



*Remain  
resilient*



*Las Cruces!*



**A TRIBUTE TO OUR AMAZING COMMUNITY • NOV. 27, 2020**

Sponsored by Cavill & Co. Investment Managers and the Las Cruces Bulletin (Photos by Elva Österreich)



# It's rough out there; let's keep our heads and hearts

By **RICHARD COLTHARP**  
Las Cruces Bulletin

When Ron Cavill of Cavill & Company suggested a “Thank You, Las Cruces” section, the Bulletin was eager to help give Las Cruces a shot of encouragement during the pandemic. It came out Sept. 11.

He did a follow-up in October, “Stay Strong, Las Cruces.”

When the sections were published, many were hopeful. Covid numbers were slowing, and some businesses were emerging from the economic setback.

Thanksgiving is traditionally a time to be grateful, to be hopeful.

But now, during a governor-mandated lockdown, soaring Covid numbers and overstressed healthcare workers, being hopeful is harder.

That makes being hopeful even more important.

“Remain resilient” is the theme for this third edition, but remaining resilient has to be more than a slogan. It has to be a way of life.

We also need to look at things differently.

If we look at our world fretfully because “we can’t do things the way we used to,” we can miss out on creative innovations that could change our lives in both the short and long terms.

Back in February, very few of us had ever been on Zoom calls.

Now, for many, they have become a regular way of life, one that will likely last past the pandemic. We’ve proven we can learn new ways.

Many businesses are offering products and services that didn’t exist for them before Covid.

Creativity can be a hero.

But what about that most creative of endeavors, the arts?

Pre-pandemic, one of our great life balancers was the arts. We could go to a play, a concert, to the movies, attend a gallery opening, or catch some local live music to

unwind and let our minds wander. Most of that is gone now, and the creators and vendors face an uphill struggle to survive. Local community theater, movies and events can never make up the revenue lost during the pandemic. Can a movie theater, a gallery or playhouse go an entire year paying rent on a dark stage? Unfortunately, we’re about to find out.

Maybe there will be some angels out there to help out some of these folks. Maybe the artists can find new creative ways to entertain and raise funds. If anyone can find hope through creativity, it is them.

We can also find hope through science. We are learning of successful vaccines, though it will be more grueling months before they are widely available enough to make a difference.

So, we must remain resilient.

It is difficult as we learn of more friends and family members getting sick, some fatally.

Doña Ana County had as many Covid-related deaths in the first 18 days of November as we had in the previous eight months combined. If that is not motivation to resiliently wear our masks and be safe, nothing can be.

Yet we have seen other areas of the country face those grim periods and make it through. That is another ray of hope.

No, we can’t do things the way we used to do. But not everything we used to do was necessarily all that good. Maybe we can find hope in doing things a new way, a different way, a better way.

Our city, our state, our nation and our world have continually faced one struggle or another. Struggles will always be with us.

Las Cruces can find those better ways to deal with the struggle. Through hope. Through creativity. Through hard work. Through persistence.

Remain resilient, Las Cruces.

And, as Ron Cavill said, “Above all else, remember to be kind.”

360 Business Products • A New Beginning Custom Homes • A New Hope Therapy Center • AAA New Mexico • Acti-Kare Responsive In Home Care of Las Cruces • ACTion Programs for Animals • ActionCOACH • Adams Radio Group • Adobe Modern • Advanced Care Hospital of Southern New Mexico • Advanced Hearing Care • Adventure Travel & Cruise Center/Vacation.com • Air Methods • Alaska Structures, Inc. • All Aboard America • Allen Theatres • Allstate Insurance Company - Diana Chanez • Allstate Insurance Company • Alzheimer's Association • Amador Health Center • Amador Hospitality • Ambercare Home Health Care • American Document Services • American Linen Supply of NM • American Medical Response • American Red Cross • Applied Technology Associates • Aprendamos Intervention Team • Ariel Technologies • Arteries & Veins • ASA Architects • Ashley Furniture HomeStore • At-Home Personal Care Services • Atrium Physical Therapy, Inc. • Attorney at Law - Melissa J. Reeves, P.C. • Austin's Fine Jewelry • Bank of the Southwest • Barnett's Harley-Davidson • Batteries + Bulbs • BBVA Compass Bank • Beasley, Mitchell & Co. • Beck's Coffee • Behavior Change Institute • Ben Archer Health Center • Benchmark Business Solutions/Xerox • Best Western Mission Inn • Better Homes & Gardens Real Estate-Bill Carpenter • Better Homes & Gardens/Steinborn & Associates • Better Homes & Gardens Real Estate-Eastside • Better Homes & Gardens Real Estate-Grady Oxford • Better Homes & Gardens Real Estate-Jennifer Goude • Better Homes & Gardens Real Estate-Amy Hummer • Better Homes & Gardens Real Estate-Peggy Stevenson • beWellnm - Health Insurance Marketplace • Beyond Custom • Big Brothers Big Sisters Mountain Region • Billy the Kid • Black Range Construction • Black Rat Tattoo • Blue Cross and Blue Shield of New Mexico • Blue Horizon Boutique Assisted Living & Memory Care • Bohannon Huston • Border International Truck & Trailer Sales of Las Cruces • Bosa Donuts & Burritos • Bosque Construction • Botanical Infusions • Bowlin Travel Centers, Inc. • Boys & Girls Club of Las Cruces • Bradbury Stamm Construction • Bravo Mic Communications • Builders Source • Burrell College of Osteopathic Medicine • Caliche's Frozen Custard • Camino Real Abstract & Title Company • Casa Bandera Apartments • Casa de Peregrinos • Casas de Soledad • Cash Express Cash Store • Catholic Charities of Southern New Mexico • Cavill & Company • Century Bank • Chad Peterson Insurance Agency • Charles Schwab • Chick-fil-A • Children's Reading Alliance • Chilto's • Chisholm's • Citizens Bank of Las Cruces • City of Las Cruces • City of Sunland Park • Claudia's Spanish Academy • Clifford, Ross, & Cooper CPAs • COAS Books • Coca-Cola • Fantastic Sams Cut & Color • Comcast Cable • Comfort Keepers • Comfort Suites • Commercial Space Progress Foundation • Community Foundation of Southern New Mexico • Community Options • Conterra Networks • Corner Deli • Cornerstone Christian Academy • Courtyard by Marriott NMSU • Crescent Electric Supply • Cripple Creek Realty • Crown Building Maintenance • Cruces Gymnastics Academy • Cruces Trophy & Awards Center • Crunch Fitness • Cupit & Company • D.H. Lescombes Winery & Bistro • D2 Designs • David D. Warren DDS • Michael D. Law DDS • David Dean and Associates • Dazzle Nails • Decorating Den Interiors • Dekker/Perich/Sabatini • Del Valle Physical Therapy • Delta Dental Plan of New Mexico • Dent Works • Desert Gardens - Yes! Communities • Desert Peak Architects • Desert Springs Christian Academy • Desert View Homes • Dickerson's Catering • Digital Solutions • Document Solutions • Domino's Pizza • Doña Ana Arts Council • Doña Ana Community College • Doña Ana County • Doña Ana County Humane Society • Doña Ana Title Company • Double Eagle • Douglas Inspections • Downtown Las Cruces Partnership • Eagle Security • EcoSave Solar • Edge of Texas Steakhouse • El Paso Electric • El Paso Outlet Centers • Eldorado Hotel and Spa • Electronic Caregiver • Elephant Butte Irrigation District • The Emerald Isle Boutique • Enchanted Occasions Event Rentals • Enchantment Land Certified Development • EnergyWorks • Enrich The Kids • Epiphany Dermatology • Edward Jones Investments-Ernest B. Carlson IV • Esperanza Medical and Wellness • Everett & Boetticher, P.C. • Farm Bureau Financial Services • Fastwave.Biz • Fiesta Motors Inc. • First American Bank in Las Cruces • First American Bank in Las Cruces - Mesilla • First Assembly of God Las Cruces • First Financial Credit Union • First New Mexico Bank, Las Cruces • First Savings Bank • FirstLight Federal Credit Union • The Fletcher Group, Merrill Lynch • Fluorescent Signs • The Foundation for Las Cruces Museums • Fox Auto Group • French Brothers • The Game Sports Bar & Grill • GenCon • Getz Funeral Home • Golden West Trading Company • Good Samaritan Society - Las Cruces Village • Goodwill Industries • Griffin's Propane • Grindell & Romero Insurance • Hacienda de Mesilla • Haciendas at Grace Village • Hampton Inn & Suites • Ed Helsel • High Desert Hospice • High Range Village Apartments • High Tech Consortium of Southern New Mexico • Highland Enterprises • Holiday Inn Express • Home Instead Senior Care • Home Kare Inc. of Doña Ana • Home Pro Solutions • Hub International Insurance Services • Hygia Pain Institute • Icon Financial • Ikard's • Inn of the Mountain Gods Resort & Casino • Insta-Copy Imaging • Jacobs Technology • Jardin de los Niños • Jaynes Corporation • Judy Enterprises SIG • Journey Construction • Kemp Smith • KFOX-TV 14 • Kindred at Home • Kosh Solutions • KRWG Public Media • KVIA - TV 7 • La Casa Inc. • La Clinica de Familia • La Piñon Sexual Assault and Recovery Services • La Posta de Mesilla • La Ventana Glass • Landmark Real Estate and Investment • Las Cruces Association of Realtors • Las Cruces Bulletin • Las Cruces Chamber Ballet • Las Cruces Convention Center • Las Cruces Gospel Rescue Mission • Las Cruces Green Chamber of Commerce • Las Cruces Hispanic Chamber of Commerce • Las Cruces Home Builders Association • Las Cruces Machine, Manufacturing & Engineering • Las Cruces Public Schools • Las Cruces Public Schools Foundation • Las Cruces Sister Cities Foundation • Las Cruces Sun-News • LaSen • Launch Pad Cafe • Law Office of W. Shane Jennings • L-E Electric • Leasing Services • Leavitt Group Southwest • Legacy Pecans • Lessons of Life • Lindmark Outdoor Media • Lorenzo's Italian Restaurant • Lori D. Allen, Financial Advisor, Edward Jones • The Lucky Dog Billiards • Mann Mortgage • Manpower Staffing Services • Martha Sanchez Insurance Agency • Martin & Lutz, PC • Matteo's Authentic Mexican Food • McAfee United States Army Health Clinic • MCBE Partners • McCoy's Building Supply • McDonald's • McGinley Construction • McGonigle Insurance • Medicina del Sol Direct Primary Care • Memorial Family HealthCare Center • Memorial HealthPlex • Memorial Lohman Endoscopy Center • Memorial Medical Center • Memorial New Mexico Cardiac Care • Memorial Women's Medical Associates • Valley Christian School • Mesilla Valley Economic Development Alliance • Mesilla Valley Habitat for Humanity • Mesilla Valley Hospice • Mesilla Valley Hospital • Mesilla Valley Insurance Group • Mesilla Valley Mall • Mesilla Valley Maze • Mesilla Valley Preservation • Mesilla Valley Public Housing Authority • Metal Craft Company • Mission Cleaning Supply • MMJs Pawn Shop • Molzen-Corbin & Associates • Monarchy IT • Morgan Stanley Wealth Management • Mosquito Squad • MountainView Regional Medical Center • Mesilla Valley Transportation • My Ride • N2 Publishing • NAI 1st Valley • New Mexico Border Authority • New Mexico Border Industrial Association • New Mexico Department of Agriculture • New Mexico Department of Transportation • New Mexico Department of Workforce Solutions • New Mexico Educational Assistance Foundation • New Mexico Farm & Ranch Heritage Museum • New Mexico Mutual Group • New Mexico Pest Control • New Mexico Restaurant Association • New Mexico Workforce Connection • New Start Homes / J&J Liquidators • New York Life Insurance Company • Ngage New Mexico • Nissan of Las Cruces • NM Employer Support of the Guard and Reserve • NM International Business Accelerator • New Mexico Procurement Technical Assistance Center • NMSU • NMSU - Dept. of Athletics • NMSU School of Hotel, Restaurant and Tourism Management • NMSU Arrowhead Center • NMSU Cooperative Extension Services • NMSU Foundation • Nothing Bundt Cakes • Office Depot • Olam West Coast • One Source Federal Credit Union • OnPoint Computer Solutions • Orange Air • Outer Limits Car Wash • Overhead Door Co. of Las Cruces • Painted Skies Dental Center • Papa's Pawn • Pat Campbell Insurance • Payday HCM • Payment 1 Financial • PC Automated Controls • Peak Behavioral Health Services • Pepsi Beverages Company • Pioneer Bank • Pitre KIA • Planet Development Design/Build • Planet Fitness • Polished Salon & Spa • Premier Distributing • Presbyterian Health Plan • PRIDE Industries • Primerica • Progressive Residential Services of New Mexico • PTS Office Systems • Public Regulation Commission • Purple Sage Massage Studio • Raising Cane's Chicken Fingers • Raul Tellez/Exit Realty • RE/Max Classic Realty • realView Publishing • Red Hawk Golf Club • Rehabilitation Hospital of Southern New Mexico • Revolution 120 • The Ridge at Organ Vista • Rio Grande Contract Furnishings of NM • Roadrunner Capitol Reports • Robert Mullan, DPM • Roto-Rooter • Royal Estates of El Paso • RT Electric • Rudy's Bar-B-Q • Ruidoso Valley Chamber of Commerce • Safe Haven Animal Sanctuary • Safe-Lock / Medical & Work Apparel • Saint Andrew's Hospitality House • Salud! de Mesilla • SBH Web Design • Schueller Homes • Schwalm, Martos & Company • SCORE Las Cruces Chapter 397 • ScottHulse, P.C. • Security Finance • Sher-Wood Cabinetry • Sierra Healthcare Center • Siesta RV Park • Sisbarro Mitsubishi • Sisbarro Buick/GMC Trucks • Sisbarro Chevrolet-Chrysler-Dodge-Jeep-Ram - Deming • Sisbarro OnSale Tires & Accessories • Sisbarro Truckstore • Sisbarro Volkswagen • Small Business Development Center • Sol Ballroom Dance Center • Sonic Drive-In Restaurant • Sonoma Ranch Golf Course • South Central Regional Transit District • Southern New Mexico Society for Human Resources Mgmt. • Southern New Mexico State Fair & Rodeo • Southwest Bioclean • Southwest Sport & Spine Center • Southwestern Abstract & Title • Southwestern Eye Center • Spaceport America • Spectrum Reach • Spectrum Technologies • Spencer Theater for the Performing Arts • Sports Skills Institute • SpringHill Suites by Marriott • State Farm Insurance - Jennifer Johnson • State Farm Insurance - Kent Byers • State Farm Insurance - Mike Apodaca • State of New Mexico Legislators • State of NM Economic Development Dept. • Staybridge Suites Las Cruces • Stull Real Estate • Sumer Rose-Nolen, Financial Services • Sun City Plumbing & Heating • Sunflower Bank • Sunset Grill @ Sonoma Ranch • Sutherland Lumber • Tharp Farms • The Bridge of Southern New Mexico • The Darin Manes Agency - Farmers Insurance • The Dickerson Group • The Education Plan • The Heritage Assisted Living • The LNG Company • The Loan Fund • The Local Pages • The Real Estate Firm • The Real Estate Institute • The Salvation Army • The Truck Farm • Third Judicial District Court • Todd Tellez/Select Realty Group • Torres Welding • Town of Mesilla • Trails West Manufactured Home Community for Senior Living • Tresco • True Health New Mexico • Truly Nolen Pest Control • Truth or Consequences Chamber of Commerce • Tuff Shed • Turning Point of Las Cruces • U.S. Bank • UniFirst Corporation • United Way of Southwest New Mexico • US Army Recruiting Las Cruces • Vescovo Toyota • Vigil & Associates Architectural Group, P.C. • The Village at Northrise • Virgin Galactic • Visit Las Cruces • Vital Care of Las Cruces • Viva Dodge Ram Fiat of Las Cruces • Walmart • Waltrix Corporation • Warren Construction • Washington Federal • Waterstone Mortgage • Watson Smith • Welbrook Senior Living • Wellmed • Wells Fargo • Western Builders • Western Heritage Bank • Western Stoves & Fireplaces • WestStar Bank • White Sands Missile Range - AUSA • White Sands Missile Range (FMWR) • White Sands Missile Range Historical Foundation • Wienerschnitzel • Wild West Martial Arts & Fitness • Winsupply • WNM Communications • Yearout Service • Youth Development • Z Real Estate - Zane & Kayla Fikany • Zia Natural Gas

These are just some of the many businesses and organizations all over the Mesilla Valley that have struggled and suffered in lots of different ways during the pandemic. Creativity and innovation, says local business owner Ron Cavill, are key to Las Cruces' recovery, but also a resilience to fight through our fatigue during the coming months. “Above all else,” Cavill said, “remember to be kind.”

  
**CAVILL AND COMPANY**  
INVESTMENT MANAGERS

**Ronald W. Cavill, CFP®**  
1155-B Commerce Court  
Las Cruces, NM 88011  
575-323-3425 | www.cavillco.com



*Remain resilient Las Cruces!*

THE LAS CRUCES  
**Bulletin**

1740-A Calle de Mercado  
Las Cruces, NM 88005  
575-524-8061  
www.lascrucesbulletin.com



# How can you help those who are helping others?

The global pandemic has opened wide the many cracks in our society. Unfortunately, those cracks have always been there. Many New Mexicans have stepped forward to help others in need in a variety of ways during the Coronavirus.

Have you found yourself wanting to help, but not knowing where to start? Below is a list of some of the local and regional organizations where you can donate

your time, your equipment, your unique abilities or your money during the crisis and beyond.

Many have found their lives changed by the work they do for others.

What can we do?

It's simple: Support all businesses and nonprofits in our community.

Here are some local nonprofits that would benefit from your support:

- Community Foundation of Southern New Mexico (CFSNM): Multiple COVID-19 response programs; helped raise more than \$700,000 during the pandemic and provided benefits to nearly 2,000 families in the region, particularly those in rural areas. Through an additional partnership with the United Way of Southwest New Mexico, there will be a second round of nonprofit emergency funding for fall 2020 focused on the recovery and resiliency of the nonprofit community. And, there are additional dollars and support available through the Thank you Las Cruces Restaurant Fund, which gives \$1,000 to a restaurant partner who will then assist with 100 free meals to the community. [www.communityfoundationofsouthernnewmexico.com](http://www.communityfoundationofsouthernnewmexico.com). 521-4794.
- Families & Youth, Inc.: Mayors Meals program, My Friends Place youth shelter and El Crucero transitional living facility. [www.dws.state.nm.us/nmccv/Programs/Families-and-Youth-Inc](http://www.dws.state.nm.us/nmccv/Programs/Families-and-Youth-Inc).
- Las Cruces Public Schools Foundation. Las Cruces internet and virtual learning access. <http://lcpsf.org/>.
- La Casa, Inc. domestic violence program: housing and emergency shelter operations and supplies. [www.lacasainc.org](http://www.lacasainc.org). 526-2819.
- La Piñon Sexual Assault Recovery Services: SANE (Sexual Assault Nurse Examiner) unit for medical and operating supplies and expanded staff hours. [www.lapinon.org](http://www.lapinon.org). 526-3437.
- Casa de Peregrinos emergency food program: operating supplies, including food and staff. Helping meet vital local needs during this time, with particular attention to food pantries in the rural areas of our region. [www.casadeperegrinos.org](http://www.casadeperegrinos.org). 523-5542.
- Mesilla Valley Community of Hope: rapid rehousing/homeless prevention. With help from funding from the City of Las Cruces, the organization is able to add during this time a focus on rental assistance and eviction support. [www.mvcommunityofhope.org](http://www.mvcommunityofhope.org). 523-2219.
- Community Action Agency of Southern New Mexico (CAA): Thriving Families COVID community assistance program. CAA partnered with CFSNM on the Governor Richardson, Olmos, Trejo, Lopez Covid Response for Southern Colonias in Doña Ana County. The project served almost 300 individuals, which impacted more than 1,000 individuals in 10 colonias in the southern part of our county. <https://caasnm.org/>. 527-8799.
- Fishes & Loaves food pantry: food boxes for the elderly. 575-523-1272.

**Toys for Tots collection boxes are out. Nearly 100 U.S. Marine Corps Reserves Toys for Tots collection boxes are out and waiting for toys throughout Doña Ana County. From left with some of the toys collected so far are U.S. Marine PFC Sean De La Cruz, Las Cruces Toys for Tots Coordinators U.S. Marine (retired) Joe Montoya and Patty Groth and Marine Lance Cpl. Antonio Chavez. Donations of new, unwrapped toys for boys and girls ages newborn to 14 are welcome, along with cash donations so Toys for Tots can buy locally and in bulk. Contact Groth at 575-202-6185. Visit [las.cruces.nm@toysfortots.org](mailto:las.cruces.nm@toysfortots.org). Send cash donations to Toys for Toys of Las Cruces c/o Rotary Club of Las Cruces, P.O. Box 1912, Las Cruces, N.M. 88004.**



BULLETIN PHOTO BY MIKE COOK

- Catholic Charities of Southern New Mexico: crime and domestic violence program. Also providing rental assistance, electricity and utilities support during COVID-19. <https://catholiccharitiesdlc.org/>. 527-0500.
- Revolution 120: supporting local restaurants. <http://revolution120.org/>.
- United Way of Southwest New Mexico. Currently running a Stamp Out Hunger campaign. [www.uwswnm.org](http://www.uwswnm.org). 524-7561.
- El Caldito Soup Kitchen. [www.elcalditolc.org](http://www.elcalditolc.org). 525-3831.
- Amador Health Center: providing care to the entire Las Cruces community, including dedicated support for homeless, LGBTQ and immigrant populations. <https://amadorhealth.org/>. 527-5482.
- Mesilla Valley CASA: for direct services to children aging out of foster care. [www.mesillavalleycasa.org](http://www.mesillavalleycasa.org). 527-0035.
- NMSU Foundation: to support all things Aggie. Particularly critical right now is the Aggie Cupboard food program for students currently on campus. <https://support.nmsu.edu/>. 646-1613.
- LCPS Foundation: Benefitting the students of Las Cruces Public Schools. <http://lcpsf.org/>. 527-5888.
- Turning Point. [www.pregnancylascruces.com](http://www.pregnancylascruces.com). 522-8378.
- Doña Ana County Humane Society. [www.dachslc.org](http://www.dachslc.org). 647-4808.
- Big Brothers Big Sisters. [www.bbbsmountainregion.org](http://www.bbbsmountainregion.org). 522-9530.
- Boys & Girls Club of Las Cruces: actively connecting youth to programming via their club to go boxes, meals at least twice a day; now open to 40 to 50 kids. [www.bgclascruces.org](http://www.bgclascruces.org). 526-1519.
- Jardin de los Niños: caring for children of homeless families; currently supporting 35+ families. Jardin is doing food baskets weekly, supporting families that were once in a home that are back on the street, opening the school back up and keeping staff engaged to support the whole family during the entire COVID-19 timeframe. [www.jardinlc.org](http://www.jardinlc.org). 522-2111.
- Mesilla Valley Hospice. [www.mvhospice.org](http://www.mvhospice.org). 523-4700.
- East Mesa Baptist Church Food Bank: focusing on the eastern side of the city that is in real need on a weekly basis. [www.eastmesabaptist.org](http://www.eastmesabaptist.org). 382-0386.
- Asombro Institute for Science Education: pivoting their educational elements with to-go packets and online modules completely free for families. [www.asombro.org](http://www.asombro.org). 524-3334.
- Salvation Army of Las Cruces: assisting with rent, utilities and issues with evictions. [www.lascruces.salvationarmy.org](http://www.lascruces.salvationarmy.org). 524-4713.

**To our amazing community: Remain resilient!**

Sponsored by Cavill & Co. Investment Managers and the Las Cruces Bulletin