



Comprehensive Varicose Veins Laser Clinic

Unsightly veins can be taken care of in minutes

id you know that your varicose veins can be more than just a cosmetic issue?

In fact, not taking care of your varicose vein condition may cause additional problems. When veins are not working properly, they can cause pain and swelling.

Dr. Gilbert Aidinian, a board certified general and vascular surgeon, and his staff at Comprehensive Varicose Veins Laser Clinic will give you immediate relief of these symptoms. At Comprehensive Varicose Veins Laser Clinic, you'll have an experienced team that focuses on nothing else – having better-looking legs is only an added benefit.

Each procedure is performed in the clinic after you walk in. There is no general anesthesia or hospital stay, and it only takes about 30 to 40 minutes per leg.

If you have venous disease, varicose veins or spider veins, you can call for an appointment. There are various procedures that can be done, including Endovenous Laser Therapy, during which a thin laser fiber is inserted into the vein using ultrasound guidance. Treating the underlying causes of



your varicose veins, this laser treatment is 97 percent successful.

If you have any residual veins, you may need additional treatments of sclerotherapy, a medical procedure used to remove varicose veins and spider veins involving an injection of a solution directly into the vein. Over time, the vessel turns into scar tissue that fades from view.

Sclerotherapy is a well-proven procedure and has been used since the 1930s. After the procedure, you can walk after 10 to 15 minutes to check for postoperative bleeding to be assured that the wrapping is comfortable.

Aidinian's expertise includes general surgery, micro phlebectomy, sclerotherapy, spider veins, vascular surgery, venous insufficiency, venous stasis ulcers and minimally invasive varicose vein laser ablation. Call today to learn more.

AT A GLANCE

Comprehensive Varicose Veins Laser Clinic

Year company started 2012

Primary product or service

Endovenous Laser Therapy, sclerotherapy and more

Top local executives

Dr. Gilbert Aidinian
Oscar Guzman, Partner/General
Manager
Brian Lawson, Partner/Office Manager

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Phone

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Charles SCHWAB

CHARLES SCHWAB

Jackie Mitchell Edwards, Independent Branch Leader & Financial Consultant

Helping Las Crucens take ownership of their financial futures

hat do you do when your personal vision statement fits extremely well with a company's mission? Well, if you're Jackie Mitchell Edwards, you open a franchise for the company.

"You can make a difference; you can help people create the life of their dreams," is how Edwards describes her personal vision, which dovetails with the Charles Schwab concept of "Own your tomorrow."

Having grown up in El Paso, Edwards returned to the Southwest with her husband in 1999 after living in New York City for 20 years. In New York, Edwards balanced her career as a corporate attorney with exhibiting her abstract paintings. In Las Cruces, she owned and operated an art gallery before starting in the financial services industry in 2002. Edwards opened her Schwab Independent Branch in December 2012.

As an investment professional, she finds that her creative side is very useful in helping people establish a vision for their financial future. At Schwab, she believes she can continue to combine her creative and analytical talents with a business model that is client-centered, open and honest.

"I am creating the life of my dreams – serving clients in my community," Edwards said.

Edwards' Las Cruces branch is one of the first-of-its-kind Schwab franchise branches – part of a larger initiative the firm undertook in 2011. As of May, there are just 24 like it in the U.S.

As Independent Branch Leader, Edwards offers investors local access to Schwab's full suite of investing and financial planning products and services.

"Schwab has always been an advocate for the individual investor and strongly believes in providing local, face-to-face access to help, transparent pricing and investing resources," Edwards said. "Putting clients' needs first and offering access to the tools and resources they need to help meet their goals are of the utmost importance, and I'm proud to be the face of Schwab in the Las Cruces community."

A Certified Investment Management
Analyst and a Chartered Retirement Planning
Counselor, Edwards is an advocate for financial
literacy and participates in the community
in many ways, including the Southern New
Mexico Estate Planning Council, the Mesilla Valley Rotary Club, the Downtown Las
Cruces Partnership and the New Mexico State
University Foundation board.*

*Entities listed are not affiliated with Charles Schwab & Co. Inc. Schwab does not provide tax or legal estate planning services.



Own your tomorrow.

AT A GLANCE

Charles Schwab Independent Branch

Independent Branch Leader & Financial Consultant

Jackie Mitchell Edwards

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www.schwab.com/lascruces

Address

141 S. Roadrunner

Charles Schwab & Co., Inc. Member SIPC. (0514-3170)



SONOMA PALMS APARTMENTS

Welcome to your luxurious home

ou work hard, so it's time to enjoy life. At the new Sonoma Palms
Apartments, you'll relish resort living that you've deserved for a long time. Every amenity is carefully planned out for the modern family or single resident.

Bask in the sun nearby the salt-water pool, which is not only healthier and better for your skin than a chlorinated pool, but is also eco-friendly.

For entertainment, the kids will have fun at the playground. You can take Fido to run in the gated community's dog park. There's also an adult gym with the latest iFit programmed training equipment. Watch the flat panel television screens or listen to your music while using the elliptical machine or treadmill. Finish your exercise routine with a one-on-one basketball game, or sit in a quiet spot outside created for meditation.

Not only does Sonoma Palms Apartments have 1, 2 and 3 bedroom apartments, ranging from 858 to 1,334 square feet, it is also built with a laundry room and washer and dryer. Cook just like a gourmet chef in a kitchen







sonoma palms

equipped with an elegant granite island and a matching black appliance package, for your pleasure and convenience. Corporate packages are available, too.

Want to mingle with the neighbors? Enjoy the Resident Lounge with a refrigerator stocked with snacks and drinks, an entertainment room to watch TV or a movie, go online or enjoy the gaming equipment to keep you amused and active. Monthly community activities are scheduled for adults, so you can meet your neighbors, catch up with friends or have your kids enjoy a special one-and-a-half-hour event. Have a good idea for a monthly activity? Just tell management.

Surrounded by picturesque mountain views, situated on the East Mesa and directly across from Sonoma Elementary School, your new life is waiting for you at Sonoma Palms Apartments.

AT A GLANCE

Sonoma Palms Apartments

Year company started 2006

Primary product or service

Luxury apartments

Top local executives

Judy Pope, Senior Property Manager Liliana Montes, Assistant Property Manager

Address

4260 Northrise Drive

Phone

575-382-5611

Email

jpope@gr8apartmenthomes.com

Website

www.sonomapalms.com



DENTAL ASSOCIATES OF LAS CRUCES

Difference between a practice and a business

Then going to the dentist, you desire a competent staff, but rarely dare hope for an enjoyable experience.

Dental Associates of Las Cruces, however, is working to make you raise your expectations.

Dr. David Sudimack of Dental Associates emphasizes the importance of education and training among his staff.

"We take education very seriously," he said. "Every single person who works in our office is a nationally certified dental assistant. Dr. (Phillip) Born is a graduate of the Pankey Institute, and I am the only graduate in west Texas or the state of New Mexico from the Kois Center in Seattle. We are all highly trained."

The educational focus is not only expressed in learning, but also sharing their knowledge. Dr. Lauren Cunningham and two members of Dental Associates staff are instructors for Doña Ana Community College's Dental Hygiene Program.

However, do not let the experienced staff or state-of-the-art equipment mislead you into thinking the mood at Dental Associate's office is also antiseptic and dry.

"It's a fun place," Sudimack said. "It's a



DENTAL ASSOCIATES, PA

place where you should always hear some laughter. Levity is akin to professionalism, because if you know what you are doing then you can have fun doing it. We all know what we are doing and we all trust each other. Our shortest-tenured staff member has been with us eight years. We all know each other so well and we work together so well that it makes the experience enjoyable for the patients."

The driving forces behind Dental Associates are the relationships both among the staff and with the patients.

"We are a dental practice, not a business," Sudimack said. "We take care of people first and it just follows that the business works itself out. If you pay attention to people and you are doing the right thing, you don't have to worry about the other half of it.

"Our patients are our friends. It's a community endeavor, not a solo practice. It is very important to be focused on the people and the businesses around you because if everyone supports each other, you're all successful."

At A Glance

Dental Associates of Las Cruces

Year Founded 1988

Primary Service

Comprehensive dental care

Top Local Executives

Dr. David Sudimack, President Dr. Phillip Born, Vice President Dr. Lauren Cunningham, Associate

Address

2205 S. Solano Drive

Phone

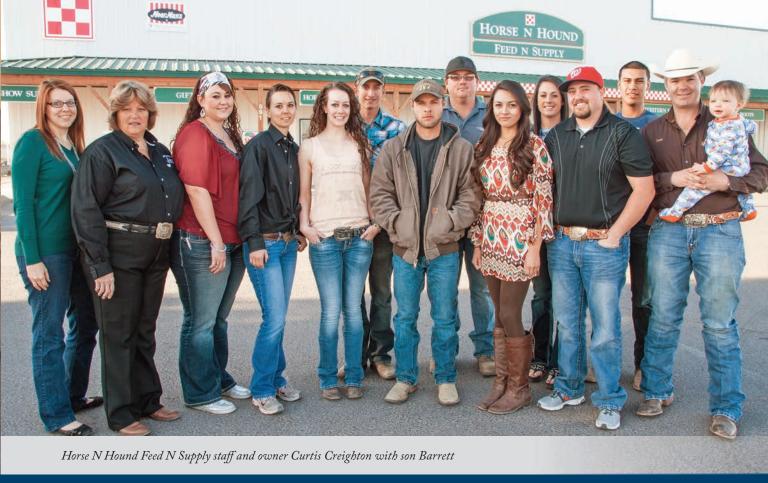
575-522-7320

Email

dentalassociateslc@gmail.com

Website

www.da-lc.com



HORSE N HOUND FEED N SUPPLY

Staying connected to the customer

B ig enough to serve your needs, small enough to know your name: Horse N Hound Feed N Supply's motto says it all.

When customers walk into the store, a friendly employee is there to greet them, assist with animal health and maintenance products and help them find anything they may need. Whether you have hundreds of acres of farmland or just a four-legged friend, the caring and knowledgeable staff is available to help meet your needs.

Horse N Hound has thousands of products, ranging from livestock and pet care supplies to children's toys to clothing and jewelry. If a product isn't available in the store, Horse N Hound will happily place a special order that can arrive within a week's time. The store's database allows customers to easily repurchase pet supplies, from a preferred dog food to specialized animal health supplies, even if the customer can't remember the specific name.

Customer service doesn't end at the cash register, though. After a completed purchase,

associates can gladly collect a customer's items and carry it to their vehicle for them.

Horse N Hound wants its customers to feel just like family – and many do. Some customers have been shopping at the locally owned business since they first opened their

doors 31 years ago.

New employees go through a rigorous customer-training program to assure they know how to properly serve the public. To keep up with service training, employees meet weekly to discuss how to better serve their customer's changing needs. The commitment to excellence allows everyone that visits Horse N Hound to feel like the company's most important customer.

As a show of support for the community that has allowed his business to thrive, Las Cruces native and owner Curtis Creighton sponsors numerous events, including those for 4-H, FFA, New Mexico State University Rodeo team and the March of Dimes, among many others.

Horse N Hound provides Las Cruces

At A Glance

Horse N Hound Feed N Supply

Year company started
1983

Primary product or service

Animal feed, animal health, equipment and supplies

Top local executives

Curtis Creighton

Address

991 W. Amador Ave.

Phone

575-523-8790

Email

info@horsenhoundfeed.com

Website

www.horsenhoundfeed.com

with the best of both worlds, the selection of a large chain with the commitment to quality only a small business can provide.



FIRST NEW MEXICO BANK

Bank focuses on creating family-oriented atmosphere

aving a philosophy of great customer service from the top down, First New Mexico Bank's employees ensure they treat their customers as their No. 1 asset.

What makes First New Mexico Bank so unique? Its employees. The sincere desire to provide quality customer service begins with the local board of directors and is carried through by all officers and staff. Be assured that because of its top-rated, strong-capital position and the banking officers' expertise, you'll be in good hands for the banking services you need.

Thirteen years ago, they started with five officers who are still working there today and have now grown to eight, all dedicated to serving the community. They believe in creating a family-oriented environment for their employees. Not only do they treat their customers with great respect, but also their community involvement really shows they care.

Each year, First New Mexico Bank finds ways to help raise funds for the March of Dimes, an organization chosen by the employees as the bank's primary charity donation. The bank looks for creative ways to help, such as holding a dog wash and silent



auction for customers. Also, employees can wear jeans each Friday for a \$3 contribution. The bank has collected more than \$75,000 for the nonprofit over the last 10 years.

The goal of First New Mexico Bank is to make you feel like family. In fact, this is a bank that knows your name. Products and services are designed to meet or exceed your banking needs, both here in Las Cruces and Anthony. Full-service banking is available at both locations from teller services to all types of loans to on line banking needs. The bank recognizes customers and small business owners fuel the local economy and is dedicated to providing support so customers can fulfill their dreams.

You'll walk into a warm and friendly atmosphere because you, the customer, are its business. Come to First New Mexico Bank "where people count."

AT A GLANCE

First New Mexico Bank

Year company started 2001

Primary product or serviceFull service banking

Top local executives
Richard Medina; Donna Stryker;
Chuck Widger; Sharron Stuart;
Lisa Key; Julie Koenig; Manny
Martinez; Monica McDonald

Address and phone 3000 E. Lohman Ave. Las Cruces, NM 575-556-3000

455 Landers Road Anthony, NM 575-882-5885

Email customerservice@fnmblc.com

Website www.firstnewmexicobanklc.com



Jeff and Jaron Murray

BUG GUY PEST CONTROL

Desert living, pest-free

iving in the desert also means the desert lives with us. Jeff Murray, the bug guy of Bug

Guy Pest Control, wants to make sure we can enjoy our environment while still keeping undesirable desert life out

of our homes.

"Most people, when they call a pest control company, think that someone is just going to show up with a tank Pest and start spraying. We don't Contro do that," Murray said. "Every situation is unique, so we interview people when they call and find out what particular pest issues they have. Then, once we get to the house, we use the best method to target the specific pest. Pesticides have come a long way, and we stay up with the newest technology because bugs can become difficult to control as they become resistant to pesticides."

Murray emphasizes the best way to deal with bugs in the house is to keep them from getting there. Bug Guy Pest Control offers preventive services, including

pre-treatments against termites for new construction or during remodeling.

"There are a variety of preventative measures you can take, from excluding pests from coming in, pretreating homes for termites or different wood-destroying pests, and controlling the climate around

different areas of the house," Murray said. "We help people figure those out."

More than just bugs, Murray now takes care of botanical pests.

"We do weed control also," Murray said. "We don't just control weeds - we lay down a pre-emergent product that prevents

the weed seeds from germinating but doesn't affect any of the other plants in your yard. I haven't pulled a weed in my yard in three years."

Though headquartered in Las Cruces, Murray provides services to southern New Mexico from Truth or Consequences to Sunland Park.

"We protect our clients' health by keeping pest populations down to a minimum in and around their homes. It gives people a peace of mind," Murray said.

AT A GLANCE

Bug Guy Pest Control

Year Founded 2006

Primary Service Pest Control

Top Local Executive Jeff Murray

Address 5986 Moonview Drive

> Phone 575-635-7237

Email bugguynm@yahoo.com

Website www.bugguynm.com



SOUTHWEST CENTER ON AGING

Health services that build confidence

veryone experiences it – we all are getting older. At the Southwest Center on Aging (SWCOA), you get the help and advice you need in healthy aging and geriatric care.

Special emphasis is placed in prevention, as on screening for dementia and depression, assessing functional abilities, reviewing medications and identifying risks for decline in health status.

SWCOA is a geriatric-only primary care practice here in New Mexico seeing patients in the clinic and beyond, including nursing homes, assisted living facilities, rehabilitation hospital, and even your own homes.

Today, SWCOA has about nine clinicians, including five nurse practitioners, two clinical nurse specialists, one psychologist and a wound care specialist. SWCOA mission is to provide the very best primary care possible to older adults and increase their quality of life.

SWCOA understands that sometimes it's not easy, practical or possible to get to a physician's office. This, however, should not prevent you from getting the health



care and treatment you need and deserve. SWCOA is proud to announce the opening of SeniorCare@Home.

SeniorCare@Home provides state of the art in home care for geriatric and homebound patients. Visiting doctors and nurse practitioners are equipped to perform most of the same services that you would receive in a doctor's office but with the added benefit of being in the comfort of your own home. SeniorCare@Home brings the office to your living room with the addition of laboratory testing and mobile X-ray, if needed. Isn't it about time this type of service is available?

SWCOA is dedicated to provide you with the highest-quality, personalized and confidential medical care. Please give them a call and get the peace of mind and care you deserve.

AT A GLANCE

Southwest Center on Aging

Year company started 2010

Primary product or servicePrimary care for older adults

Top local executives
J. Roberto Duran III, M.D.

Address 2450 S. Telshor Blvd.

Phone 575-532-5455

Email drduran@swcoa.com

Website www.swcoa.com



THE BAIR FOUNDATION

Fostering New Mexico youth in need

ave you thought about fostering a child? It's a real possibility thanks to The Bair Foundation.

The Bair Foundation is a Christian-centered, nonprofit, 501(3)c organization founded in 1967 by Bill Bair as he followed God's calling. The Bair Foundation supports children who are one step from possible hospitalization and, by giving them a good, supportive home, they keep them from having to take that last step. The foundation provides comprehensive-treatment foster care in a home-based setting to at-risk children and youth.

When you become a foster parent, you are supported by professionals who are well educated in helping you care for these children. Many of the children have experienced life situations in which they feel alone and misunderstood. When you go through the education classes, you have the groundwork to help these children feel wanted and cared for.

Each child is different and their needs vary. You can be the rock they stand on to have a better life. After all, childhood does not wait.

There are more than 400,000 children who need foster care in the United States.

The Bair Foundation

Child & Family Ministries

Each child is a precious gift, and they need a chance in life.

The Bair Foundation's Las Cruces office is one of two in New Mexico – the other is in Albuquerque. There are, however, 31 offices in nine states.

It is accredited by the Council on Accreditation and is a member of the Evangelical Council and Financial Accountability, Alliance for Children and Families, Christian Alliance for Orphans and Foster Family Based Treatment Association. It has successfully cared for and treated children, teens and families from ages 2 to 18 in New Mexico for more than seven years.

As referenced on the Bair Foundation website, "The harvest is plentiful, but the workers are few," Matthew 9:38. Those at the Bair Foundation are called to this ministry, and they hope that you are, too.

At A Glance

The Bair Foundation

Year company started 1967

Primary product or service
Treatment foster care

Top local executives Jessica Johnson, LMFT Martha Dominguez, BCJ/BA Susie Facio, LMSW

Physical Address 755 S. Telshor Blvd., Suite D-109

Phone 575-647-1604

Email jjohnson@bair.org

Website www.bair.org



HEAR ON EARTH HEARING CARE CENTER

Taking care of the community's hearing needs

hen it comes to understanding the world around you, nothing is more important than your hearing.

Maybe you're tired of blankly staring back at others when they're talking to you because you can't hear them. Maybe you find yourself withdrawing from social events for that same reason. Many people refrain from interacting with others because they can't hear and don't even realize it.

At Hear on Earth, staff members understand these issues and are ready to solve hearing problems using Audibel affordable hearing aids and accessories. It even has the new A3i model to connect to an iPhone.

Helping Las Crucens get properly fitted for hearing equipment provides one of the quickest, most satisfying results anyone can experience. If you're not sure if you have a hearing loss, go to the center's website to evaluate your hearing using a three-step process: 1. Answer some questions. 2. Use your computer speakers or headset. 3. Listen to a series of test tones.

You can also call or visit the website to



schedule a free hearing test, during which you'll sit in a comfortable sound chair.

Also, the care center provides a tinnitus management device to help sufferers, who have ringing in their ears, adjust to this everyday irritation.

Most insurance companies cover some of the cost for hearing devices. For your convenience, there's an online CareCredit application to help with financing.

Hear on Earth created a name for itself after Ray Bamberg and family started the company in 2001 after 25 years of being in the business.

Proudly opening up a new care center in Albuquerque, which will be the company's ninth location, the Bambergs are "Hear on Earth" helping the world hear better.

AT A GLANCE

Hear on Earth Hearing Care Center

Year company started 2001

Primary product or serviceAudibel hearing products

Top local executives Ray Bamberg, BC-HIS

Address 920 N. Telshor Blvd., Suite A

Phone 575-526-EARS (3277)

Email dpower_hearonearth@yahoo.

Website www.hearonearthnm.com



Jan Wimsatt, owner of Home Instead Senior Care in Las Cruces

Home Instead Senior Care

Helping care for the community's seniors

here comes a time when many of us will face the issue of what to do with an aging parent or loved one – or when we ourselves are faced with choices and decisions of how to preserve our preferences.

How do we show respect, dignity and allow for personal preferences while maintaining safety as we age?

Jan Wimsatt, owner of Home Instead Senior Care in Las Cruces, knows the importance of finding the right fit for each senior. Since September 1996, when the industry was just beginning, she became aware of seniors having to leave the security and comfort of their homes because there was no one to assist them in the home.

She has worked to build a trusted team of over 100 CAREGivers_{sm} to make sure area seniors could have customized in-home solutions.

"My background was in mortgage banking, so operating under a franchise system with an industry leader like Home Instead has been phenomenal," Wimsatt said.

"We are able to stay abreast of aging-related illnesses, continually learning of new ideas for



To us, it's personalsm

mind/brain exercises and are advocates for improving situations seniors face daily."

Wimsatt works hand in hand with the Alzheimer's Association and equips CAREGivers_{sm} with state-of-the-art Alzheimer's training. Her office even offers classes for family care givers dealing with loved ones with Alzheimer's and other dementias.

"Whether it's helping to buy groceries and prepare meals, or to make sure the senior is taking the proper medications at the right time, finding customized solutions for each individual senior is what we are all about at Home Instead Senior Care," Wimsatt said. "Many sons or daughters of a senior feel overwhelmed when considering all of the options. We're here to offer our expertise and give peace of mind to the senior's loved ones."

At A Glance

Home Instead Senior Care

Year company started 1996

Primary product or serviceNon-medical home care

Top local executives
Ron & Jan Wimsatt, Franchise
Owners

Address 880 S. Telshor Blvd., Suite 200

Phone 575-522-7133

Email jan.wimsatt@homeinstead.com

Website www.homeinstead.com/138



ASHLEY FURNITURE HOMESTORE

Family legacy ensures quality, customer satisfaction

or more than a decade, the Bowman family has operated Ashley Furniture HomeStore.

The Bowmans, however, have been a trusted name in Las Cruces since 1971.

That year, Bob and Wanda Bowman opened their first furniture store, and have been providing quality products and customer service to people in Las Cruces and throughout southern New Mexico ever since.

With an outstanding team of knowledgeable professionals, Ashley Furniture HomeStore offers customers an outstanding shopping and buying experience. Much of the store's business comes from repeat customers, who appreciate the time and input the Ashley experts offer.

Not only will they find the right pieces of furniture for you, they will make sure the pieces work well with the entire design scheme of the intended room. Professional design services are available, as well as expert, timely delivery.

Late in 2013, another Bowman generation took over operation of the store when the

Bowmans' son Paul began handling day-to-day duties.

As the general manager at Ashley since 2003, Paul Bowman has the experience necessary to build on the Bowmans' great reputation.

Wanda Bowman, who previously led the operation, will remain in the picture.

"She still likes to work, and she still likes to sell," Paul Bowman said of his mother. "So I'm sure we'll see her around the store."

Wanda Bowman will also be chair of the board of RW Bowman Corporation, the group that operates the Las Cruces Ashley Furniture HomeStore through a licensing agreement.

"I'm excited about continuing the family business," Paul Bowman said. "It's definitely a family legacy."

Paul Bowman's father, Bob Bowman, who founded the original business with Wanda, passed away Sept. 25 at the age of 73.

"I'm looking forward to continuing and building the business for my children," Paul Bowman said.



AT A GLANCE

Ashley Furniture Homestore

Year established in Las Cruces 2003

Top local executive
Paul Bowman

Address
3299 Del Rey Blvd

Phone 575-523-3933

Website www.ashleyhomestores.com



The Mountain View Regional Medical Center administrative team

Back Row – Timothy Hewitt PPA, Tim Egan HRD, Kelly Duke HMD, Willa Dixon CNO Front Row – Cameron Lewis ACEO, Julie Reyes CQO, Jennifer Schomburg COO, Gene Alexander CFO, Denten Park CEO

MOUNTAINVIEW REGIONAL MEDICAL CENTER

Quality care found close to home

A good hospital will offer a variety of programs, but a great hospital is always looking for ways to respond to the specific needs of the community with the best possible care.

Denten Park, CEO of MountainView Regional Medical Center (MVRMC), is eager to share the many new programs offered by the hospital, including the Plastic Surgery & Reconstruction Program and the first-of-its-kind combined Bariatric and Wellness Program.

"Depending on a patient's level of need, MountainView has an entire wellness program that addresses their weight concerns," Park said, "and the program primarily is focused on helping people get back into a life that they want to be in and get them active."

MVRMC is also expanding existing services.

"We recently modified our obstetrics services so mothers-to-be can keep the same provider all the way through the pregnancy," Park said. "And we've enhanced our NICU (Neonatal Intensive Care Unit) services, too, for moms and babies to be able to stay at

MountainView rather than being transferred to outside locations. Any time we can help people stay in the community that's the right thing to do."

Though the number of new programs has increased, Park shares that quality, not quantity, is the focus for MVRMC – and, according to the national quality indicators called Core Measures, they're succeeding.

"Because of the type of doctors that we have on our medical staff, over the past two quarters we've hit 100 percent of the Core measures – every single patient with the measured treatments were treated exactly like they should have been," he said.

"Quality is the key measurement of every single thing we do. Our doctors are driven by quality because they want to be part of an environment that provides the best outcomes to their patients. Our medical staff chooses to live in Las Cruces because it is such a great place. These are top-quality doctors who can work anywhere in the country, and they say, I'm working in Las Cruces because this is the



AT A GLANCE

MountainView Regional Medical Center

Address

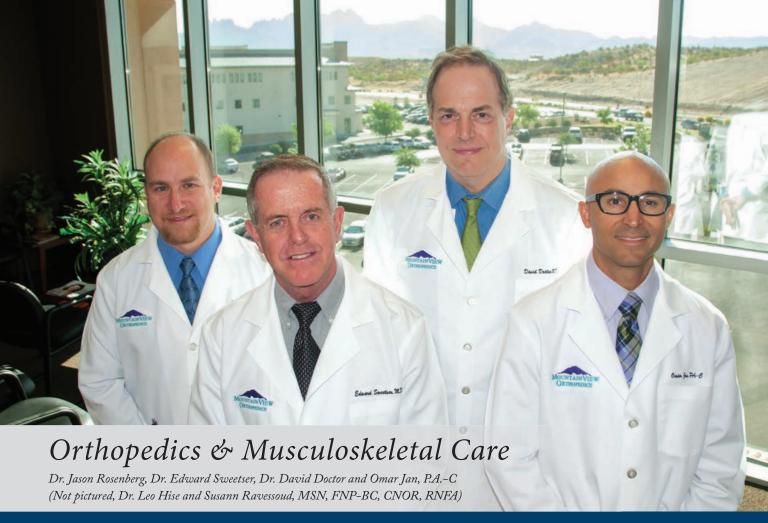
4351E. Lohman Ave., Suite 301

Phone

575-532-9755

Website www.mountainviewregional.com

environment that I want to live in.' ... We are really fortunate to have the team we have. People will recover quicker when they are close to home. We are quality care, close to home."



MOUNTAINVIEW REGIONAL MEDICAL CENTER

A new outlook on those old aches

ife can be painful, particularly for those living an active lifestyle and experience bone and joint pain while standing, walking, jogging or running. Dr. Edward Sweetser has made it his life's work to help those people regain mobility.

"I saw orthopedics as a place where the patients are generally happy," he said. "You can take care of their problem and they're back to normal – that's what attracted me to orthopedic medicine, the opportunity to help people."

MountainView has the Gold Seal Accreditation in Hip and Knee Replacement.

The motivation to see positive results is shared by Sweetser's staff and fellow doctors as well – Omar Jan, first operating room assistant, came to orthopedics from neurosurgery because, "in ortho, you can fix anything." Dr. David Doctor, a former college football player who experienced first hand the pain of a season ending and possibly career ending injury, is now able to help people get back on the field and finds great satisfaction in this role.

"Life is a sport and people of all ages need to be able to stay active for long term health, both mental and physical, whether it's Division 1 college athletics or walking the trails," he said.

"When we are young, we can injure ourselves and those injuries can take their tolls later in life," said Sweetser, who sees patients with about a 4-to-1 ratio of bad knees to bad hips.

Even if the problem can't be entirely fixed, the team can at least make their lives easier, and the progression of medical technology keeps opening new doors to treatment options, such as an arthritis treatment, still many years away, that may offer a way to regrow lost cartilage.

"Technology keeps adancing with new types of joint replacements that are more durable and effective," he said. "I do mostly joint replacements now – you take patients who can barely walk, replace their joints and then they're hiking in the mountains."



AT A GLANCE

MountainView Regional Medical Center

Orthopedics & Musculoskeletal Care

Address

4351 E. Lohman Ave., Suite 301

Phone

575-532-9755

Website

www.mymountainviewortho.com www.mountainviewregional.com



Let a little life shine down on you

"My group is devoted to

minimally invasive surgery -

that's the main thrust of our

entire practice."

Dr. Ismael Lopez

ime and tide wait for no man, and that same saying applies to women returning to the workplace or home after surgery, and often are expected to be up and at full steam within far too short of a time.

That is why Dr. Ismael Lopez of MountainView Ob/Gyn Consultants dedicates himself and his team to keeping current with the latest technology to help his patients' recovery keep pace with the fast tempo of their lives. Most recently, with the introduction of the da Vinci Surgical System, this laparoscopic device

allows surgeons to operate on a scale smaller than human hands, which provides Dr. Lopez and his team the ability to reduce recovery time for their patients.

"It's same-day surgery," he said. "We do the operation and people can go home the same day, making recovery faster."

Aside from the surgical aspects of the practice, Ob/Gyn Consultants offers a full

range of services for women from consultations to treatment and lab work – all with the aim of making the process as painless and convenient as medically possible.

"My group is devoted to minimally invasive surgery – that's the main thrust of our entire practice," he said.

Lopez also has been on board with the network of independent providers supported by MVRMC since its inception as both a physician and member of the hospital board of directors.



AT A GLANCE

MountainView Regional Medical Center

Ob/Gyn Consultants

Address

4351 E. Lohman Ave., Suite 408

Phone 575-532-7161

Website

www.mymountainviewob-gyn.com www.mountainviewregional.com



Responding to a growing need in Las Cruces

"I like taking care

of moms and

delivering babies."

Dr. Kristen Castillo

o hospital would be complete without a maternity ward, and MountainView Regional Medical Center (MVRMC) believes that you can't go wrong by anticipating population growth, offering an entire second branch to its Ob/

Gyn Consultants practice, led by Drs. Kristen Castillo, Joseph Ortiz, Jeremy Johnson, Elma Gutierrez, Surjit Moolamalla and Darwana Ratleff.

"I like taking care of moms and delivering babies," Dr. Castillo said. "We mostly see adults – it's very rare when we see a child, but we do pediatrics when needed. What we empha-

size in our practice is that the ladies can see one doctor, or they can see all the doctors, or they can see the midwives, Mona Rae Waugh and Helen LaRose – it's their choice in our practice. They have a wide variety of options here. MVRMC has private rooms, and there's

24/hour anesthesia available to ensure a great birth."

For their adult patients, it is roughly a 50-50 split between general gynecological needs and pregnancies. Ob/Gyn Consultants stays abreast of advanced surgical techniques

and technology aids that will get patients feeling better and back on their feet as quickly as possible.

"We do a variety of surgeries, both at the hospital and in the office," Castillo said. "Drs. Ratleff, Ortiz, Moolamala and Johnson have been trained and use the (da Vinci Surgical System) This system provides minimally invasive

hysterectomies, which means a woman can go home the same day or the next day with just the laparoscopic incisions. In the past, recovery from a hysterectomy could take a couple of months, but with the da Vinci, recovery can be just a few weeks."



AT A GLANCE

MountainView Regional Medical Center

Ob/Gyn Consultants

Address

4351 E. Lohman Ave., Suite 401

Phone

575-522-4767

Website

www.mymountainviewob-gyn.com www.mountainviewregional.com



Laying the groundwork for good health

he path to a lifetime of good health starts in childhood.
At the MountainView Regional Medical Center Children's Wellness Center, the pediatricians know that prevention and education go a long way toward creating lifelong health.

"We are mainly doing preventive medicine," Dr. Emad Lawendy said. "We check the children, give instructions and advice to the parents, prevent accidents and infections from happening to begin with, give them their shots, make sure they don't have any developmental delays, that they are growing normally – all these issues consume approximately 50 percent of what we are doing."

The doctors at the Children's Wellness Center are also prepared for more complicated issues that may arise.

"I have been a physician for 30 years now, and I have done major surgeries for about 20 years of that time," Lawendy said. "So that's

why the minor surgeries of pediatrics, like incision and drainage, suture, or circumcision procedures are easily performed in a specific room at the office."

The pediatricians at Children's Wellness Center also have the equipment and training specific to the needs of the community.

"At Children's Wellness, we are able to diagnose and treat Asthma, and all kinds of seasonal allergies that are very common here in Las Cruces," Lawendy said. "We have a pulmonary function test, which is very unique. It is a very important diagnostic and follow-up test for asthma."

The Children's Wellness Center specializes in the care of children from birth through 18 years old. Lawendy said the time frame really allows the relationship between patient, patient's family and doctor to build throughout the child's life.

"Usually, our kids don't want to leave us," he said. "After some time you become very connected to your pediatrician."



AT A GLANCE

MountainView Regional Medical Center

Children's Wellness Center

Address

4351 E. Lohman Ave., Suite 100

Phone

575-532-9700

Website

www.mymountainviewdoc.com www.mountainviewregional.com



Getting to the heart of the issue

ome illnesses won't wait for the usual series of visits and consultations between doctors to finish before reaching a critical point – especially those that affect a patient's heart. That's why Dr. Franklin Murphy of MountainView Regional Medical Center Cardiology has made it his mission to reach out to patients before serious symptoms force the patients to come to them

With 30-plus years in cardiology, Murphy specializes in general cardiology including ischemic heart disease, heart valve disease, arrhythmia, congestive heart failure, cardiomyopathy and preventive cardiology. His practice does non-invasive testing such as stress testing, nuclear stress testing and EKGs.

"I also hold clinics in Alamogrodo, making it a little easier for the patients," Murphy said. "It gives them a chance to come directly to a cardiologist, not just a primary care physician, giving them less of a distance to travel." Aside from the outreach and diagnosis, the doctor also works on prevention and lifestyle changes, which can aid those he serves. Some patients can be reticent to make the long drive from a rural community or small town to a big city to see their heart specialist, despite being a group at high risk, with congestive heart failure topping their list of preventable catastrophes.

Murphy is board certified in internal medicine and nuclear cardiology, a member of the Heart Association and a member of American Cardiology. He is also the founding member of adult congenital heart disease program at UCLA.

By practicing prevention of heart disease and symptomatic treatment of existing heart disease, Murphy strives to improve the lives of his patients. According to Murphy, the goal is to "make people live healthier and happier lives."



AT A GLANCE

MountainView Regional Medical Center

Cardiology

Address

4351E. Lohman Ave., Suite 405

Phone

575-522-2233

Website

www.mymountainviewheart.com www.mountainviewregional.com



Treatment that's more than skin deep

"About 40 percent of

what a general sur-

geon does is emer-

gency treatments."

Dr. Leonard Metildi

or a little over four years, Dr. Leonard Metildi of Vista Surgical Associates, along with fellow M.D. Kermie Robinson, has treated ailments and injuries that go more than skin deep.

Vista Surgical Associates specializes in surgery of the breast, thyroid, hemorrhoids, gallbladder, appendix, skin lesions, colon, hernias and other painful afflictions to emergency care at all hours of the day or night.

"About 40 percent of what a general surgeon does is emergency treatments," Metildi said.

While that leads to a fair amount of sleepless nights, the satisfaction of seeing the positive results keeps Dr. Metildi returning to the office, he said. It also motivates Metildi and his staff to keep up to date with some of the latest tools and techniques, such as the da Vinci

Surgical System and other laparoscopic techniques. These techniques are minimally invasive, easing the healing burden on patients.

"It is very rewarding, when a physician sees a very ill patient, and with the proper surgical procedure and treatment, that same patient can feel well again without further treatment," said Dr. Metildi.

"Of course," continued Dr. Metildi, "that's not to say that patients are advised to turn cartwheels the moment the pain stops – follow-ups

remain a staple of patient care, as does the partnerships between the medical offices at MountainView Regional Medical Center."



AT A GLANCE

MountainView Regional Medical Center

> Vista Surgical Associates

> > Address

4351 E. Lohman, Suite 200

Phone

575-522-4940

Website

www.mymountainviewsurgeon.com www.mountainviewregional.com



Vascular and Cardiothoracic Group of Southern New Mexico

Dr. Alfredo Gurmendi, Cheryl Lombardi, R.N., A.C.N.S., B.C., and Dr. Michael P. Keller (Not pictured, Stacie Singleton, PA-C)

MountainView Regional Medical Center

Helping you preserve your independence

ithin the past 10 years, there has been a revolution in the way vascular problems are being treated. Dr. Michael P. Keller and Dr. Alfredo Gurmendi of the Vascular and Cardiothoracic Group of Southern New Mexico use newer minimally invasive techniques to get patients back to their daily lives faster than ever before.

The vascular system is a network of blood vessels; arteries, veins and capillaries; that provide blood, oxygen and nutrients to our body's organs. The group specializes in treating and managing multiple vascular problems: aneurysms, poor circulation, varicose veins, artery blockages that can cause a stroke and providing dialysis access for patients with end stage renal disease. Dr. Keller is the only Board Certified Vascular Surgeon in Las Cruces and has served the Las Cruces community and southern New Mexico since 2002. He has taken an active leadership role in the Las Cruces medical community. At MVRMC, Dr. Keller has served on the medical executive committee as the Secretary/

Treasurer, Chief of Staff and most recently as the Chief of Surgery.

Dr. Gurmendi is a diplomat of the American Board of Surgery and the American

Board of Thoracic Surgery and has been practicing medicine for over 25 years. The challenge of performing technically demanding operations on very sick patients and seeing them return back home safely has inspired Dr. Gurmendi throughout his medical career.

Dr. Gurmendi also specializes in surgery of the chest wall, lungs and esophagus including surgery for cancer and video assisted thoracic surgery. Dedicated to our city, Dr. Keller, Dr. Gurmendi and the vascular and cardiothoracic team focus on bringing the newest technology to their patients while providing the utmost compassionate care.

If you would like to preserve your independence, ability to walk and exercise, prevent against strokes or even make your legs look more attractive, visit the Vascular and Cardiothoracic Group of Southern New Mexico at MVRMC.



AT A GLANCE

MountainView Regional Medical Center

Vascular and Cardiothoracic

Address

4351 E. Lohman, Suite 200

Phone

575-556-1581

Website



The importance of good chemistry

"It just takes a

little change in

the balance to

upset the

apple cart."

Dr. John Reynolds

aying someone has good chemistry means a lot more to those who study human systems and what's going on behind the scenes in our bodies.

Underlying and supporting our bodies is a glandular chemical network – typically unnoticed until something goes wrong, which is where physicians come in such as Dr. John Reynolds of MountainView Endocrinology.

"It just takes a little change in the balance to upset the apple cart," he said. "It can affect everything."

Unreasonably fatigued and always thirsty? That may be an early sign that your body's sugar regulatory system, governed by insulin created in your pancreas, could be on the fritz – not an uncommon condition at all, but still one among hundreds of possible issues arising when your body produces too many or too few of the chemicals and

hormones needed for daily life.

"The two most common problems are diabetes or thyroid disease – that's about two-thirds

of the patients I see," he said.

But rebalancing the body isn't a uniform scenario. The biochemistry of men and women differ dramatically and each individual within a gender group also possesses a unique chemical cocktail, requiring careful analysis and a wide breadth of knowledge to ensure that treatments – whether it's

a one-time consultation and operation or a long-term commitment to therapy – brings a patient back to a normal state for each person, rather than going too far, or not far enough.

"It's extremely interesting and challenging after all these years," Reynolds said of his practice. "There's a wealth of information coming out continuously."



AT A GLANCE

MountainView Regional Medical Center

Endocrinology

Address 2447 S. Telshor Blvd.

Phone 575-522-5805

Website



Center for Wound Healing and Hyperbaric Medicine
Dr. Anna Young

MOUNTAINVIEW REGIONAL MEDICAL CENTER

Treatments for better, faster healing

ew doctors focus as intensely on getting rid of patients as much as Dr. Anna Young, staff phycisian of the Center for Wound Healing and Hyperbaric Medicine at MountainView Regional Medical Center.

Young trained as a doctor of physical medicine and rehabilitation, and her whole goal is to help patients recover from any type of injury as quickly as possible.

"People that have wounds – from diabetic wounds, traumatic wounds, post-surgical wounds that don't heal, basically any wound – can come in to see us," she said, adding that a point of pride for her office is the accelerated healing typically seen in their patients.

Young said the center beats the national average for wound healing by about half, with an average patient recovery time at a mere seven weeks compared to the typical 15 weeks seen across the U.S.

"I love my job and work with an amazing group of people," she said.

Her office also offers hyperbaric treatments as a means of deliberately increasing the body's oxygen levels, allowing cells to work more efficiently, and reducing recovery time

"Basically, it increases the healing rate for people and gets them out of the clinic faster," she said. "In our clinic, we serve post-radiation damage, diabetic wounds and bone infections, which are some of our top indications."

Outside of the expensive equipment, Young also focuses on everyday changes that will assist with her patients' healing process.

"We're really multi-disciplinary," she said, adding the center aims to provide the most comprehensive treatment and long-term improvements. "We talk about nutrition every visit, we talk about lifestyle changes. We really take a holistic approach to every patient and look at why people will heal, and if somebody's not healing, we talk about why they aren't and target that."



AT A GLANCE

MountainView Regional Medical Center

Center for Wound Healing and Hyperbaric Medicine

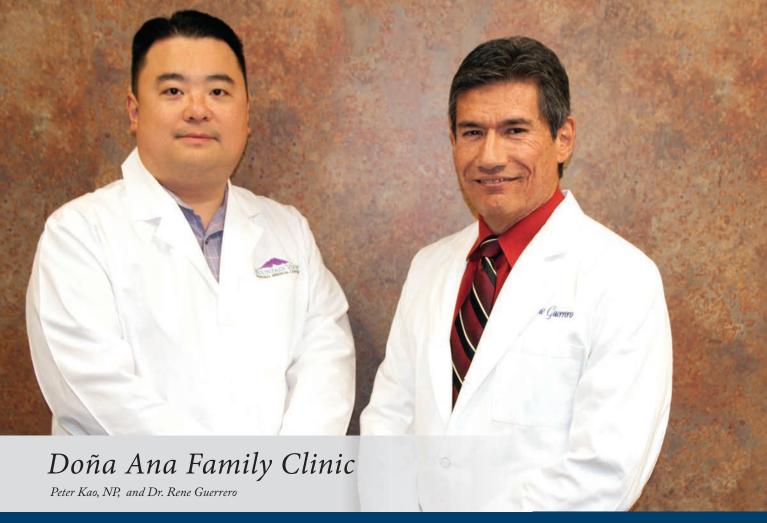
Address

4311 E. Lohman Ave., Suite 210

Phone

575-556-6855

Website



Meet your community healers

care of people."

Dr. Rene Guerrero

ene Guerrero of the MountainView
Regional Medical Center's Doña
Ana Family Clinic has spent the past
14 years in Las Cruces on the front lines
of diagnosis and treatment to
ensure that everyone receives
proper care from the most qualified people.

"I ve always
wanted to take

"I see the whole gamut of medicine," he said. "From newborn babies to geriatrics; My passion is taking care of people."

What helps his practice stand above the rest is not only Geurrero's experience – drawn from work and residencies across the U.S. and Mexico, as well as work in the Air Force – but also the opportunities his partnership with MVRMC offers in streamlining the paperwork and transition of patients in need of specialty care from his office to one of the many other practices under MountainView's umbrella.

The cooperative relationship also affords

his practice more time to focus on the patient's needs as well as provide access to more equipment and treatment options to improve his patients' outlook, he said.

Like most doctors, Guerrero said he sees a growing number of diabetic patients as well as those suffering from hypertension and related ailments, leading him to emphasize the goals of not only treatment, but also preventative practices to improve the community health, such as vaccinations for preventable diseases.

"We're very involved in the immunization of children," he said. "We also received an award from the state for our immunizations in 2012."

The award, presented by the New Mexico Immunization Coalition, is presented to health care providers that reached a target goal of 90 percent immunizations among the patients they served.



AT A GLANCE

MountainView Regional Medical Center

> Doña Ana Family Clinic

> > Address

2301 Saturn Circle

Phone 575-382-0014

Website



Plastic surgery that reconstructs lives

he term "plastic surgery" tends to conjure a fairly frivolous image from our cultural imagery. However, the work Dr. Daniel Sutphin does with MountainView Regional Medical Center is so much more than the impersonal pursuit of an abstract aesthetic.

"When people think of plastic surgery, I guess they think – based on the Internet and media – of 90210-type work," Sutphin said. "The neat thing about it is there's also the reconstructive element of it – taking care of people with complex problems, such as breast cancer or facial cancers."

A relatively new program for MVRMC, the Plastic & Reconstructive Surgery branch responds not only to a need in our growing community, but also allows Sutphin to practice medicine with the care and attention for which he is passionate.

"I talked with (CEO) Denten Park, and he said, 'We need somebody here who is interested in doing reconstructive plastic surgery – doing the kind of work you are interested in. Would you come take a look?" Sutphin said. "When I came here, the administration wasn't sure what the program would look like. I had an idea of what I wanted to do with it, and they gave the freedom by saying, 'You build it with the focus as you see fit.' It gives me the freedom to be responsive to the things people need and the things that I enjoy doing. It is very gratifying."

Without the purely cosmetic element, MVRMC gives Sutphin the opportunity to focus on the unique needs of his patients.

"There's only so much time in a day, and I get to spend it with the people that I am responsible to as their doctor," he said. "That's ultimately the best way, for me at least, to spend it. It's a Golden Rule kind of thing – take care of people the way you'd like to be taken care of."



AT A GLANCE

MountainView Regional Medical Center

Plastic Surgery & Reconstructive Surgery

Address

4351 E. Lohman Ave., Suite 204

Phone

575-532-1672

Website



Solving the human puzzle box

"I like to refer to

us as the 'talking

doctors."

Dr. Thomas Hanson

Perhaps the hardest part of a doctor's job is the first meeting with a patient to determine what's wrong with them.

Symptoms can readily overlap between ailments, sometimes compounded by multiple conditions at once, requiring ready knowledge of the intricacies of the human body as physicians look to unravel the causes of the conditions.

Happily for patients, that process can be rather painless with the expertise of MountainView Regional Medical Center Internal Medicine.

For Dr. Thomas Hanson's part of the team, he focuses on endocrinology – the study of our body's biochemistry and the glands that maintain it – while Dr. Ling, Dr. Archambault and Dr. D'Antonio cover the other bases on internal medicine.

"I like to refer to us as the 'talking doctors,' contrasted with the surgical doctors," he

said. "We see a lot of interesting, uncommon diseases, but they're in a sea of diabetes, in a sea of thyroid disorders."

Those ailments aren't exactly on the decline either – diabetes alone is forecast to grow from 11 million afflicted in 2011, or 4 percent of the population, to 29 million, 7.2 percent, over the next four decades, particularly in an aging population, according to research by the American Diabetes Association. This means all hands

on deck for doctors involved in the field as the patient population continues to increase.

"It seems that there's really quite a demand for this type of doctor – the people in this town seem to be saying they can't find a primary care doctor to take care of them," Hanson said. "But we've got a couple of ladies, right out of training, that are really good, and with Dr. (Joseph) D'Antonio we're at the other end of the extreme with a wealth of experience."



AT A GLANCE

MountainView Regional Medical Center

Internal Medicine

Address
2919 Hillrise Drive

Phone 575-521-4808

Website



Sustainable solutions for weight loss

or most of us, weight is an issue we are simultaneously concerned about and hesitant to address.

At MountainView Weight Loss Center, Dr. Frank Felts wants to open a non-threatening dialogue.

"Chances are, you have felt bad about your weight at one time or another," Felts said. "I'm never going to make you feel bad about your weight. I'm going to educate you and give you tools to do something different, but I'm never going to make you feel bad about it."

Felts, a bariatric surgeon, and the Weight Loss Center have a unique approach to complete wellness through an innovative collaboration with Dr. Paul Magarelli and Mountain-View Wellness and Reproductive Medicine.

"The weight loss surgery and the wellness program is really a continuum of care. There are people who come into our program who really don't need surgery but need wellness, and we can help those people," Felts said. "And then there are people that we can help somewhat with wellness, but we can exponentially

improve that process by pairing it with an operation. And then there are some people who come directly into the surgery part of it, and we can certainly help those people – but if we want to help them long-term, we need to engage them in the wellness part of the program because that's a big part of changing an operation into a sustainable solution."

Felts holds twice-monthly seminars on weight loss surgery in Las Cruces and once monthly in Carlsbad. The seminars are also available on the Weight Loss Center's website.

"With my seminars, I educate people about weight loss surgery," he said. "It gives them a basic fundamental knowledge so that when they come to see me for an office visit, I know what they know. My consultations are more about me learning about their health, their health history, and their expectations of surgery. Then together, we decide on what operation is best for them."

Ultimately, the Weight Loss Center and the Wellness Program want to reinvigorate our approach to health care.



AT A GLANCE

MountainView Regional Medical Center

Weight Loss Center

Address

4351 E. Lohman, Suite 202

Phone

575-521-8860

Website

www.mountainviewweightloss.com www.mountainviewregional.com



MOUNTAINVIEW REGIONAL MEDICAL CENTER

Paving new paths

ountainView Regional Medical Center is breaking new ground in the way it approachs personal health. At MountainView Wellness & Reproductive Medicine, Dr. Paul Magarelli's background as a nutritional biochemist, physiologist and board-certified reproductive endocrinologist gives him unique insight into health care and benefits of a multi-disciplinary approach.

Along with his own work in insulin resistance, Magarelli is part of a new combined program with bariatric surgeon Dr. Frank Felts.

"I've been very blessed because of MountainView Weight Loss Center, which is Dr. Felts' program," Magarelli said. "He's one of the most unique bariatric surgeons in the United States. He understands that it's more than preparation for surgery and the surgery itself, but also in re-teaching the patient what I call a 'style of living.' I teach them a style of living which has one major belief – that we start perfect, and if we listen to our bodies, we will create health."

Magarelli and Felts' collaborative work at MountainView is completely innovative – it is the first of its kind in New Mexico.

"We've created a combined program – both metabolic and bariatric surgery for the management of long-term health in our patients," Magarelli said. "The unique opportunity we now have is to present this to the world. We are already seeing results that are just phenomenal."

The reproductive side is also removing barriers between patients and needed care.

"We have created a program that provides high-quality, affordable fertility care," Magarelli said. "In vitro fertilization is very effective, however, it is also very expensive. In reality, we were seeing less than 0.1 percent of the people who need our help get it. But we now have joined with a national program that allows us to cut our fees to less than a quarter of what they were for a complete IVF cycle."

Magarelli said excited for the new programs.

"There's an amazing amount of resources

and talent and excellent leadership here at the hospital," he said. "It's really exciting for me to be here, to be able to let my vision and Dr. Felts' vision come to fruition."



AT A GLANCE

MountainView Regional Medical Center

Wellness & Reproductive Medicine

Address

4351 E. Lohman, Suite 202

Phone

575-521-8860

Website

www.mymoutainviewwellness.com www.mountainviewregional.com



MOUNTAINVIEW REGIONAL MEDICAL CENTER

A growing network of caregivers

"This urgent

care facility is

equipped... to

perform outpatient

surgeries"

Dr. Allan Rivera

ountainView Urgent Care is practice for what the hospital hopes will address a need Las Cruces and surrounding communities. It provides

basic treatment, immediate aid, testing and prompt referrals to those who would otherwise have to travel into the heart of the city to obtain medical care.

So far, it's working out great, said Dr. Allan Rivera.

"From what I've heard from the majority of our patients, they really appreciate the presence of an emergency care

center near the Mesilla area," he said, adding he sees patients from Deming and Anthony, N.M., come through the doors as well. "This is the first facility they see when coming into town."

It's also home to an unusually high volume of doctors for such a small office. Aside from Rivera, Drs. Catherine Picco and Ruben

Torres also practice in the center. Torres will eventually branch off and work at another urgent care center planned in the Rinconada area, Rivera said.

"This urgent care facility is equipped for me to perform outpatient surgeries," he said, "as well as pediatric care with Dr. Picco."

Among the services the urgent care center offers, aside from immediate treatment on most basic injuries, are X-ray imagings, lab work and, perhaps most importantly, fast and accurate

referral services to providers and specialists within MVRMC privilages.

"We can refer patients immediately, if need be, to specialties such as orthopedics, for those patients with fractures," Rivera said. "If we see that a patient needs care outside of what we provide, we coordinate that immediately. We are proud to serve our community."



AT A GLANCE

MountainView Regional Medical Center

Urgent Care

Address 1455 S. Valley Drive

Phone 575-526-7777

Website



Expanding on local family care

ountainView Regional Medical Center has opened this clinic and the urgent care to try to meet the needs of the people in the area," said Dr. Larry Linnell. "I cover family practice – that means babies, older folks, everything – but we're going to have several specialists here to provide services as well."

Though the times at which the visiting specialists will be at the center will vary, it's a strong step in the direction of increasing patient access to critical preventive and diagnostic care, along with "continuity of care" from family practitioners, he said.

"A lot of people simply need a regular doctor," he said. "They need follow ups to manage their medications, their diabetes and routine things like immunizations. We'll be able to provide that."

The other side of the practice, so far, falls under the auspices of Stephanie McNamara, Certified Nurse Midwife and Women's Health Nurse Practitioner, who provides a full scope of

obstetrics and gynecology care to her patients.

"I specialize in providing unique care that's tailored to each person," she said

That means McNamara's treatments are built around the patient's needs and comfort levels, offering exercise and nutrition counseling, support groups and treatment plans that fit in with each patient's lives, along with a full range of birthing services and health support for women "from their teens all the way through adulthood."

"Ultimately, that means a healthier community," she said. "A lot of education and a lot of empowerment. I refer more complicated cases to Ob/Gyn Consultants. That's what I'm all about – finding out what's best for each person and working with that."

The duo also draws on the capabilities of the adjacent MVRMC Urgent Care.

"This model has really been working for me," Linnell said. "People can be seen when they're urgently sick, and if they need a follow-up, we're right next door."



AT A GLANCE

MountainView Regional Medical Center

Family Care

Address

1455 S. Valley Drive

Phone 575-526-6992

Website



Finding a place in specialized care

r. Anthony Levatino of
MountainView Regional Medical
Center Gynecology didn't expect
his career to be in women's health, though
he's known since childhood that practicing
medicine was his passion.

After years of medical school in his home state of New York, he decided that he wanted to focus not simply on a patient's health, but also on their entire well-being, and tending to women, mothers and children presented the best opportunity to help a little more happiness make its way into the world. The outcomes and patients are typically happier ones than in other surgical branches, he said.

"I don't know about other people, but I like a specialty," he said. "As a generalist, you have to be good at a little bit of everything. I'd rather be really good at one thing, or at least one concentrated area. That's why I did what I did in getting a specialization."

In his office, Levatino can provide a wide

range of screenings, treatments and, often most importantly, counseling and preventative health measures to keep his patients in good conditions even after they've left his office

The practice is also good for his own health, with consistently bright outcomes making work a place to enjoy, he said.

"When MountainView was built, they were bringing many physicians to the area," Levatino said.

He said he was glad to move south to join the sunnier hospital around 2002. Previously, he had been running his own office for a little less than nine years.

"I gave up babies a little less than seven years ago, and focus solely on gynecology and obstetrics now," he said.

That concentration has served him well in his 38 years as a professional, earning Levatino a sound reputation and a regular stream of patients for his practice at MVRMC.



AT A GLANCE

MountainView Regional Medical Center

Gynecology

Address
2907 Hillrise Drive

Phone 575-522-9082

Website



Looking at all of a patient's issues

"We all do a bit of

everything in the

office."

Dr. Conchita Paz

pecialists tend to see what they are most familiar with, and the field of medicine is no exception – bringing about the need for generalists, such as Dr.

Conchita Paz and her team at Family Care Associates. Family Care looks at the whole picture, because many diseases and injuries fall into a sea of similar symptoms that will leave the layperson floundering and often convinced they're much worse off than they actually are.

While the practice doesn't touch on the more specialized disciplines, such as cardiac concerns or endocrinology, it can serve most non-specialized needs or provide a diagnosis and referral to one of MountainView Regional Medical Center's many specialized physicians.

"I like seeing patients, being able to

help them out and bring their issues to resolution," Paz said. "When I thought about other disciplines, I felt it would be too confining for me – I wanted to see more

than one particular issue. We all do a bit of everything in the office – lumps and bumps; some injections and other treatments."

General practice is also something Dr. Paz has been doing for more than 16 years in the area, first at a private

practice and later, in 2003, as part of MountainView Regional Medical Center's physician network. This allowed Paz to continue practicing medicine in her hometown as the economic and accounting crunch hit smaller practices.

"I wanted to take care of the people of Las Cruces, the people that I know," she said.



AT A GLANCE

MountainView Regional Medical Center

Family Care Associates

Address

1135 S. Main St., Suite B

Phone

575-525-4000

Website

www.mymountainviewhealth.com www.mountainviewregional.com



MOUNTAINVIEW REGIONAL MEDICAL CENTER

Help along the road to recovery

A fter a disabling disease or injury, the road to recovery can be difficult. But, you are not alone. Therapy Services at MountainView Regional Medical Center can help patients reach a higher level of function and wellness.

Since every person who visits our center is different, we customize each therapy program to meet the needs and goals of each patient. The therapy staff at MountainView Regional Medical Center is trained in the advanced techniques in physical therapy, occupational therapy and speech-language therapy.

Our licensed physical therapists examine and treat patients with problems related to muscles, nerves and joints. These conditions often limit the person's ability to move and live as they wish.

Occupational therapy offers comprehensive treatment for patients in areas such as injuries to the hand, arm, and shoulder. They address areas of self-care, functional mobility, assistive device training and adaptation of daily living activities for sensory and motor loss. We have the only Certified Hand Therapist in Las Cruces, which requires advanced study and training to pass the national certification examination.

Speech-language therapy provides evaluation and treatment services for patients demonstrating communication, cognitive and swallowing problems. Our speech-language pathologists help with speech, language, memory, voice, tongue thrust and swallowing deficits.

The MountainView Therapy team specializes in orthopedic injuries, sport related injuries, total joint replacement surgeries, and stroke management. Our core group, 12 therapists, boasts a cumulative of 276 years of experience. Services are provided in a relaxed, friendly and caring environment in both English and Spanish

Services are provided upon a physician's order. If you or a family member needs therapy, ask your doctor for a prescription and then call us at 575-556-6620 to schedule an appointment.



AT A GLANCE

MountainView Regional Medical Center

Therapy Services

Address

4351 E. Lohman Ave., Suite 201

Phone

575-556-6620

Website



MOUNTAINVIEW REGIONAL MEDICAL CENTER

Family of care: Company supports doctors

"We have

basically grown

to 19 clinics and

approximately 60

providers."

Chris Lugo,

practice manager for

Las Cruces Physicians

Services (LLCP)

uch goes on behind the walls of a hospital. For each familiar face of a primary caregiver or nurse, there's another dozen supporting staffers ensuring everything goes well – and that can

be a troublesome base of support for smaller clinics to maintain, especially as accounting requirements and payment methods shift in the evolving practice of medicine.

Yet for every problem, there's not only a solution, but an entrepreneur.

"Las Cruces Physician Services, working along Mountain-View Regional Medical Center decided to help physicians focus

on patient care and not have to worry about doing the management side of what it takes to run a physician's clinic," said Chris Lugo, area practice manager for Las Cruces Physicians Services (LLCP).

"Since 2007, we have basically grown to 19

clinics and approximately 60 providers. Physicians in private practice have fears about the change in health care and the directions it's headed. We assess what kind of support we can offer them, how we can incorporate them

in our group and how we can make it a successful partnership."

That network of services encompasses a broad selection of medical practitioners, which Lugo said will only continue to grow.

The other benefit of the venture is what Lugo termed an "integrated health care delivery system" for patients – because each of your doctors is connected, from the family practice and the cardiac surgeon to endocri-

nologist – MountainView can "fast track" communications between medics, ensuring that your caregivers will always know how to look out for you with the most current records and recommendations from your physicians.



AT A GLANCE

MountainView Regional Medical Center

Las Cruces Physician Services

Address

4311 E. Lohman Ave., Suite 404

Phone

575-556-7737

Website



STATE FARM AGENT PRESTON WILLIAMS

Your defense against the unexpected

ost of us don't want to think about the worst that could happen, but proper preparation can keep it from being a nagging worry.

A good insurance provider can help defend you against the unpleasantly unexpected.

Preston Williams, an agent for State Farm Insurance, speaks with confidence of State Farm's long history of eminence in its field.

"State Farm has been the largest auto insurer for close to 90 years," he said. "It has been close to 60 years that we have been the largest homeowners insurer in the country."

It is his life insurance, though, that gives Williams the most peace of mind.

"Life insurance is the most important product that I have," Williams said. "I'm a dad – I'm married, I have two kids. You know, if my car gets stolen or totaled, that's replaceable. My life isn't. But I can make sure my kids get to go to college, that my wife doesn't have to struggle. If you lose a loved one, that is hard enough, much less with all



the other financial complications that come on top of it."

What makes State Farm stand out, Williams said, starts with the structure of the business itself.

"State Farm is a mutual company, and what that means is we are owned by our policy-hold-

ers," he said. "A lot of other companies out there are stockholder-owned companies, so their goal is to satisfy their stockholders. Our goal, being that we are a mutual company, is to satisfy our policyholders. There's a big difference in philosophy just in the way that our business is structured."

More than just a company philosophy, Williams expresses his personal investment in his Las Cruces clients and community.

"I'm an NMSU grad; I played football at the university. I got recruited by a lot of schools out of high school to play football, but I chose Las Cruces because of the community," he said. "I really felt like this was home to me. This is the place I can see myself spending the rest of my life."

AT A GLANCE

State Farm Agent Preston Williams

> Year Founded 2012

Primary Product or Service
Automobile, home and life insurance

Top Local ExecutivePreston Williams

Address

1721 1/2 E. University Ave.

Phone575-522-4600

Email

preston.williams.u0nt@statefarm.com

Website

www.prestonwilliamsinsurance.com



Guillermo Figueroa, president and CEO

EXECUTIVE SOLUTIONS ALL IN ONE

Options, solutions for financing questions

ver the past several years, changes in banking regulations have made it difficult for many businesses to access the money they need to succeed – or even to start.

Guillermo Figueroa, president and CEO of Executive Solutions All In One, wants to make sure owners of businesses of all sizes can access the capital they need for growth.

"Many business owners are not aware of the alternatives and options available to help meet their credit and financing needs," said Figueroa, adding Executive Solutions All In One's private network of investors provide many programs in commercial real estate and business financing. "We have the ability to understand our client's needs and properly identify the right financing options and solutions without having to deal with the complexity of the parameters and significant requirements from the traditional banks."

Offering more than just lending, Executive Solutions All In One works with its customers to ensure they are making the

right decisions for their businesses, Figueroa said.

"I provide a personal service and friendly approach to the customer, with the main objective of understanding what are the true needs behind their business," he said. "I want to provide them with the best options to reach their short- and long-term goals.

"Our vision has been to promote an ethical marketplace where we can help small, medium, and large businesses achieve their financial goals with trust and confidence. Our mission is based on creating a community of trustworthy businesses, encouraging and supporting best practices."

Executive Solutions All In One is a business with an international presence, but Figueroa has seen something special in the Las Cruces area.

"We are very excited to be a part of this wonderful community," he said. "We look forward to supporting the economic development projects and initiatives scheduled to promote the growth, expansion and quality of life in Las Cruces."

AT A GLANCE

Executive Solutions All In One

Year company started 2012

Primary product or service

Commercial real estate and business financing

Top local executives

Guillermo Figueroa. President and CEO

Address

7545 Sierra de Luna Place

Phone

575-642-9011

Email

info@executivesolutionsallinone.com

Website

www.executivesolutionsallinone.com



THE LAS CRUCES BULLETIN

Helping you get your message out

he Las Cruces Bulletin, a community newspaper in publication since 1969, reaches nearly 60,000 readers each

How do you connect your business or organization with that vibrant readership?

Our friendly, professional marketing staff will work with you and your budget to make sure your advertising dollars are working for you.

Under the direction of Circulation Manager Teresa Tolonen, our team distributes 20,000 Bulletins every Friday. We deliver to 12,000 homes in the area, and 8,000 are distributed to nearly 300 public locations in racks, on counters and to businesses. Each Bulletin is read by an average of three people.

Our sales and marketing team of Amy DuClair, Claire Frohs, Jorge Lopez, Shellie McNabb, Pam Rossi and Publisher Richard Coltharp can help you coordinate your marketing to take advantage of the Bulletin's coverage.

Advertising Assistant Jamie Pfannenstiel

works with law firms and other individuals and organizations to coordinate public notices, obituaries and legal advertising.

What are the needs of your business or organization? Help us understand your needs and we will help you plan a marketing and advertising strategy.

In addition to the Bulletin, we offer online advertising and multiple special publications throughout the year, starting in January with our annual Southwest New Mexico Legislative Guide and ending in December with our Gift Guides and yearend edition. In between, we have magazines and special projects to serve all sorts of community needs.

Our biggest annual publication, Life is Good in Las Cruces Community Guide comes out in the summer.

Have a great idea or special project? We love to think creatively and find unique solutions to your marketing needs.

Call us today to find out what makes sense for you.

Bulletin

AT A GLANCE

The Las Cruces Bulletin

Year company started 1969

Primary product or serviceWeekly community newspaper

Top local executive

Richard Coltharp, publisher

Address

840 N. Telshor Blvd. Suite E Las Cruces, NM 88011

Phone

575-524-8061

Website

www.lascrucesbulletin.com



THE LAS CRUCES BULLETIN

Working with the community Bulletin

hat's going on in Las Cruces? If you read the Las Cruces Bulletin, chances are you'll know. Every week, the news professionals at the Bulletin gather and process tons of information from the people, events and activities of Las Cruces and convert it into an award-winning community newspaper.

Popular columns, features, calendars and photography accompany our news stories each week. Myriad local subjects are covered in our regular sections, which include News, Opinions, Sports, Business, Arts & Entertainment, Homes & Southwest Living, Health & Well Being and Church.

We work with the community to provide as much information as possible in the Bulletin. If your organization has an upcoming event or an ongoing meeting, please let us know in advance so we can include it in our publication. A community publication like ours can't exist without help and support from the community itself.

The Bulletin also produces a wide variety of special publications and projects that

cover a range of interests and events in Las

Want to know how best to plan your wedding? Check out our Perfect Southwest Weddings publication. Looking for a great place to eat? Keep our Mesilla Valley Menu Guide handy. Want to learn about our local legislators and key legislative issues? We have the annual Southwest New Mexico Legislative Guide. Want something that tells you everything you need to know about Las Cruces? All you need is our annual community guide: Life is Good in Las Cruces.

Assembling all of these products are our news team, featuring Todd Dickson, Zak Hansen, Alta LeCompte, David Salcido, Beth Sitzler, Brook Stockberger and Publisher Richard Coltharp.

The creative geniuses behind the Bulletin's award-winning design work include Ray Gonzalez, Steven Parra and Rafael Torres.

Read the Bulletin and find out why we believe Life is Good in Las Cruces.

AT A GLANCE

The Las Cruces Bulletin

Year company started 1969

Primary product or service Weekly community newspaper

Top local executive

Richard Coltharp. publisher

Address

840 N. Telshor Blvd. Suite E Las Cruces, NM 88011

Phone

575-524-8061

Website

www.lascrucesbulletin.com



SCHWALM, MARTOS AND CO.

Personalized service for your peace of mind

hen going to Schwalm, Martos and Co. for your accounting needs, Manuel Martos said, "the first thing we need to do is meet."

To Manuel, the personal relationship between clients and partners is very important. The two partners, Manuel and H. Myrle Schwalm, have more than 30 years of experience each, but still make it a priority to interact with every client.

"We're a small firm – nine people – so, being a small firm, the partners have more personal involvement. We approach the clients' issues on an individual level," Manuel said

Meeting individually, Manuel said, builds a foundation of understanding and trust between business adviser and client.

"I sit down with the clients and we try to assess their specific needs and expectations, and then we tailor our services to those needs," Manuel said. "We really try to be a partner in their future. We are committed to assisting in all aspects of our clients' business decisions. Some of those decisions become very important, especially if you are a small



business starting off."

Offering clients personalized service includes the ability to communicate in a language most comfortable to them.

"I have clients that like to come here and speak in Spanish," said Manuel, who is bilingual. "When making important decisions, you want to be sure you understand each other.

"Our clients are great at running their businesses," Manuel said. "What they need is some assistance with tax, accounting and business planning from a CPA they know and trust. Assistance with business planning and compliance from a trusted adviser frees our clients to do what they do best."

AT A GLANCE

Schwalm, Martos and Co.

Year Founded 1992

Primary ServiceTax and accounting services

Top Local Executives

Manuel R. Martos

H. Myrle Schwalm

Address 560 N. Water St.

Phone 575-525-2282

Email mmartos@smc-cpa.com

Website www.smc-cpa.com



Investing in the community's future

hile smaller medical practices downsize or look at integration with larger networks, Memorial Medical Center is looking to grow to fill the gaps, drawing on the experience of John Harris as its new chief executive officer.

Harris first assumed the role of a company's CEO when he was 26, and has dealt with the management of hospitals and related facilities for more than 40 years since. During his career, he has served as caretaker of healthy organizations, as well as working for institutions to effect a turnaround – an ideal fit for MMC as it gears up to continue its expansion of services to outlying communities, even as many other practices shrink as costs grow and reimbursements dwindle.

"That really is going to be the approach we have here on all of our major services," he said of the push to bring more advanced services and health education, to the area surrounding Las Cruces. "When you look at it, seven out of 10 things that we suffer from, as a population in the United States, are preventable. In every service we have, we are going to be stepping up the service in many ways – not only technologically, but the numbers of doctors working for us and what services we can provide."

One of the upcoming investments is the city's first freestanding wound care center, tentatively scheduled to be in operation by the end of the year, he said.

Another point of emphasis is the hospital's cancer program.

"We have the region's only comprehensive cancer program, in collaboration with the University of New Mexico Cancer Center, which is one of the top centers in the United States," he said. "We see enormous potential there to build on where we are currently, as that's a really great service for the community."



AT A GLANCE

Memorial Medical Center

> Chief Executive Officer

> > Address

2450 S. Telshor Blvd

Phone 575-522-8641

Website

www.mmclc.org



Quality treatment starting at the door

"Our greatest

strength is the

people that are

here - they're a

group of caring

people."

Steve Ruwoldt

he start of the new year has seen the changing of many roles at Memorial Medical Center, and new Chief Operating Officer Steve Ruwoldt was one of the first on the new wave of administration.

He has been at MMC since September 2013, first as interim CEO.

"I believe we're going to be the regional referral center for this area," he said, painting his vision of the hospital's progress in the coming years. "We will be the go-to place for the valley. We want to be out where the people are, rather than the people having to come here. We want to make primary services, and even some secondary services, such

as cardiology, much more readily available to the community. If we can be out there, taking care of the populace and actually trying to keep them out of the hospital, the better off everyone is." In this respect, Ruwoldt and the rest of MMC's administration remain firmly on the same page, all espousing the goals of making medical care more accessible to the community, more practical to administer and more secure for the doctors working the field.

But as each doctor specializes, to some extent, so do administrators. Ruwoldt said one of his major goals as COO was to improve the quality of service every visitor to the hospital receives. Whether a patient, friend or family member, their time at MMC, starting from the moment they step through the hospital doors, should be painless.

"Our greatest strength is the people that are here – they're a group of very caring people," he said. "I enjoy working on the ground level and making sure we're doing the right things for our patients."



AT A GLANCE

Memorial Medical Center

> Chief Operating Officer

Address 2450 S. Telshor Blvd

Phone 575-522-8641

Website www.mmclc.org



Seeking opportunities to grow practices

he dynamics of medicine are changing, presenting both new challenges and new opportunities to both hospitals and private practitioners.

"The doctors and hospitals partnering is really the secret to success going forward," said Phillip Rivera, president of Memorial Medical Group. "Our real goal is to put resources and focus on the day-to-day physician practices we have and, quite frankly, look to where we need to grow those practices to accomplish that goal."

In his role, Rivera, formerly chief operating officer for the hospital from July 2010 through July 2013, said he was responsible for the oversight and management of the partnered practices, physicians and other ventures MMC dealt with.

"It's a new role for Memorial," he said.
"They've kind of segregated out physicians' practices and created an infrastructure over the practices. These doctors didn't go to school for 10 years to run a business,

they went to school to practice medicine – those are the doctors we want to partner with."

The move was necessary, as more private practitioners came into partnerships with the hospital, creating a need for a centralized management role to ensure the hospital, physicians and community were getting the most out of the partnership, as well as ensuring the practices complemented each other, from the general services on through the specialists.

"Primary care is at the center of all the specialties, so if you have a good strong nucleus on the physicians' side it really will draw a lot of referrals to the specialists," he said.

That also meant shorter waits for patients in need of specialized, often critical, services and more accurate and timely communication between the practitioners, he said.



Memorial Medical Center

AT A GLANCE

Memorial Medical Center

President of Memorial Medical Group

Address

2450 S. Telshor Blvd.

Phone

575-522-8641

Website www.mmclc.org



Providing great care, from start to finish

hile a medical student at the University of New Mexico, Dr. William Adler found his niche in a field that allowed him to be with his patients through one of the most difficult times in their lives.

"Oncology and hematology were so fascinating to me, and I knew I found the right place because of both the intellectual stimulation ... and the other part is the intensity of the relationship you develop with the patient and the family. That was for me," he said.

Adler, who has practiced hematology and oncology for more than a decade, joined Memorial Medical Center in 2010 through a contract with UNM Cancer Center, a National Cancer Institute center. Through its association with NCI, which conducts the bulk of cancer research taking place, MMC provides patients with the latest in cancer care in medical oncology and radiation oncology.

Also unique to MMC is its multi-disciplinary approach that allows cancer doctors of various specialties to discuss the best cancer treatment for a patient. This is done through its tumor board, which meets every two weeks, and breast cancer tumor board, which meets once a month.

These tumor boards include medical oncology, radiation oncology, pathology, radiology, clinical research nurse, plastic surgery and surgery.

"We try to discuss the case, look at the images, determine the specifics of the pathology at that time before the patient is getting definitive treatment," said Adler, adding this helps shepherd patients through the overwhelming process.

Adler said also unique to MMC are the clinical research trials it offers.

"We have anywhere from 20 to 30 clinical research trials going on, which offer state-of-the-art, cutting-edge therapy," he said, adding these are national and international studies. "Last May, we celebrated our 100th enrollment, so for a small program, we're quite active."



AT A GLANCE

Memorial Medical Center

Medical Oncology and Hematology Physician

Address

2450 S. Telshor Blvd.

Phone

575-522-8641

Website

www.mmclc.org



Local heart surgeon leads the charge

hen everything is on the line, people turn to the best. For Las Cruces and most of southern New Mexico, that means looking to New Mexico Cardiovascular Associates.

"We specialize in heart surgery and in vascular surgery, which deals with problems in circulation, and we also deal with lung issues," Dr. Charles Dow said. "By the time patients see us, it's fairly advanced. When the problems can't be managed with medication, stents or balloons, you have to have surgery – that's where we come in – and most of the patients do very, very well."

Drs. Carlos Corral and Tony Hamilton, along with roughly a dozen supporting staff, fill out the team, allowing for 24/7 care to be available.

Dow said he receives patients from all across southern New Mexico, "as far up as Truth or Consequences and Silver City and to the west from Deming."

The group also does work for those not in critical condition, bringing their surgical expertise to problems such as painful legs from blocked veins or arteries, along with chest surgeries for those with lung issues or other complaints.

Dow himself has been strongly involved with the growth of heart surgery and services in New Mexico, from his time as a founding member of Southern New Mexico's first open-heart program in 1990, to the establishment of New Mexico Cardiovascular Associates six years later. This allows patients to stay in New Mexico for these services, rather than having to travel out of state.

"The first open heart surgery was done here at Memorial Medical Center in June of 1990," he said. "It was really new to Las Cruces and it's really blossomed from there."



AT A GLANCE

Memorial Medical Center

> New Mexico Cardiovascular Associates

> > Address

2530 S. Telshor Blvd., Suite 207

Phone

575-522-6806

Website www.nmheartcare.com



FIRST STEP WOMEN'S CENTER

Dedicated to serving women, children

irst Step Center was created in 1989 to serve the women and children who would otherwise go without medical care, pledging to serve "no matter their cultural, financial, social or medical condition," as a nonprofit organization.

"In our community, we have a large population of women who are either in the process of obtaining insurance, have some type of government assistance or don't have insurance," said Dr. Jarmara Hice-Garza, the newest doctor to join the program. "First Step was designed by the community to fill that need. This allows us to give back to the community and see the patients that need to be seen."

The clinic staff is roughly divided between those tending to the health of women and babies, offering deliveries on both normal and high-risk infants, lab work, immunizations, non-invasive surgeries, contraception options and a plethora of educational programs.

For her part, Hice-Garza said she focused on tending to women, working on building up a program for general health, drawing on her experience in nutrition, fitness and preventative measures to reduce the need for visits to the hospital.

The link with Memorial Medical Center also affords First Step a direct line to more intensive care if needed. She said she is looking forward to the hospital's addition of a level 3 Neonatal Intensive-Care Unit, the first in southern New Mexico, in the coming year.

Hice-Garza said her intention also was to promote a greater relationship between doctors and patients, acknowledging that MMC has some "ebb and flow" of doctors in the program, though it remains the primary hospital in Las Cruces for deliveries.



AT A GLANCE

First Step Center

OB/GYN Physician

Address

390 Calle de Alegra

Phone

575-556-8200

Website

www.firststepcenter.org



Michele Ungvarsky, president

ESTRADA LAW

Helping Las Cruces 'plan it forward'

hrough wills, trusts and estate planning, Michele Ungvarsky, Esq., of Estrada Law wants to help you to avoid incidents of panic and crisis before they occur.

Having practiced law for more than 20 years, Ungvarsky doesn't just fill out forms, but instead tailors wills, trusts and estate planning to fit the client's needs. As unique of an individual as you are, Estrada Law will provide a devoted practice of estate planning and probate just for you.

In a Forbes article by Ashlee Ebeling (March 1, 2010), she states 65 percent of Americans don't have a will or an estate plan.

What will happen then? The state will take over, and decide who will inherit your "stuff "and take care of your kids. Although the law tries to be fair, they don't know your family's unique situation. Ungvarsky will take the time to meet with you and assess your goals to understand your individual wishes and needs then design a plan tailored to meet them.

There are many ways to give what you have to whom you want, the way you want, when you want. Wills and trusts are important parts of the puzzle, but caring for ourselves and loved ones while alive, whether we are healthy or disabled, is vital to our quality of the life.

At Estrada Law, our mission is to help our clients through the changes in life and to plan for whatever may come in the future. We are proud of our wide-ranging approach to meeting individual client needs. We make certain that you completely understand the complicated tax, financial and legal concepts. We welcome your questions. You need not be wealthy to need an estate plan. Everyone should have at very least a Will, Durable Power of Attorney and Health Care Proxy.

We can handle all aspects of your estate planning including:

- Wills
- · Living Wills and Healthcare Surrogates/ Durable Powers of Attorney
- Revocable and Irrevocable Trust Agreements
- Life Insurance Trusts
- Special Needs Trusts

By taking care of these important issues, you can have peace of mind. You're assured what you earned in your lifetime will be preserved and distributed according to your directions. Don't wait until it's too late – "plan it forward."

AT A GLANCE

Estrada Law

Year company started 2004

Primary product or service Wills, trusts and estate planning

Top local executives Michele Ungvarsky, president

Address

4611 Research Park Circle, Suite A-112

Phone

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Email

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Website

http://estradalawpc.com

You've earned more.

You've been hands on in creating your wealth, so why wouldn't you be as involved when investing it? If your current brokerage firm doesn't encourage you to stay actively involved with your investments, it might be time for a change. At Schwab, we believe investors deserve a better way. And here's our promise:

You're not just a client at Schwab. We believe in partnering with you and getting to know you, so we can work together on your terms. We provide access to commentary and insights from Schwab experts and advice that is understandable, relevant and actionable. We offer a broad range of investment options from leading asset managers across the industry, not just our own.

We'll be open and honest in all aspects of our relationship, including what you pay for our services and the thinking behind our advice. We design our products and services with a goal of driving down costs, so investors have more money to invest.

Talk to your local branch today about a more modern approach to investing.



Jackie Mitchell Edwards
Independent Branch Leader
and Financial Consultant
Las Cruces Independent Branch
141 S. Roadrunner Parkway
Suite 141C
Las Cruces, NM 88011
(575) 993-5050
www.schwab.com/lascruces



Own your tomorrow