd. Call for information or an appointment to see the studio.

Spirit Winds Gift Source and Coffee Bar

Member since 2010
2260 Locust, Las Cruces, NM 88001
575-521-1222
Voted best gift source and coffee bar in Las Cruces.

Trader Man Pawn *Member since 2016*

122 Avenida de Mesilla, Las Cruces, NM 88005
575-541-0215
Third generation locally owned business. One of the first "recyclers" dealing in new and used merchandise and giving back to the community. Find us on Facebook!

ART, ART SUPPLIES, AND ENTERTAINMENT

Big Picture-the Digital Image Experts

Member since 2017
2001 E. Lohman Ave, Ste. 109A, Las Cruces, NM 88001
575-647-0508 bigpics.com
Providing professional photo restorations, color matched fine art reproduction, and custom photo printing. We also scan film, slides, and large art work.

Blue Gothic Design Studios *Member since 2014*

P.O. Box 1203, Fairacres, NM 88033
575-915-3101 www.bluegothic.com
"Art is. Green is. We are Art. We are Green. Are you?"

Doña Ana Arts Council *Member since 2017*

1740 Calle de Mercado, Ste. B & D, Las Cruces, NM 88005
575-523-6403 daarts.org
Providing arts programs, advocacy, festivals, and arts education.

Greenspace Gallery *Member since 2018*

517 N. Mesquite, Las Cruces, NM 88001
575-551-6778 greenspacec@gmail.com
Art Gallery, gift shop, and learning space.

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Las Cruces Civic Concert Association

Member since 2013

PO Box 16112, Las Cruces, NM 88004
505-225-1094 www.lascrucescca.org

Las Cruces Civic Concert Association has been providing the New Mexico community with quality LIVE entertainment for over 71 years.

Las Cruces Community Theater

Member since 2014

313 N. Main Street, Las Cruces, NM 88004
575-523-1200 www.lctnm.org

Las Cruces Community Theater is a locally owned and operated theater, providing local talent with a place to perform year-round in a variety of plays and musicals. Entertaining residents and visitors for over 50 years.

Mas ART *Member since 2014*

126 S. Main Street, Las Cruces, NM 88004
575-526-9113 www.masartlc.com

We feature a large selection of art supplies and framing moldings, as well as a range of services from framing to art cleaning, canvas stretching, gesso boards, and restoration of art. We offer high quality at reasonable prices.

Mesilla Valley Film Society

Member since 2010

dba The Fountain Theatre, 2469 Calle de Main Street, Mesilla, NM 88005
575-524-8287 www.mesillavalleyfilm.org

Southern New Mexico's only art house. Open nightly, with matinees on Saturdays and Sundays.

Picture Frame Factory Outlet

Member since 2010

382 S. Walnut Ave., Las Cruces NM 88001
575-526-4048 www.pffolc.com

Custom archival framing and matting. We also provide corporate art consulting.

Wet Paint Studio *Member since 2018*

114 S. Water St, Las Cruces, NM 88001

575-201-7441 wetpaintstudio.com

Art studio offering classes for kids, ages 1.5 years and up, adult and family classes, and special art and crafts events. Las Cruces' Creativity hub.

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575-640-5427

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Member since 2011

780 South Valley Drive, Las Cruces, NM 88005
575-523-5566 www.vescovotoyota.com

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AWARDS, ENGRAVING, AND OFFICE SUPPLIES

Cruces Trophy & Awards Center Inc.

Member since 2013

1408 E. Idaho Ave., Las Cruces, NM 88001
575-522-0426 www.crucestrophy.com

Awards, engraving, ADA Braille signage, Name Tags, Name plates, Rubber Stamps, Banners, and Decals.

Insta-Copy Imaging *Member since 2015*

318 N. Main Street, Las Cruces, NM 88001
575-526-6602 www.insta-copy.com

Insta-Copy Imaging provides a one-stop shop for a wide variety of goods and services for every office need, including office furniture and supplies.

BUILDING, ARCHITECTURE, AND BUILDING SUPPLIES

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221 North Main Street, Studio E, Las Cruces New Mexico 88001
575-652-5540 www.alopezarc.com

Small, progressive design practice launched in 2011. We believe in responsiveness to client needs and goals, access to experienced consultants, the practice of appropriate project management, and great "design" solutions.

ASA Architects *Member since 2010*

201 N. Alameda Blvd., Las Cruces NM 88005
575-526-3111 www.asa-architects.com

One of the largest architectural firms in the southern New Mexico and west Texas region.

Malooly's Flooring Co. *Member since 2010*

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575-523-0633 www.maloolys.com

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Sun & Earth Inc. *Member since 2010*

3314 East St., Las Cruces NM 88005
575-521-3537 sunandearthinc.com

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The Clip Joint *Member since 2014*

1700 E. Amador Ave., # B, Las Cruces, NM 88001
575-647-0311 575-644-5291

Locally owned by Belinda Morales a Master Barber, with two highly experienced cosmetologists. Men's and Women's haircuts, Hair color, Highlights, Perms, Deep Conditioning, Straightening, Waxing.

COMMUNICATIONS AND MEDIA

Adams Radio Group of Las Cruces

Member since 2013

1355 California St., Las Cruces, NM 88001

Main Studio Line: 575-525-9298

Radio Stations KGRT 103.9 (KGRT-FM), Classic Hits 98.7, HOT 103.1 & KOOL Oldies 104.5 FM and 540 AM.

KTAL Community Radio 101.5 FM

Member since 2018

121 Wyatt Dr. #9., Las Cruces, New Mexico 88005

575-526-KTAL (5825) www.lccommunityradio.org

KTAL-LP's mission is to operate a public radio station that will entertain, inform, challenge, inspire and engage our listeners through an eclectic mix of musical, cultural, educational and community affairs programming, and related activities.

Las Cruces Bulletin *Sponsor since 2010*

1740-A Calle de Mercado, Las Cruces NM 88005

575-524-8061 www.lascrucesbulletin.com

The Bulletin strives to produce an informative, entertaining newspaper for and about the people and businesses of Las Cruces.

Las Cruces Sun-News *Sponsor since 2010*

256 W. Las Cruces Ave., Las Cruces NM 88005

575-541-5400 www.lcsun-news.com

Las Cruces Sun-News is the No. 1 media leader for southern New Mexico, reaching more than 70 percent of the market. It is committed to sound environmental practices, and supports energy-efficient policies.

N2 Publishing *Member since 2015*

2001 E. Lohman Ave, Ste # 110, Las Cruces, NM 88011

575-654-5622 www.N2pub.com

Publishing a private, monthly newsletter for upscale communities.

Suzanne Michaels Communications

Member since 2011

915-588-0082 www.suzannemichaels.com

Public Relations specializing in media relations and community outreach. Now based in Las Cruces.

COMMUNITY DEVELOPMENT AND SERVICE

Cancer Aid Resource and Education, Inc.

Member since 2015

118 S. Water St, Las Cruces, NM 88001

575-649-0598 www.carelascruces.org

CARE is committed to providing services to improve the quality of life for recently diagnosed local cancer patients who are in treatment. Join CARE every year for our signature cancer fundraiser La Gran Fiesta.

City of Las Cruces *Partner since 2013*

700 N. Main Street, Las Cruces, NM 88001

575-541-2000 www.las-cruces.org

Known as "The City of the Crosses", Las Cruces is the county seat of Doña Ana County. As of 2017, the population is over 101,712, making it the second largest city in the state.

Community Action Agency of Southern NM

Member since 2013

3880 Foothills Road, Suite A, Las Cruces, NM 88011

575-527-8799 www.caasnm.org

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Community Foundation of Southern NM

Member since 2018

575-521-4794 cfsnm.com

Community Foundation serving 7 counties in southern NM; managing over 200 endowments, supporting student scholarships, nonprofits, and grantmaking.

Cruces Creatives *Member since 2018*

205 E. Lohman, Las Cruces, NM 88001

575-448-1072 crucescreatives.org

Cruces Creatives is a non-profit makerspace which provides community access to tools like 3D printers, laser cutters, CNC machines, and more.

Downtown Las Cruces Partnership *Member since 2011*

138 S. Water Street, Las Cruces, NM 88001

575-525-1955 www.downtownlascruces.net

Creating a signature business destination that contributes to a thriving, sustainable, and economically vibrant Downtown.

El Caldito Soup Kitchen *Member since 2016*

999 W. Amador, Las Cruces, NM 88005

575-525-3831

El Caldito is a community and volunteer nonprofit serving nutritious meals daily to anyone who is hungry.

La Semilla Food Center *Member since 2014*

P.O. Box 2579 or 101 E Joy Drive, Anthony, NM 88021

575-882-2393 www.lasemillafoodcenter.org

Our mission is to help foster the growth of a vibrant and equitable local food system in the region, offering youth, community, and school garden programs; a mobile farmers' market; advocate for sensible public policies; and operate a 12 acre educational farm in Anthony.

Mesilla Valley Community of Hope

Member since 2014

999 W. Amador, Las Cruces, NM 88005

575-523-2219 mvcommunityofhope.org

We are a homeless service center that provides case management, housing programs, and emergency shelter.

Ngage New Mexico *Member since 2014*

3880 Foothills Rd, Ste A, Las Cruces, NM 88011

575-521-1957 www.ngagenm.org

As a catalyst for change in Southern New Mexico, we value collaboration, cooperation, and consensus building; social justice and racial equity; and data-informed solutions for the betterment of our entire community.

Optimist Club of Las Cruces *Member since 2015*

P.O. Box 16406, Las Cruces, NM 88004

575-642-7593 www.lascrucesoptimistclub.org

We are a civic group that supports the healthy development of youth.

Rhea Lana's of Las Cruces *Member since 2015*

575-740-8863 lascruces.rhealana.com

Coordinating children's consignment events twice a year. Helping local families sell gently used children's and maternity items.

Soroptimist International of Las Cruces

Member since 2018

silascruces@soroptimist.net silcnm.com

We are a nonprofit promoting the empowerment of women and girls by providing scholarships and educational opportunities.

Southern New Mexico PRIDE *Member since 2015*

P.O. Box, 1812, Las Cruces, NM

www.southernmnpride.org

We provide social and outreach events for the Lesbian, Gay, Bisexual, Transgender, Queer, and Ally community of Southern New Mexico.

Thomas Branigan Memorial Library *Member since 2018*

E. Picacho Ave, Las Cruces, NM 88001

575-528-4000 200

Branigan Library serves the City of Las Cruces and Dona Ana County, providing access to information, educational resources, and programs for children and adults.

United Way of SW New Mexico *Member since 2014*

1401 S. Don Roser Building A-2, Las Cruces, NM 88011

575-524-7561 www.uwswnm.org

United Way improves lives by mobilizing the caring power of communities around the world to advance the common good. We do this through uniting our collective power to create positive, meaningful change.

Velo Cruces *Member since 2017*

575-323-0883 velocruces.org

Transforming Las Cruces into a great bicycle and pedestrian community.

The Village Development Center *Member since 2018*

575-680-6766 thevillagecl.com

The Village will energize local economies by reaching to impact small businesses, create jobs, and provide education that encourages self-reliance. To provide affordable kitchen facilities and specialized mentorship that allows small businesses to thrive in retail markets, a low-risk collective storefront and marketing strategy, and invaluable education opportunities.

COMPUTER AND PRINTING SERVICES

Calculux, Inc. *Member since 2012*

132 W. Las Cruces Ave, Las Cruces, NM 88001

575-525-0131 www.calculux.com

Recording/Memory Technology

Insta-Copy Imaging *Member since 2015*

318 N. Main Street, Las Cruces, NM 88001

575-526-6602 www.insta-copy.com

Insta-Copy Imaging provides businesses and individuals with a one-stop shop for a wide variety of goods and services for every office need.

Kosh Solutions *Member since 2014*

1021 E Amador Ave, Suite F, Las Cruces, NM 88001

575-525-9144 www.kosholutions.com

We specialize in Computer and IT services. With locations in Las Cruces, Albuquerque, and Durango, Colorado, we offer over 9 years of expertise and service to local businesses.

Presley Printing and Mailing *Member since 2013*

2391 N Mesquite St, Las Cruces, NM 88001

575-523-1704 www.presleypm.com

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The Copier Guy *Member since 2010*

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2521 N. Main Street, Suite 1, Las Cruces, (575) 526-9235

1300 El Paseo Road, Suite G, Las Cruces, (575) 523-2820

A locally owned franchise with professionals who can handle all of your mailbox, packing, shipping, and professional printing needs. We are passionate about what we do! Stop by and visit us today.

We are IT *Member since 2015*

3880 Foothills Rd., Suite A, Las Cruces, NM 88011

575-521-0111 www.wearreit.net

A socially responsible company offering computer, networking, and website services to nonprofits, small businesses, and entrepreneurs.

EDUCATION

Asombro Institute for Science Education

Member since 2015

P.O. Box 891, Las Cruces, NM 88004

575-524-3334 www.asombro.org

Nonprofit organization that provides science education programs for more than 17,000 K-12 students every year in classrooms, schoolyards, and at the organization's Chihuahuan Desert Nature Park.

Children's Reading Alliance *Member since 2014*

3880 Foothills Rd, Ste. A, Las Cruces, NM 88011

575-522-3713 www.childrensreadingalliance.org

The Children's Reading Alliance is a community driven organization that promotes the message "Read with your child every day." We provide over 14,000 books annually to children, and a bilingual parent engagement program for parents called First Teacher/Primer Maestro throughout Dona Ana County.

Doña Ana Community College *Sponsor since 2014*

2800 Sonoma Ranch Blvd., Las Cruces, NM 88011-1656
575-528-7000 www.dacc.nmsu.edu

DACC is a responsive and accessible learning-centered community college that provides educational opportunities to a diverse community of learners in support of workforce and economic development.

Full Circle Heritage Services *Member since 2012*

54 Santana Rd, Vado, NM 88072
575-233-4072 www.fullcircleheritage.com

Providing archaeological services, oral history and personal history services, and archival research.

Las Cruces Academy *Member since 2010*

1755 Avenida de Mercado, Mesilla, NM, 88046
575-521-9384 www.lascrucesacademy.org
K-8 nonprofit independent school for gifted and advanced students.

NMSU Office of Sustainability *Member since 2010*

P.O. Box 30001 MSC 3545, Las Cruces NM 88003
575-646-7563

Manages environmental initiatives such as energy, environmental policy, water and waste reduction, climate change education, and green buildings.

ENERGY EFFICIENCY AND RECYCLING

Batteries + Bulbs *Member since 2011*

2240 E. Lohman Ave. Unit 3, Las Cruces NM 88001
575-525-2355 www.batteriesplus.com/store_details/818.aspx

We maintain a large selection of batteries and light bulbs for residential and commercial applications.

Southwest Disposal *Member since 2013*

2485 W Amador Ave, Las Cruces, NM 88005
575-524-8482 www.southwestdisposal.com

Solid waste company providing collection, transfer, and recycling services to residential and commercial areas.

FARMS AND LOCALLY PRODUCED FOOD

Farmers and Crafts Market of Las Cruces

Member since 2013
221 N Main Street, Las Cruces, NM 88001
575-201-3853 www.fcmlc.org

Named "Number One Large Farmers Market in the Nation" in America's Farmland Trust's 2011 prestigious nationwide poll, we feature more than 300 locally owned businesses, highlighting the best in Southern New Mexico.

La Semilla Food Center *Member since 2012*

P.O. Box 2579, Anthony, NM 88021
575-201-4981 lasemillafoodcenter.org
Nonprofit organization dedicated to building a healthy, sustainable, and self-reliant food system.

The Truck Farm *Member since 2013*

645 S Alameda Blvd, Las Cruces, NM 88005
575-523-1447 www.sweethots.com
The Truck Farm is a family owned and operated specialty food producer that has been manufacturing unique chile products since 1998. And we sell pecans!

FITNESS AND EXERCISE

Dead Running *Member since 2017*

575-644-1663 deadrunning.net
We are professional race organizers, hosting running and walking races, half and full marathons, 5K, 10K, and 50K races.

Desert Devil Crossfit *Member since 2018*

1810 W. Amador, Las Cruces, NM 88005
575-288-1177 www.desertdevilcrossfit.com
We provide programming and coaching for group and individual fitness training for people of all ages and fitness levels. CrossFit Kids, CrossFit, Fit for Life.

E-Bikes of Southern New Mexico *Member since 2018*

575-635-9961 ebikesnm.com
We sell high quality electric assist bicycles at affordable prices. We carry products to suit a variety of types of riders.

Salud!
de Mesilla

★ ★ ★ ★ ★

WHERE UNFORESEEN SURPRISES AWAIT YOU

★ ★ ★ ★ ★

LOCALLY OWNED & OPERATED

Salud! de Mesilla- (575) 323-3548
1800 Avenida de Mesilla

Michele's Dance Academy *Member since 2017*

1195 E. Madrid Ave, Las Cruces, NM 88001

575-527-1893 michellesdanceacademy.biz

Providing a variety of dance and musical theater classes for over 40 years.

FINANCIAL SERVICES

Business Builders *Member since 2016*

866-774-9890 info@businessbuilderllc.com

Providing assistance in obtaining business credit, loans, and credit lines to start and grow your business.

BBVA Compass *Member since 2018*

225 E. Idaho, Ste. 36, Las Cruces, NM 88005

575-532-5920 www.bbva.com

Banking services, Home, Personal, Business and auto Loans, Financial Advising, Investments, Free Business and Personal Checking accounts, Savings and High interest Savings, Money Market, and credit services.

Charles Schwab-Jackie Edwards,
Independent Branch Leader, Financial Consultant

Member since 2015

141 S. Roadrunner Pkwy, Suite 141C, Las Cruces NM, 88011

575-993-5050

Providing a modern approach to wealth management that starts with a dedicated Financial Consultant.

Lester M. Frank, C.P.A. *Member since 2010*

1115 Commerce Drive, Las Cruces NM 88011

575-522-0898 www.lesterfrank.com

Accounting and tax return preparation.

Fristoe and Company, PA *Member since 2018*

780 S. Walnut, Bldg 6, Las Cruces, NM 88001

575-527-2067 www.fristoandcompany.com

Fristoe & Co is a full-service CPA and tax preparation service, serving the tax preparation needs of Las Cruces businesses and individuals for over 35 years.

Granite Mountain Accounting *Member since 2018*

2990 N Main St Suite 2D, Las Cruces, NM 88001

575-521-7700 www.granitemtaccounting.com

Granite Mountain Accounting is a local, family run accounting service. Providing accounting and tax services for businesses, individuals, organizations, non-profits, and trusts. Additionally, offering tax representation, compliance services, writeup/bookkeeping, payroll processing, sales tax filing, and financial statement preparation.

Sumer Rose-Nolen, Financial Professional

Member since 2016

575-640-0413 srfinancials.com

Assist local business owners and entrepreneurs in personal and business financial planning.

WESST *Member since 2013*

277 E. Amador, Ste 275, Las Cruces, NM 88001

575-541-1583 www.wesst.org

WESST is a statewide small business development and training organization committed to growing New Mexico's economy by cultivating entrepreneurship.

FOOD, BEVERAGES AND DINING

Andele Restaurant *Member since 2010*

1950 Calle Del Norte Onate Plaza, Mesilla, NM 88046

575-526-9631 www.andleerestaurante.com

We are a full service Mexican food restaurant offering catering, casual dining, patio dining and take out service. We also have a tortilleria and mercado. Outside patio welcomes your pups.

ANGELFOOD CHEF SERVICES *Member since 2018*

Ceara Angel, Executive Chef/Owner

llilchefmachine@gmail.com

575-805-1860

www.facebook.com/angelfoodchef.com

Beck's Coffee *Member since 2014*

130 N. Mesquite, Las Cruces, NM 88001

575-556-9850 www.beckscoffeelc.com

Featuring over twenty different varieties and handcrafted blends of coffee, freshly roasted and brewed to order or packaged by the pound. Also serving freshly made pastries and homemade ice cream. Find us also at the Las Cruces Farmers Market.

Chala's Wood Fire Grill *Member since 2016*

2790 Avenida de Mesilla, Las Cruces, NM 88005

575-652-4143 Find us on Facebook!

Serving unique Mexican and Southern dishes for breakfast, lunch, and dinner. Buying local produce, goods, and meat, and supporting local businesses and charities; creating a truly sustainable community.

Cheesecake Couturier *Member since 2018*

575-520-1534 cheesecake.couturier@gmail.com

Couture—The design and manufacture of tasty mini-cakes to a client's specific requirements. Red chile chocolate, lemon zest, and Allen (owner) all combine to tease your sensibilities and sate your sweet tooth.

Dragonfly Restaurant *Member since 2017*

139 N. Main Street, Las Cruces, NM 88005

575-353-9866 (YUMM) dragonflylc.com

Locally owned Farm to Table Restaurant, providing unique and delicious dishes, representative of culture and soul of southern New Mexico.

Dry Point Distillers *Member since 2018*

1680 Calle de Alvarez Ste C2, Las Cruces, NM 88005

575-652-3414 www.drypointdistillersnm.com

Dry Point Distillers is Las Cruces' first distillery offering Gin, Vodka, Whiskey, Brandy, and hand-crafted cocktails.

The Grapevine Plaza/Picacho Peak Brewing

Company *Member since 2016*

3900 W. Picacho, Las Cruces, NM 88007

575-680-6394 picachopeakbrewery.com

Indoor/outdoor venue with onsite catering, and home of Picacho Peak Brewing Company. Serving beer, local wines, and food.



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 - Jeep/Van/Bike/Hiking Tours
 - Plane Tours
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 - Wine Tasting Tours
 - Paranormal Tours
 - Culinary Tours
 - Ghost Town Tours

FOR RESERVATIONS AND MORE INFORMATION VISIT OUR WEBSITE AT SWEXPEDITIONS.COM OR CALL DAVID AT 877-808-6877.

NEW MEXICO *True*
Co-Op Participant

Green Chile Paddy Wagon *Member since 2015*

3040 Jennifer St., Las Cruces, New Mexico 88005
575-571-5399 www.facebook.com/thegreenchilepaddywagon
Locally owned food truck that specializes in green chile southern NM foods.

Habaneros Fresh Mex *Member since 2018*

600 E. Amador Ave, Las Cruces, NM 88001
575-524-1829 www.habanerosfreshmex.com
The HEALTHY Mexican Restaurant, providing food cooked without lard, and offering vegan options. Every dish is made with love.

Happy Dog Food Truck *Member since 2018*

101-201 N Water St, Las Cruces, New Mexico 88001
575-640-8283 www.happydoglc.com
Food service providing hot dogs, burgers and grilled chicken daily.

High Desert Brewing Co. *Member since 2010*

1201 W. Hadley Ave., Las Cruces NM 88005
575-525-6752 www.highdesertbrewingco.com
A brew pub serving beer that is brewed on premise, along with a full menu.

Hubcaps Cruz in Café *Member since 2018*

2420 W. Picacho Ave., Las Cruces, NM 88007
575-526-2277
A mom and pop diner with an unusual menu. Featuring green chile cheeseburger, fish n' chips, green chile Philly cheese steak, and the famous breaded and fried pork tenderloin. Nothing over \$10!

Indulgence Bakery and Café *Member since 2017*

2265 S. Main Street, Las Cruces, NM, 88005
575-523-1572 www.indulgencebakerycafe.com
Fresh, homemade, unique food and desserts. Specializing in custom cakes and desserts, full of flavor, and offering unique breakfast and lunch dishes.

La Fiesta Bakery *Member since 2015*

455 N. Valley Dr., Ste 3, Las Cruces, NM 88005
575-647-5800 www.lafiestabakery00.com
Locally owned bakery, serving baked goods, cakes, bread, and more — made fresh daily. Leftover baked goods donated to our local soup kitchen.

Let Them Eat Cake *Member since 2012*

1001 E. University Ave, Ste 136, Las Cruces, NM 88001
575-680-5998 www.stephaniesletthematecake.com
Custom made cakes, cupcakes, gluten free, and more.

Lorenzo's Italian Restaurant *Member since 2012*

1753 E University Ave, Las Cruces, NM 88001
575-521-3505 www.lorenzositalian.com
Serving homemade pastas, sauces, and traditional Italian dishes.
Serves Beer and Wine.

Milagro Coffee y Espresso *Member since 2010*

1733 E. University, Las Cruces NM 88005
575-532-1042 www.milagrocoffeeonline.com
Serving miracles at 6:30 a.m.

Paisano Café *Member since 2018*

1740 Calle Mercado, Las Cruces, NM 88005
575-524-0211 pasionocafe.com
Paisano Cafe Restaurant offers the best in Fine Dining, with meals ranging from Mexican Food, Vegetarian, and seafood. Providing memorable dining experiences with food infused with amazing Latin flavors.

Pastaggios's Italian *Member since 2015*

3000 Harrelson St., Las Cruces NM 88005
575-522-5552 www.pastaggios.com
Locally owned carry out, catering, and sit-down restaurant, serving gourmet pizzas, salads, pastas, and delicious sandwiches since 1995. Freshly made, and offering affordable stress-free family pack meals. Now serving beer and wine.



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575-496-7727 (c)

www.SmartLivingLC.com

Pecan Grill and Brewery *Member since 2011*

500 S. Telshor Blvd., Las Cruces NM 88011
575-521-1099 www.pecangrill.com

Steaks, seafood, pastas, vegetarian, gluten-free, full bar, and an extensive wine list.

Salud de Mesilla *Member since 2016*

1800 Avenida de Mesilla, Las Cruces, NM 88005
575-323-3548 www.saluddemesilla.com

Full service restaurant featuring a fun and unique atmosphere with infusions, tapas, and small plates. Let your adventure begin!

Spirit Winds (see "Apparel, Retail, and Specialty Gifts")

Valley Pizza *Member since 2018*

3100 W. Picacho Ave, Las Cruces, NM 88007
575-541-4545 www.valleypizzalc.com

3 Year Winner of the "Pits for Peace" Pizza Competition. Dough, Sauce & Bread made daily. Also serving salads, sandwiches, and desserts.

Yummy Bakery *Member since 2015*

Saturdays at north end of Farmers Market
575-382-8511 www.facebook.com/yummy.gluten.free

Commercially certified 100% Gluten-Free kitchen where "Taste, Finally Wins!". At prices everyone can afford; offering delicious breads, buns, muffins, cookies, brownies, pizza crusts, and more.

GRAPHIC DESIGN AND ADVERTISING

Asirvia *Member since 2018*

813-404-1119 Asirvia.info/jeffbarfoot

Asirvia is a proximity marketing company using the GO, a tiny Bluetooth beacon that broadcasts your message and link to smartphones nearby as a notification. Using the GO platform, you decide the message and link you want.

Cheddar Advertising *Member since 2013*

1401 S. Don Roser, Ste. E-3, Las Cruces, NM 88011
575-616-7093 www.cheddaradvertising.com

We provide you the tools to help your business sell and communicate better, uncover fresh and authentic ways to connect with consumers, and create custom designed websites that are intuitive, responsive, and innovative.

Directory Plus *Member since 2018*

1595 W. Amador Ave. Suite E, Las Cruces, NM 88005

575-647-5755 www.directoryplus.com

Providing advertising opportunities for businesses and organizations at exceptional value; for the most impact, readership and return on investment.

Sinuate Media *Member since 2013*

1910 Calle de Parian, Mesilla, NM 88046

575-915-2878 www.sinuatemediacom.com

Sinate Media helps brands reach, engage, and convert more business through smarter digital marketing and promotions. Marketing and social media training available.

Sullivan Designs *Member since 2017*

1990 E. Lohman Ave, Ste. 102, Las Cruces, NM 88001

575-404-3836 sullivandesignllc.com

We are a US and International Web Development firm that services small businesses to fortune 500/1000 companies. In business for over 7 years, and 16 years professional experience.

GROCERS

Mountain View Market Co-op *Member since 2011*

1300 El Paseo Rd., Ste. M (El Paseo and Idaho Crossings),

Las Cruces NM 88001

575-523-0436 www.mountainviewmarket.coop

Mountain View Market Co-Op is a community owned natural foods store. Serving our community since 1975, we provide local and organic food, as well as health and wellness items.

Save Mart *Member since 2015*

495 N. Valley Dr, Las Cruces, NM 88005

575-526-8628 www.savemartlascruces.com

Locally owned for over 30 years, supplying Las Cruces with fresh produce, fine meats, and full carry out service to your vehicle.

Toucan Market *Member since 2013*

1701 E University Ave Las Cruces, NM 88001

575-521-3003 www.toucanmarket.com

Our store contains 15,000 square feet of exotic, healthy, affordable and "Just for the taste of it" foods. Over 500 wines from around the world, micro-brew and import beers, bakery, butcher block, and produce.

HEALTH, MEDICINE, AND WELLNESS

Brainworks Neurofeedback *Member since 2016*

Brandi Lozada-Johnston, BCN, QEEG – T

575-405-4142 or Text www.brainworksneurofeedback.com

BrainWorks Neurofeedback improves Brain Functions for a wide range of individuals in a non-invasive, simple, and effective way. Offering no-fee consultations and presentations.

Crossroads Acupuncture *Member since 2018*

Families and Youth, Inc., 1320 S Solano Dr,

Las Cruces, NM 88001

575-312-6569 crossroadsacupuncture.com

Our mission is to make healthcare accessible and affordable to people of all income levels through the support of local communities. We provide low-cost services, training health providers in cost-effective techniques, and helping underserved groups establish and sustain their own community supported health projects.

Daniel Allan, MD *Member since 2010*

780 S. Walnut St., Las Cruces NM 88005

575-523-6554

Plastic and reconstructive surgery, surgery of the hand.

Dental Associates *Member since 2014*

2205 South Solano Dr., Las Cruces, NM 88001

575-522-7320 www.da-lc.com

Our focus is multifaceted, yet our philosophy is simple: Everybody counts. To that end, we are "about" oral health, beauty, function, and well-being. Dentistry is healthcare, and we strive to be your guide to a healthy mouth, lifestyle, and feeling when you are here.

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Las Cruces Community
Radio

- Local Issues
- Local Entertainment
- Local People
- Local Culture



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for a
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&
Streaming

radioquetal.org

Desert Mountain Acupuncture

Member since 2018

2488 Calle de Guadalupe, Las Cruces, NM 88005
575-618-6900 desertmountainacupuncture.com

Helping you discover a healthy, happier, and more balanced lifestyle through acupuncture, Chinese herbs, cupping, and other Eastern therapies.

downtown desert yoga *Member since 2011*

303 S. Alameda Blvd, Las Cruces, NM 88005
575-647-9642 (YOGA) www.downtowndesertyoga.com

Warm, friendly studio with classes for all levels — Beginners Hatha Yoga, Kids, Hot Yoga, Yin Yoga, Vinyasa Flow, Prenatal, and Baby yoga.

Dwell Yoga *Member since 2018*

424 N. Main Street, Las Cruces, NM 88001
575-621-7520 dwellwithinyoga.com

Serving and strengthening Southern NM communities by providing expert yoga instruction of various styles. We are a practice that is transformative and deeply enriching.

Ella Nelson, PT *Member since 2016*

1100 S. Main, Ste. #9, Las Cruces, NM 88005
575-644-9781 ellanelson1943@icloud.com

Providing physical therapy, specializing in traumatic injuries and chronic pain.

End-O-Fite Enterprises LLC *Member since 2015*

575-649-3955 www.endofite.com

We restore microbial communities (microbiomes) for integrated food security, health, and nutrition.

Full Circle Health Center *Member since 2012*

210 West Las Cruces Ave., Las Cruces NM 88005
575-525-3700

Holistic health care.

Haciendas at Grace Village *Member since 2016*

2802 Corte Dios, Las Cruces, NM 88011
575-524-1020 www.gracevillagec.com

The Haciendas at Grace Village provides Assisted Living in Las Cruces for dementia and Alzheimer's patients. We have a friendly, warm staff ready to assist your loved one.

Health Alternatives *Member since 2016*

Dr. joni newcomer, traditional naturopathic doctor 575-202-9989
Jin Shin Jyutsu energy art, Self-Help JSJ classes, homeopathy, and flower essences; quiet home healing room in central Las Cruces.

Helping Hands Chiropractic *Member since 2015*

1135 S. Main Street, Suite C, Las Cruces, NM 88005
575-541-9288 www.helpinghandslasruces.com

A chiropractic health care office, offering personalized care for pain management of spinal conditions, decompression therapy, pediatric adjustments, and assessments.

Counseling Las Cruces, LLC *Member since 2018*

133 Wyatt Dr, Suite 3, Las Cruces, NM 88005
575-526-9878 www.counselinglasruces.com

We serve adults/teens, children, and couples addressing depression, anxiety, relationship issues, and life challenges. We are LGBTQIAA friendly.

Mesilla Park Healing Arts *Member since 2016*

2201 N. Main Street, Las Cruces, NM 88001
575-444-6116 www.facebook.com/mesillahealing

We provide holistic care and options to families, veterans, service providers, and individuals, regardless of ability to pay.

Optimum Health and Rehab, LLC *Member since 2018*

221 N. Main Street, Las Cruces, NM 88004
575-652-6433 optimumhealthllc.com

Providing holistic healthcare options through Acupressure, cupping, and functional movement. Rehabilitation for individuals seeking alternative pain management therapies, injury prevention, and optimum wellness.

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Reclaim Wellness *Member since 2015*

1355 California Ave, Ste B, Las Cruces, NM 88001
 575-523-8951 www.facebook.com/lascruceswellness

Integrative wellness center for mind, body, and spirit: offering Primary Medical Care, Massage, Reiki, Hypnosis, Doula Services, Medical Cannabis Evaluations, Retail, and More. Most insurance accepted.

Sage Aesthetics & Wellness *Member since 2018*

125 1/2 Mountain Ave, Las Cruces, NM 88005
 575-233-7770 sageaw.com

Providing advanced rejuvenation techniques and products, as well as a holistic approach to women's and men's health and well-being, in a luxurious private setting. Our nurse practitioner customizes your treatment plan for dermatology, weight loss, and more, while serving a diverse group of clients.

Southwest Salt Room *Member since 2018*

1100 S. Main St Suite 104, Las Cruces, New Mexico 88005
 (575) 526-7126 southwestsaltroom.com

Family owned and operated business dedicated to offering people relief from allergies, smoke inhalation, pet dander, and more through the use of HaloTherapy.

Transformational Light Design *Member since 2018*

575-520-6591 awakeningdesigns.com

TLD practices and supports the concept of Whole Health Wellness, which includes body, mind, emotions, and spirit. Providing experience and tools to assist individuals to find their own uniqueness and empowerment.

HOME, LANDSCAPING, AND GARDEN**All American Jetting Services** *Member since 2018*

575-373-5114 www.facebook.com/aajetting

Offering hydro jetting lines (High Pressure Water), Snaking sewer lines, and Camera inspection. Eco-friendly maintenance enzymes to coat the inside of your lines with a bacteria that eats any blockage and prevents root growth.

Antix Inc. *Member since 2015*

717 W. Organ Ave., Las Cruces, NM 88005
 575-526-2398 www.antix-inc.com

Retail sales and installation of cabinets and countertops. Providing commercial casework and specialized woodworking. Serving Las Cruces for over 40 years.

Blue Oak Creative *Member since 2017*

916-765-6173 landscapesbyblueoakcreative.com

Landscape designer focused on sustainable practices and creating outdoor living spaces.

Green Lizard, LLC *Member since 2011*

300 S. Walnut St., Las Cruces, NM 88001
 575-208-5296 www.greenlizardllc.com

Locally owned company providing commercial and residential landscaping for over 14 years.

LE Electric *Member since 2011*

4558 Gerald Drive, Las Cruces NM 88007
 575-526-8483 www.le-electric.com

Full-service electrical contractor, design, energy efficiency, 24/7 service department.

Mike's Blinds *Member since 2016*

2804 Devendale, Las Cruces NM 88005
 575-571-0417 www.windowtreatmentsinlascrucesnm.com

Full-service window coverings, repair, sales, and installation.

Progreen Superior Coating & Roofing, Inc.

Member since 2012
 400 South Compress Rd Suite L, Las Cruces, NM 88005
 575-647-2700 www.progreenllc.com

We offer complete roofing services, including energy efficient cool roof coatings, total roof replacement, roof repair, restoration, and energy efficient solutions.

Wild Birds Unlimited *Member since 2017*

2001 E. Lohman, Ste. #130, Las Cruces, NM 88001
 575-523-5489 wbu.com/lascruces

Backyard Birdfeeding and Nature Shop. WBU Nature Education Center, providing nature education to the community.

JANITORIAL**Streak Free Cleaning, LLC.** *Member since 2013*

P.O. Box 13761, Las Cruces, NM 88013
 575-635-7278 www.streakfreecleaningllc.com

Residential and Commercial janitorial services company. Offering window and screen cleaning, hot water power washing, green home and office cleaning, graffiti removal, tile and grout cleaning and sealing, and carpet cleaning.

LEGAL**Camuñez Law Firm, P.C.** *Member since 2010*

833 N. Alameda Blvd., Las Cruces, NM 88005
 575-532-8270

Providing legal services in Las Cruces for more than 20 years, in criminal and civil matters.

Melissa J. Reeves, P.C., Attorney at Law

Member since 2012
 200 W. Las Cruces Ave., Suite A, Las Cruces, NM 88005
 575-522-5009, www.mreeves2005.qwestoffice.net

Wills, Trusts, Estate Planning, Probates, Guardianships, and Business Law.

MUSIC**Hubbard's Music** *Member since 2011*

108 Wyatt Drive, Las Cruces, NM, 88005
 575-526-8884 Hubbardsmusicmore.com

Rocking Las Cruces for over 30 years!

Las Cruces Civic Concert Association *Member since 2015*

505-225-1094 www.lascrucescca.org

Providing the NM community with quality LIVE entertainment for over 71 years.

NONPROFIT ORGANIZATIONS**Abode, Inc.** *Member since 2011*

999 W. Amador, Las Cruces, NM 88005
 575-523-2219

Nonprofit organization dedicated to providing housing for the chronically homeless.

Big Brothers Big Sisters *Member since 2016*

221 W. Griggs, Las Cruces, NM 88005
 575-523-9530 www.BBBSMountainRegion.org

Big Brothers Big Sisters provides children facing adversity with carefully screened, caring adult mentors. Providing stability and success in a child's life.

First Christian Church *Member since 2015*

1809 El Paseo Rd, Las Cruces, NM 88001
 575-524-3245 www.firstchristianlc.org

An open and affirming congregation, affiliated with the Disciples of Christ (Christian Church) and the United Church of Christ.

Foundation for the Las Cruces Museums

Member since 2012
 P.O. Box 2783, Las Cruces, NM 88001
 575-202-9971 www.foundationlcm.com

Nonprofit organization dedicated to the city's four museums: Art, Railroad, Natural History, and the Branigan Cultural Center.

Friends of the Organ Mountains-Desert Peaks

Member since 2012
 300 N. Main St. (upstairs), Las Cruces, NM 88001
 575-323-1423 www.organmountainsdesertpeaks.org

Nonprofit organization dedicated to the protection and preservation of public lands and their diverse populations.

Girl Scouts of the Desert Southwest *Member since 2017*

225 E. Idaho Ave., Suite 9, Las Cruces, NM 88005
 575-526-2532 www.gsdsw.org

Through the Girl Scouts, we help girls build courage, confidence, and character, making the world a better place.

Gospel Rescue Mission *Member since 2016*

1050 W. Amador Ave., Las Cruces, NM 88005
 575-523-7727 www.lcgrm.org

The Gospel Rescue Mission provides for the physical, emotional, and spiritual needs of the homeless, poor, and needy.

Jardin de Los Niños *Member since 2015*

999 W. Amador Ave., Bldg. E., Las Cruces, NM 88001
 575-522-2111 www.jardinlc.org

We create new possibilities for homeless and near homeless children and their families through loving childcare, education, and community resources.

Mesilla Valley Habitat for Humanity *Member since 2013*

720 N. Santa Fe Street, Las Cruces, NM 88001
 575-525-0475 www.lascruceshabitat.org

Nonprofit organization dedicated to building homes for people in need.

Mesilla Valley Hospice *Member since 2015*

299 Montana Ave, Las Cruces, NM 88005

575-523-4700 www.mvhospice.org

Mesilla Valley Hospice provides end-of-life care 24 hours a day for those Doña Ana residents who have been diagnosed with an illness.

New Mexico Wilderness Alliance *Member since 2016*

275 N. Main Street, Las Cruces, NM 88005

505-843-8696 www.nmwild.org

New Mexico Wilderness Alliance is dedicated to protecting and restoring New Mexico Wilderness areas.

Safe Haven Animal Sanctuary *Member since 2015*

840 El Paseo Rd., Suite D, Las Cruces, NM 88001

575-527-4544 www.shaspets.com

A "No-Kill" adoption center for cats and dogs. Also operates a Thrift Store.

The Southwest Environmental Center*Member since 2011*

275 N. Main St., Las Cruces, NM 88001

575-522-5552 www.wildmesquite.org

Our mission: To preserve and protect the wildlife and wild spaces of the Southwest.

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Nancy Simmons, Proofreader/Editor *Member since 2010*480-277-5258, npsimmons@msn.com. Proofread and edit all written materials.**Small Business Development Center** *Member since 2014*

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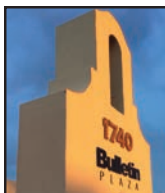
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