

## 2024 Board of Directors

### Executive Committee

**2024 Chair**  
**Dr. Michael Law**  
*Warren & Law Dental*

**2025 Chair**  
**Rico Gonzales**  
*El Paso Electric*

**2023 Chair**  
**Jason Lazich**  
*Virgin Galactic*

**Secretary/Treasurer**  
**Kevin Merhege**  
*Pioneer Bank*

**Vice Chair Building Community Sector**  
**Mike Tourtilott**  
*Sisbarro Volkswagen*

**Vice Chair Grow Your Business Sector**  
**Barbara Torres**  
*Nothing Bundt Cakes*

**Vice Chair Investor Services Sector**  
**Chad Getz**  
*Getz Funeral Home*

**Vice Chair Public Policy Sector**  
**Richard Haas**  
*Desert Peak Architects*

### Directors

**Steve Aragon**  
*Blue Halo*  
**Matthew Conrad**  
*MountainView Regional Medical Center*

**Brandy Darden**  
*Western Heritage*  
**Joah Franzoy**  
*EBID*

**Kevin Horner**  
*PTS Office Systems*

**Amy Hummer**  
*BH&G/Steinborn Real Estate*  
**Courage Idemudia**  
*Wells Fargo*

**Royal Jones**  
*MVT Services, Inc.*

**Michael Lutz**  
*American Linen Supply of NM*  
**Scott McLaughlin**  
*Spaceport America*

**Albert Parra**  
*Electronic Caregiver*

**Monica Torres**  
*NMSU*  
**Mike Woods**  
*Burrell College of Osteopathic Medicine*

### Chamber Staff

**Cyndi Armijo**  
*Director of Operations*  
**Taylor Isaacs**  
*Director of Development and Investor Services*

**Debbi Moore**  
*President & CEO*



GREATER LAS CRUCES  
CHAMBER OF COMMERCE

Powered by Investors, Driven by Business

Connecting • Convening • Cultivating

# Overview of Greater Las Cruces Chamber of Commerce

Presented to the

Economic & Rural Development  
& Policy Interim Committee

By

Debbi Moore, President/CEO

September 11, 2024

150 East Lohman  
Las Cruces NM 88001  
575.524.1968  
LasCruces.org



## **2024 GOALS:**

### **BUILDING COMMUNITY SECTOR-- Mike Tourtilott, 2024 Vice-Chair**

**Goals:**

1. Continue promotion of #LasCruces10-4
2. Continue of Leadership Las Cruces Programs (LLC & JrLLC)
3. Active LLC Alumni
4. New ideas: a) "Masters" Leadership program; b) Leadership Awards event

### **GROW YOUR BUSINESS SECTOR—Barbara Torres, 2024 Vice Chair**

**Goals:**

1. Develop strategies in working with businesses. Survey members on regular basis
2. Create seminars, education initiatives on current topics & issue; Resume Friday Zooms
3. Strong support of entrepreneurship cultivation & succession planning
4. Create "roundtables" of businesses to share best practices
5. Support NMORCA & continue implementation of local small business group

### **INVESTOR SERVICES SECTOR—Chad Getz, 2024 Vice-Chair**

**Goals:**

1. Annual analysis of all membership investment rates & packages & develop marketing plans recruitment, retention & upgrade of membership investments
2. Working collaboratively with Ambassadors to assist with new member's "first year"
3. Provide networking opportunities for members including In the Know Luncheons (8 per year on various topics); Ribbon cuttings, New member & Anniversary celebrations & other activities

### **PUBLIC POLICY SECTOR—Richard Haas, 2024 Vice-Chair**

**Goals:**

1. Advocacy: City/County/Region/State/Federal
  - a. Set legislative agenda & follow key legislation year-round by following interim committees
  - b. Continue relationship building & communication with elected officials & Executive staff(s)
2. Aerospace: Continue program development through committee initiatives & LC Air Alliance
3. Healthcare: Continue program development through committee initiatives
4. Agricultural: Continue to develop avenues of involvement with this industry
5. New potential Issues: Water; Transportation

## General Thoughts: Goals from the Desk of the CEO

- **Increase fundraising revenues (non-dues revenue)**
  - **Annual Golf**
  - **Annual Dinner/Luncheon/Awards**
  - **Leadership Las Cruces**
  - **Annual Healthcare Awards**
  - **New fundraiser (?)**
- **Potential new networking opportunities: “A Conversation With...” breakfast**
- **Promote advertising on weekly email & “upgrades” through our data base**
- **Use Horizon Initiatives as we look forward to the future**
- **Voice of business; a) Influencer; b) Cultivator; c) Convener and d) Connector**
- **Advocacy coordination; Work with surrounding communities**
- **Promote increased involvement of members in all programs – Use testimonials**
- **Seek consensus among partners; Continual communication with businesses on challenges**
- **Tell our story “it’s about community” – Continue branding the Chamber**

## **3 Essential Pillars for Your Chamber's Success**

By Sheree Anne Kelly , CEO Association of Chamber of Commerce Executives

We've never faced a pandemic of this scale in our lifetimes. Add to that global economic impacts that will likely linger for months or even years. What's clear is that the role of chambers of commerce has never been more crucial. Not just to help our communities through the pandemic, but to help drive economic recovery. Our team sought out thought leaders and gathered insight to ensure that chambers not only survive, but thrive on the other side of this economic downturn. Research points to three critical components necessary to build a strong future for your chamber. Our world is changing fast and isn't going "back to normal" anytime soon, so the need for us to adapt is urgent.

**How to Build a Chamber of the Future:** Mission is Critical - Our missions must be clear, impactful and community focused. If we are solving the greatest challenges facing our communities, and optimizing our opportunities, then our value proposition is undeniable. Your mission is the passion that drives your work and your community impact. It's your higher purpose. Whether your focus is economic development, workforce and talent, public policy and advocacy, inclusive and equitable growth, or some combination of community impacts, all your work must be driven to accomplish goals tied to this mission. This means letting go of side projects that don't affect the change you're seeking. We have to say "no" so we're more effective at the important things.

*I'm not talking about a mission statement. This is committing to the passion that drives community impact.*

**Lead with Courage and Purpose** - We know chambers are trusted sources of information. But our role as community leaders is critical. Leadership is a spectrum, from conveners gathering stakeholders for problem solving, to a more middle ground serving as the sane center among competing interests, to the other end of the spectrum as catalytic leaders. You may create and lead change on some issues and convene on others. But we are leaders, and *we must lead*. This doesn't mean going it alone – collaboration and partnerships will be key to our success.

*Do you find yourself spending too much time reacting to external factors? You likely need to rethink your leadership role. Driving change as a catalytic leader moves you from reactive to proactive leadership.*

**Adapt Our Business Models** - We can't chase money, we have to chase the mission. Building resilient and diversified funding streams to support our community-based work is key to long-term success. Membership dues have been a flattening or declining percentage of revenue for membership organizations for years. As this economic downturn continues, selling a traditional membership will be even harder and less relevant in meeting modern demands for value proposition. Mission-based revenue sources may include investor models, creative sponsorships, monetized events and expertise, fee-for-service activities, and leveraging a 501(c)(3) foundation. We can't rely on business models that served us 30 years ago, because our world has changed and is evolving even more rapidly today. Adaptations must be made. If not, we may not be around to lead and serve our communities.



## January-December 2023 Contact Statistics

### Emails:

- Sent total of 246,171 emails (average of 53/month)
- Open rate: 34% (4% increase over 2022)
- Click rate: 2%

### Web Page:

- 24,000 opens
- Click throughs to various activities/events: 15,000

### Phone Calls (incoming/outgoing estimated for hard line & cell phones):

- Estimated total of 11,500 inbound calls; 13,500 outbound calls

### 2023 Events: Committee meetings, events & seminars: 10,329 total attendance

- Luncheons: 8 events: 970 attendance
- S.T.I.R.: 11 events: 1,195 attendance
- LLC: 13 events: 570 attendance
- JrLLC: 9 events: 510 attendance
- Ribbon Cuttings: 42 events: 4,190 attendance
- Military Events: 3 events: 673 attendance
- Other activities: 7 events: 223 attendance
- Fundraisers: 4 events: 1,080 attendance
- Committees: 98 events: 918 attendance

### Other Chamber related efforts:

- Partnered with other business support agencies to promote seminars & educational tools for businesses. Estimated promotion of 300+ events in 2023
- Participated in 100+ various government (Federal/State/County/City) meetings
- Worked with City administration, elected officials & LCPD to implement 10-4 appreciation program;
- Staff represented the Chamber throughout the community at various meetings, activities & events
- Continue to work closely with WSMR leadership in advocacy efforts & other related activities
- Worked, and continue to work closely, with various agencies on various business challenges. In addition to the City, County & State staff & elected officials, these include, but not limited to, SBDC, WESST, LC Green Chamber, Resilient Leaders, NMSU, DACC, LC Hispanic Chamber, The Bridge of Southern NM, Workforce Collaborative, Community of Hope, Homebuilders of LC, Realtor Association of LC, MVEDA, BIA, Borderplex Alliance, El Paso Chamber, El Paso Hispanic Chamber, SBA, ARMs, C-RAC, NM Military Base Commission & NM Workforce State-wide Board.





# PED SUMMER ENRICHMENT INTERNSHIP PROGRAM



PED's Summer Enrichment Internship Program (SEIP) aims to provide high school students with the opportunity to participate in high-quality internships with local employers across the state. The program was created in April 2021 with dedicated ARRA (American Recovery and Reinvestment Act) funds. In **2022**, it was a combination of ARRA and state funding.

As of 2023 and 2024, the program has been state funded. Though, the program is not reaching all the rural corners and communities in New Mexico.

We are seeking **\$15 million** a year for 3 years to fund the PED SEIP:

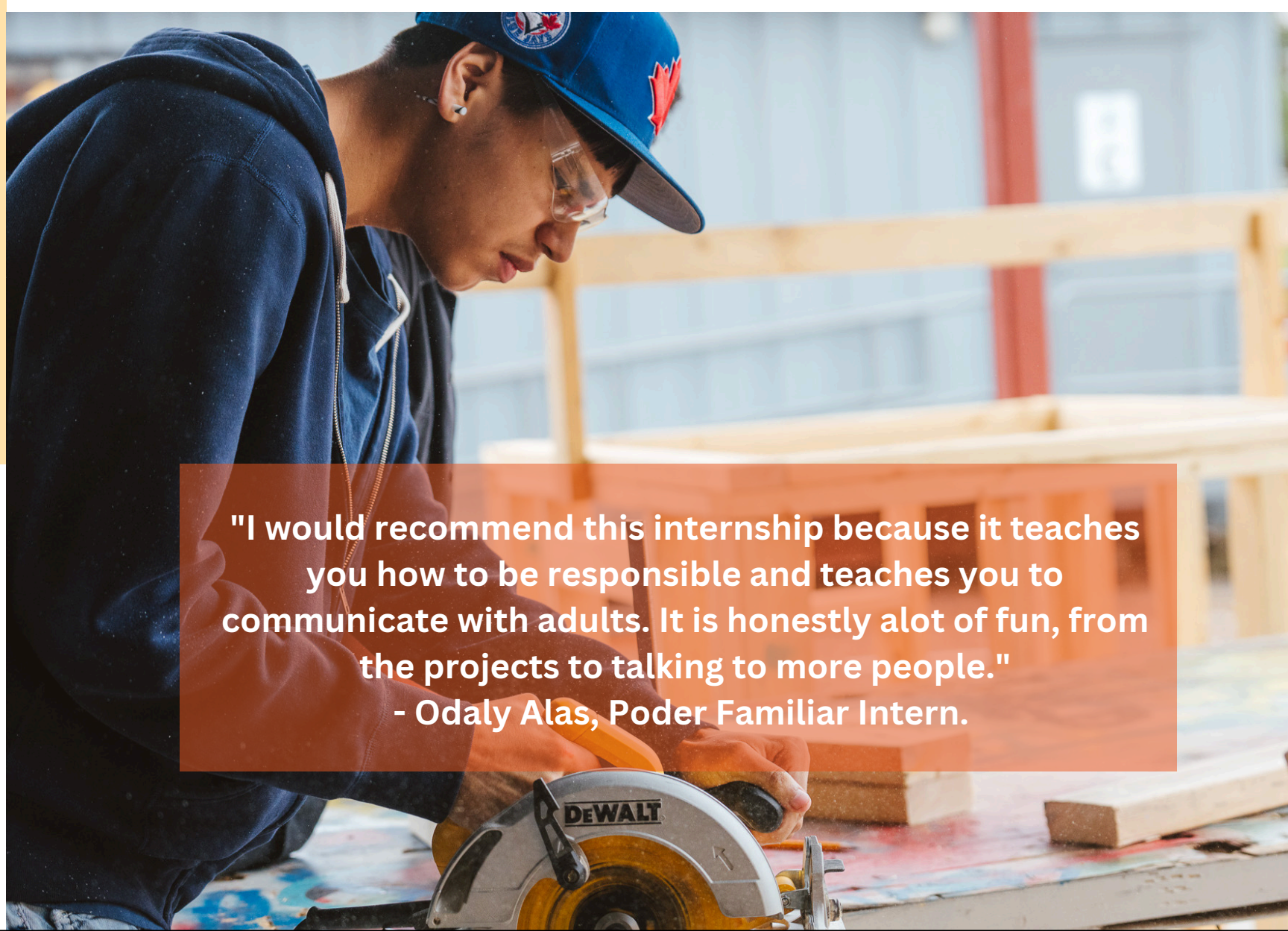
- **Priority** to rural counties and tribal entities.
- **Allows** the program launching simultaneously as the school year ends.
- **Compensates** students, allowing them to pay for personal /family expenses.
- **Includes growth** to additional counties.
- **Opportunity of employability workshops and direct mentorship** for high school students for necessary skills before their first workday.
- **Supports** Public Education Department with its operations, and funding of talent.
- **Funding** for evaluations and data gathering.

## Benefits of the investment:

- Provides **economic relief** for students and families.
- Increases chances for employers to **hire locally**.
- Students have **career exploration** opportunities in field of choice.
- Students **gain confidence and maturity** through work.
- Student build a **valuable social network**.
- Gain work experience and **employability skills** through the program.
- Increases the **economic vitality of local communities**.

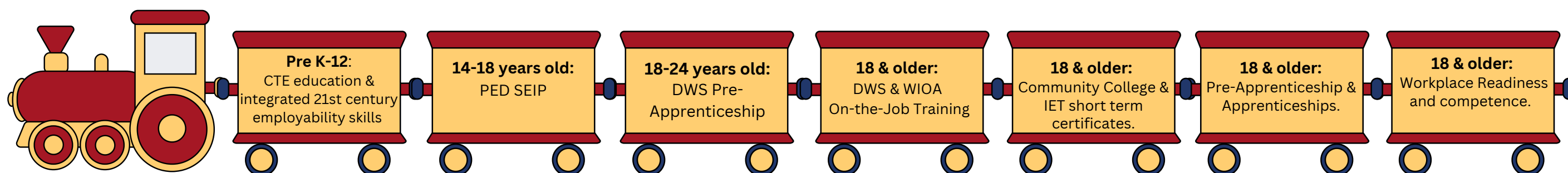
**\$9.145 m**

was allocated in 2024, with 55% of the funding dedicated to Dona Aña County. With this bill, for 2025-2027, this increased funding would be more equitably distributed, benefiting students, employers and communities throughout the state.



"I would recommend this internship because it teaches you how to be responsible and teaches you to communicate with adults. It is honestly alot of fun, from the projects to talking to more people."  
- Odaly Alas, Poder Familiar Intern.


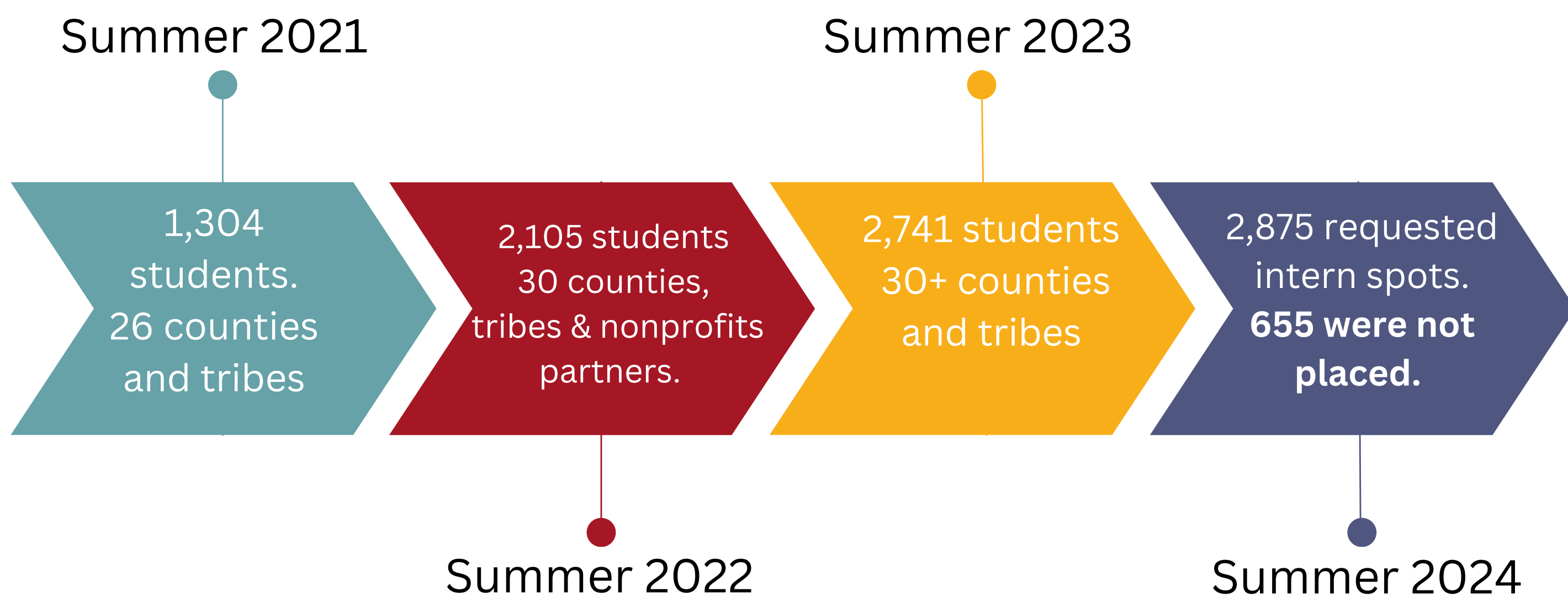
PED's Summer Enrichment Program is part of a continuum of career development opportunities the state supports for New Mexicans from Pre K-12 to beyond age 18:






# PEP SUMMER ENRICHMENT INTERNSHIP PROGRAM

Since the launching of the program, **the numbers of participants have increased through the years.** But in **2024**, due to lack of funding and contract delays, **the program was not able to operate as expected.**



*"I would recommend this internship because I had a lot of fun and learned new concepts. I also worked with organizations in Santa Fe I would have never imagined being a part of. You learned crucial communication skills which is something everybody should learn."*

- Aseneth Ultreras, 2021 Community Educators Network Intern.



*"It opens their eyes and opens doors to different things that are available in this community that they may not have thought of."*

- Jennifer Hackney, Farmington

## Northern New Mexico Coalition for Work-Based Learning.

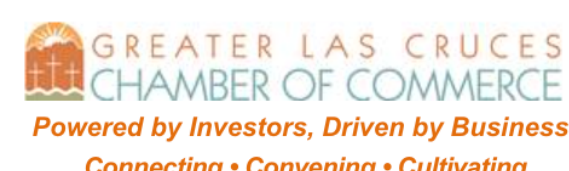
Founded in April 2021, the Coalition and its 50+ member organizations connect industry with education to provide high quality work-base training for youth and adults. Fostering collaboration, resource coordination, the securing of funding, support for students & educators, and forging stronger bonds across sectors.

### Sarah Holtzclaw

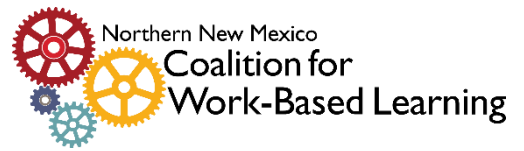
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September 11, 2024

New Mexico State Legislature  
Rural Development and Economic Interim Committee  
Main points for PED Summer Enrichment Funding

My name is Sarah Holtzclaw. I represent the Northern New Mexico Coalition for Work-Based Learning, (NNMCWBL) composed of over 40 organizations representing employers, non-profit organizations, workforce training entities, philanthropy, secondary and post-secondary education, tribal and state government, that is committed to expanding access to high quality work-based learning in Northern New Mexico and throughout the state.

Our Coalition writes to encourage your support for the development and passing of a bill to fund the Public Education Department's (PED) Summer Enrichment Internship Program (SEIP) for \$15 million a year for the next three years.

The Coalition would like to the bill to include:

- Priorities to rural counties so the funding is equitably spent through the state
- Include funds for PED staffing to support to the program
- Include funding for evaluation of the program to follow up with participating students and employers
- Include provisions for employability workshops for the students prior to the start of the summer internships so they are prepared for the employers' expectations
- Include provisions for mentor training at the employer's workplace place of work to ensure that both the employer and the student have a positive experience over the course of the internship

This proposed funding will allow the PED to expand and support the program, which has been a great success over the last three years. The program benefits the entire state, including the less populated rural counties. However, it needs consistent, year-round funding for the continuation and support for counties, tribes and nonprofits who are executing the program on the ground.

For today's youth, life after high school is not always clear. High-quality work-based learning activities are authentic experiences that provide youth and young adults with critical skills to help them be successful whether they choose college or directly into their career. These experiences give youth the opportunities to develop technical and competitive employability skills to succeed in future jobs. Additionally, high-quality programs offer supportive relationships with adults that expand students' professional networks and social capital, both critical to their future success.

This clarity of work opportunities has reverberating effects on our communities throughout the state such as:

- Paying a part-time wage to students to help support them and their families for the duration of the internship
- Decreasing truancy and increasing graduation rates through connecting the classroom to potential careers
- Encouraging students to remain in their communities and in New Mexico with the knowledge of local opportunities
- Increasing the labor pool for local employers in order to build and maintain their businesses

Thank you in advance for your support of this critical program, which is just one among a continuum of programs that support work-based learning from elementary school through adulthood in several of the state's agencies.

