

MEET YOUR LAS CRUCES
professionals
FALL/WINTER 2021



THE LAS CRUCES
Bulletin

APRENDAMOS

Family of Services



Services for children ages birth to 3 who may have delays or disabilities.



Home visits for expecting parents and parents with children up to 3 years of age.



Fathering classes for all fathers. Hands on fathering classes that prepare fathers for taking care of their children at every stage.



Applied behavior analysis therapy for children ages birth to 18 who have a diagnosis of Autism.



Speech & language, occupational and physical therapy for children ages 3 to 18.



Family counselling services for children, teens and adults.



(575) 526-6682 • www.aitkids.com

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THE LAS CRUCES
Bulletin

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Life is Good in Las Cruces!

How good is life in Las Cruces? Just count the ways!

Whether you've been in Las Cruces for 5 minutes or 5 decades, this comprehensive community & visitors guide is your handbook for living in the Mesilla Valley.

Learn about all the things to do and places to see in our area. From arts & culture, to kids & family, to health & well-being and wining & dining, it's all in this publication. The latest edition is available free on local newsstands, or see below how to get one in your hands.

Life is good!

Reserve your copy for free home deliver in the Las Cruces area by contacting Bulletin Distribution Manager Teresa Tolonen at teresa@lascrucesbulletin.com. Or call 575-524-8061. You can also come by our offices at 1740-A Calle de Mercado to pick one up. If you don't live in the area, mail copies are available for \$4, or visit us online at www.lascrucesbulletin.com.





Siddeeq Shabazz, Crista Shabazz, Susan Cavill, Ron Cavill, Michele Evrage & William Evrage

CAVILL & COMPANY

Navigating Uncertain Investment Waters

Las Cruces is home to many fine professional organizations

who cover all the important services we need and value to create an excellent lifestyle in Southern New Mexico. Not to mention offering all these requisite services without the hassle of congestive traffic, stressed commuters and an absorbent cost of living often associated with larger metropolitan areas.

In the financial world, the epicenter of it all used to be New York City and Wall Street. However, as technology has grown and advanced, we have witnessed a decentralization of the resources that drive this industry. Research can be accessed from a laptop anywhere a signal can be found. Trades and portfolio management can take place in the middle of the night and on weekends - something that was only a dream not that many years ago.

As access grew over the years, Cavill &



Company first relocated from Washington, D.C. to Denver; then, 10 years ago, expanded to Las Cruces.

According to Cavill the availability of national tools and services coupled with a 'down-home' culture in Las Cruces not only makes for an attractive lifestyle but also a more productive output due to the lack of stresses associated with living in the larger cities.

Our guiding philosophy at Cavill & Company can be found in the words of Dennis Conner the fabled skipper of The Stars & Stripes when he said, "My goal in sailing isn't to be brilliant or flashy in individual races, just to be consistent over the long run." That same philosophy should carry over into the investment world. It requires a lot of discipline to create long term results.

We at Cavill & Company are dedicated to that kind of performance and we are honored to act as a fiduciary with our clients.

AT A GLANCE

Cavill & Company

Year founded
1976

Primary product or service
Financial Planning
& Investment Management

Top local executive
Ronald W. Cavill, CFP®

Physical address
1155-B Commerce Court
Las Cruces, NM

Phone
575-323-3425

Website
www.cavillco.com



Jason Koenig, Chief Operating Officer and Leah Messina, Founder & CEO

SINUATE MEDIA - THE ORGANIC MARKETING COMPANY

A modern approach to marketing

Leah Messina opened Sinuate Media in 2006, just as the communications landscape



experienced a great shift from traditional to digital communication. By developing an integrated approach for businesses that didn't have the technical knowledge or strategy experience with these new marketing tools, Messina was able to meet a specific need—bridging the gap between the known and the “unknown” of digital marketing.

“We're early adopters—whether that is for lead generation, digital advertising, or internal communications. We learn the systems then we adapt them to solve marketing challenges,” she says, “We bring that expertise to our clients, so their learning curves are drastically reduced and their marketing investment is greatly optimized.”

Today, Sinuate Media serves clients throughout the country and internationally. Their local team of web, design, communication, and strategy professionals approaches marketing from a results-based operations lens. As businesses continue to embrace digital solutions, Sinuate Media is helping to solve communications challenges

with secure custom corporate intranets, improve sales processes with lead generation systems, and optimize performance through the

digitization of business processes. These solutions embrace modern marketing, that is, web, e-commerce, and digital advertising tools packaged in ways to solve each client's unique challenge.

“We rely heavily on marketing data and analytics to guide us. We apply the same methods we use for digital marketing across all channels, and integrate them back to the digital world, where a growing number of transactions happen.”

Their Mesilla office is also home to an in-house commercial printing facility, which is the backbone of the company's private, personalized print portal solution. By allowing businesses to operate their own internal e-commerce businesses, they can better serve a dispersed workforce.

“We treat every client's business like it is our own,” says Messina. “Seeing them succeed is the barometer we use for our own success.”

Sinate Media is open 8 a.m. – 5 p.m., Monday – Friday. It is located at 1910 Calle de Parian.

AT A GLANCE

Sinate Media

Year founded
2006

Primary product or service
Marketing Consulting

Top local executives
Leah Messina, CEO & Founder
Jason Koenig, COO

Physical address
1910 Calle de Parian, Mesilla NM

Phone
575-915-3878

Website
sinuatemediacom
printhousemesilla.com

COUNSELING LAS CRUCES

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The professionals from Counseling Las Cruces include Kristine Mills, Carla Libby, Janine Smith, Lusía Bruner, Terri Alvarez, Andrea Dresser, Andy Trujillo, Trine Lane, Leslie Molina and Kitty O'Donnell.

COUNSELING LAS CRUCES

Experts offer a variety of counseling therapies

Over the course of the past 10 years, Counseling Las Cruces has served Southern New Mexico and West Texas. The practice has steadily grown to a staff of 26 people. They also have an office in Santa Fe. This allows the practice to match the client to a therapist who may specialize in the individual's concerns.

Several of their clinicians are trained in EMDR therapy. EMDR is Eye Movement Desensitization Reprocessing, a modality very effective for those suffering from trauma. It is a psychotherapy that enables people to heal from the symptoms and emotional distress that can result from disturbing life experiences.

The caring and compassionate team at Counseling Las Cruces is equipped to



**COUNSELING
LAS CRUCES**

help with a variety of different issues. Services include couples counseling, anxiety, depression, trauma, families, LGBTQIA+, substance abuse, and EMDR therapies. We have on staff the only

AASECT (American Association of Sexuality Educators, Counselors, and Therapists) in Southern Nevada and West Texas.

Andrea Dresser, MS, LMFT, CST, and founder, leads the team along with Luisa Bruner, Practice Manager. The goal of Counseling Las Cruces is to increase the availability of mental health services in the state, in a warm, nurturing environment. Services are provided both face-to-face as well as on-line.

Counseling Las Cruces sees all ages, from children to seniors. All insurances are accepted, including TriCare and TriWest.

AT A GLANCE

Counseling Las Cruces

Year founded
2011

Primary product or service
Counseling services
& therapies

Top local executive
Andrea Dresser, MS/LMFT/
CST/founder

Physical address
133 Wyatt Drive, Suite 3
Las Cruces, NM

Phone
575-526-9878

Website
counselinglascruces.com



Jenny Carvalho, Dr. Janet Quintanilla, Krystil Quintanilla

SONOMA ACUPUNCTURE

Helping you find relief from pain

Sonoma Acupuncture Integrative Health pioneers cutting edge,

innovative medical solutions to treat pain. Led by Dr. Janet Quintanilla DOM, Dipl OM, her office seamlessly blends the time-tested science of acupuncture with more innovative, medical solutions in order to achieve measurable, long-lasting results. As a leader in Acupuncture and Integrative Medicine, she specializes in difficult-to-treat, chronic conditions.

“Whether it’s the numbness and tingling from your Peripheral Neuropathy, the painful burning sensation that accompanies sciatica, or the unbearable swelling and stiffness of your joints from arthritis, we are here to help you live a life free from pain,” Quintanilla says.

Helping local residents find relief from chronic conditions is her motivation behind this clinic.

“My mission is to bring a world class healing environment that supports the recovery and maintenance of health and wellness to the people of Southern New Mexico,” Quintanilla says.

Dr. Quintanilla began her training



more than 10 years ago and went into private practice in 2017. Sonoma Acupuncture is located at 141 North Roadrunner

Pkwy, Suite 226 in Las Cruces.

Born in El Paso, Quintanilla moved to Albuquerque, where she developed her passion for evidence-based alternative medicine. She went on to get her Master’s of Science in Eastern Medicine from Southwest Acupuncture College in Santa Fe. Dr. Quintanilla is a board-certified, licensed Doctor of Chinese Medicine.

With 12 years of clinical experience, specialized training in geriatrics and chronic conditions, and more than 50,000 patient treatments performed, Dr. Quintanilla brings a missing link of healthcare to the Las Cruces area.

“Our goal at Sonoma Acupuncture is to provide you with pain relieving treatments so that you can get back to living life to its fullest,” Dr. Quintanilla says. “Our patients become family here and it sparks joy to be able to bring this alternative medical approach to our community.”

For more information, call 575-618-6900 or visit <https://sonoma-acupuncture.com>

AT A GLANCE

Sonoma Acupuncture Integrative Health

Year founded
2017

Primary product or service
Acupuncture and integrative medicine

Top local executive
Dr. Janet Quintanilla, DOM, Dipl OM

Physical address
141 North Roadrunner Pkwy,
Suite 226
Las Cruces, NM

Phone
575-618-6900

Website
sonoma-acupuncture.com



From left to right: Elva K. Österreich, Mike Cook, Claire Frohs, Richard Coltharp, Jamila Khalil, Austin Tourtillott, Dave Burge, Albert Vasquez, Maggie Adams. Inset: Teresa Tolonen, Becky Jimenez

LAS CRUCES BULLETIN

Bulletin focuses on life in Las Cruces

Life is good in Las Cruces.

That's the title of one of the Las Cruces Bulletin's annual publications.

It's also a mantra that sustains the staff and the readers of this weekly newspaper established more than 50 years ago.

With its hyper-local approach to news, features and information, the Bulletin seeks to help citizens of the Mesilla Valley understand what makes Las Cruces, Las Cruces.

"Here's our goal," said Bulletin publisher Richard Coltharp. "If space aliens secretly dropped down in the Mesilla Valley, and took with them nothing but a few copies of the Las Cruces Bulletin and, assuming they could read and understand the English language, they could get a good snapshot of what life is like in this great community.

"We strive to illustrate the great diversity of cultures, interest, activities and opinion in Las Cruces," Coltharp said.

The weekly newspaper was established in 1969, and has continually provided a picture of life in Las Cruces, including the business community, the arts, religion, health, sports, opinion and news and features of all sorts.

THE LAS CRUCES Bulletin

In addition to the newspaper, the Bulletin has developed a full array of supplemental publications, including its two biggest annual magazines, both multiple award-winners: The Southwest New Mexico Legislative Guide, and the Life is Good in Las Cruces community guide.

The Bulletin's monthly regional arts and leisure publication, Desert Exposure, turned 25 years old in 2021, and provides a valuable resource for both readers and advertisers.

Local and regional advertisers value the market reach of the Bulletin, which distributes 15,000 copies of the newspaper every Friday, with about three-quarters of those delivered to homes in the community. Desert Exposure expands the regional footprint, with up to 13,000 copies distributed each month to Grant, Luna, Doña Ana, Sierra and Otero counties.

The Bulletin's digital outreach features www.lascrucesbulletin.com, which was named Best Website in the 2021 Bulletin's Best of the Mesilla Valley competition. The twice-weekly email newsletter, the eBulletin, reaches more than 21,000 subscribers every Tuesday and Thursday.

"Our great staff works tirelessly day in

AT A GLANCE

Las Cruces Bulletin

Established
1969

Owner
Osteen Media Group

Top local executive
Richard Coltharp, publisher

Physical address
1740-A Calle de Mercado
Las Cruces

Phone
575-524-8061

Website
lascrucesbulletin.com

and day out to bring outstanding products to our readers and advertisers," Coltharp said. "We all love living here and serving our neighbors, and that's a big part of why we believe, Life is Good in Las Cruces."



The Ashley Homestore Team

ASHLEY HOMESTORE

The Bowmans: a 50-year overnight success

Stapled to the wall in the breakroom at Ashley Homestore at 3299 Del Rey Boulevard is a 2-inch-by-3-inch black-and-white photo.

The photo features a small building with the signage “La Fiesta TV.” In front is a lone late-1960s-era automobile. La Fiesta was the business Bob and Wanda Bowman opened when they first arrived in Las Cruces in 1971.

Fifty years later, in 2021, Wanda Bowman points to the photo and says, “It’s important to remember how you started.”

The Ashley Homestore, which the Bowmans bought in 2003, is a bit bigger than La Fiesta, to the tune of 67,000 square feet. In between La Fiesta and Ashley, the Bowmans ran the Curtis Mathes dealerships and Bowman’s Furniture & Appliances.

“Sometimes it’s overwhelming, but I don’t feel like I’ve been here 50 years,” Bowman said recently. Her husband, Bob, passed away in 2013, but she still operates the store, along with their son, Paul, Ashley’s general manager.

Looking back at a half-century of doing business in Las Cruces, Wanda Bowman marvels at the city’s growth, as well as its supportive community.

“I’m thrilled at the respect Las Cruces has for local business, and I’m proud of what we’ve accomplished,” she said.

She’s also quick to credit her employees. “Business every day is challenging,” Bowman said. “But putting a pandemic on top of it makes it unbelievably difficult. But our staff is all fighters, and they’ve stayed with us.”

Over 50 years, a business sees a lot of employees come and go, and Bowman looks back with pride on so many that have helped their organization thrive.

“The people we’ve had on as students from New Mexico State University have gone on to become physicians, business owners, vice presidents of major companies – you name it,” Bowman said, and cited the important role of the university and its athletic program have had both in the community and on their business.

During the pandemic, Las Cruces businesses have supported each other, Bowman said, adding how Ashley received support from Mesilla Valley Transportation, Sisbarro Buick, Pic Quik and others.

Giving back to the community has always been a mission for the Bowmans as well. A prime example is the Hope to Dream project, in which Ashley Homestore gives beds to children in need.

“These children didn’t choose to not have a good bed,” she said. “But every child needs to have a bed of their own.”

After 50 years, Wanda Bowman still says, “I love coming to work.” She looks out for

AT A GLANCE

Ashley Homestore

Year opened in Las Cruces
2003

Owned & operated by
The Bowman Family,
serving Las Cruces since 1971

Primary product or service
Home furnishings

Top local executives
Wanda Bowman, owner/CEO
Paul Bowman, general manager

Physical address
3299 Del Rey Boulevard
Las Cruces, NM

Phone
575-523-3933

Website
stores.ashleyfurniture.com/store/us/new-mexico/las-cruces/7710000298/

their employees, the employees look out for her, and they all look out for each other. And everyone works hard.

“Put simply,” she said. “We have been extremely blessed.”



Buffy Johnson, CEO/Owner

HOME INSTEAD

To us, it's personal

In 2016, Buffy Johnson bought the Home Instead Senior Care franchise from a local couple who opened it 20 years prior. Buffy was a Vice President of Operations for a large nursing home company, traveling around the US to make them better for her clients. The desire to be home with her kids every night and be in a community where she can be involved and make a difference made her search for an opportunity like this. Five years later, she's still loving going to the office everyday and bringing jobs and excellence in care to Las Cruces. Buffy and her three



teenage kids live in Las Cruces and enjoy travel, family game nights, and volunteering for charity.

2021 is the 25th anniversary of Home Instead operating in

Las Cruces. Home Instead's formula for success rests in its "to us, it's personal" mantra. It truly is customized non-medical in home care options for seniors. From companionship to light housekeeping, meal prep to errands/transportation, Home Instead covers all your in-home domestic and personal care needs. Call Home Instead today and ask how they can help you or your loved one.

AT A GLANCE

Home Instead

Year founded
1996

Primary product or service
Senior Services
& Personal Care

Top local executive
Buffy Johnson, CEO/Owner

Physical address
605 N. Water Street
Las Cruces, NM

Phone
575-522-7133

Website
homeinstead.com/138

THANK YOU LAS CRUCES

At FirstLight It's All About Our Members

There is a growing number of banking options in the community—a mixture of local and national financial brands—all jockeying for your business. Since the early 80's, FirstLight has served Las Cruces with three branch service centers located on Foster, Del Rey, and Lohman.



We are proud of our history and the relationships we have formed with individuals, families, and businesses alike—opening real accounts—focusing on our community and understanding we are more than a financial institution.

Under the working mantra of 'people helping people', we continue to be motivated simply because we are just like you. We understand paycheck to paycheck. We understand inconvenient auto repairs or unexpected emergencies as well. And yes, as working mothers and fathers, brothers, and sisters too, we understand there is never enough time.

This is why we offer a buffet of financial services, providing you both traditional and digital banking options to fit your life and schedule. And this is why we are always asking for your feedback, so we can simply get better.

More Than A Financial Institution

FirstLight has and continues to be a strong community partner. In concert with the FirstLight Community Foundation, we are committed to financial and community wellness. We understand we have a social responsibility in the El Paso, Fort Bliss, and Las Cruces communities and take pride providing annual scholarships to graduating seniors in our serving areas.

To learn more about FirstLight visit us at FirstLightFCU.org.



From left to right: Anthony Walker, FirstLight Federal Credit Union; Bianca Menchaca, Casa de Peregrinos; Lorenzo Alba Jr., Casa de Peregrinos; Diana Alvarez, Casa de Peregrinos; Leticia Garcia, Casa de Peregrinos

During the pandemic, Casa De Peregrinos Food Program distributed more than 4 million pounds of groceries locally, which is why FirstLight Federal Credit Union recently made a monetary donation that would help impact 11,000 families in the area.



From left to right: Coby Cherry, Member Experience Manager at the Del Rey Member Center; Diego Acosta, Member Experience Manager at the Lohman Member Center; Christopher Huang, Member Experience Manager at the Foster Member Center

575.526.4401

www.firstlightfcu.org

FIRSTLIGHT CREDIT UNION

Foster Member Center
300 E. Foster Rd.
Las Cruces, NM 88005

Del Rey Member Center
3105 Del Rey Blvd
Las Cruces, NM 88012

Lohman Member Center
3791 E. Lohman Ave
Las Cruces, NM 88011



A BETTER FUTURE BEGINS HERE



FirstLight Federal Credit Union is a community financial cooperative dedicated to helping you and your family achieve financial security by providing accessible products, services, tools and education.

We are more than a financial institution:

- \$1 from every funded loan goes to local food banks
- 19 scholarships provided to area students in 2021

- ▶ Online & Mobile Banking
- ▶ Live Video Banking
- ▶ Digital Wallets
- ▶ Checking & Savings Accounts
- ▶ Auto & Mortgage Loans
- ▶ Business & Commercial Loans
- ▶ Debit & Credit Cards
- ▶ NMSU Affinity Card