

LOCALS

The Places and Faces of
Southern New Mexico



2023

THE LAS CRUCES
Bulletin



Executive Management Team pictured, left to right: Celeste McGuire, Travis Tarry, Tim Hargrove, Jed Fanning

Citizens Bank

MY COMMUNITY. MY BANK.

Citizens Bank has been serving Las Cruces and surrounding communities since 1970. The Bank opened its doors in the historic Amador Hotel and adopted the “El Cortijo” as its symbol representing the marketplace. This symbol depicts the sun radiating to neighboring communities surrounding the central area of trade. The Bank’s founders chose the symbol because they viewed the responsibility of the Bank as being the heart of the community, providing needed financial services to communities it served. Today, the Bank remains a strong, locally-owned company, and has been recognized as one of the top 25 banks in the nation for its size.

Citizens Bank’s success, as with many community banks, is tightly connected to the success of the communities it serves and vice versa. The clearest example is that a community bank uses local deposits to fund loans within the same communities to both individuals and small businesses, thus creating more jobs and a stronger economy. They are also dedicated to supporting community organizations like local non-profits and other charitable organizations. Community banks take pride in providing not just monetary support to these establishments but also by encouraging staff involvement by serving on boards, participating in fund raising events, and general volunteering.

Citizens Bank continues to focus on maintaining a high relationship banking standard. This allows customers to benefit from excellent customer service, create mutually beneficial relationships, and help Bankers create individualized solutions that better fit their specific needs. For over 50 years, Citizens Bank has strived “To provide and deliver the best financial services the first time, every time.”

Citizens Bank is here to serve and create opportunities for individuals, businesses and the communities they serve and is proud to be a community bank!

- **Strong, Stable and Secure**
- **Deposits are reinvested locally**
- **Loan decisions are made locally**
- **Personalized customer service**
- **Competitive products**
- **Strong community support**
- **Strong financial literacy program**



505 S. Main St., Las Cruces, NM
(575) 647-4100 • www.citizenslc.com

Las Cruces Home Builders Association (LCHBA)



Nicole Perez, chief executive officer of the Las Cruces Home Builders Association (LCHBA), oversees the membership of the organization, some 300 individuals and companies.

“We advocate for the residential construction industry,” she said. “I go to city and county offices to work with them on code changes. We try to do a lot of compromising with the city and the county.”

Many times, the codes, which look good on paper, don’t work so well out in the field, and the LCHBA works to consolidate those differences. The LCHBA also puts together the Las Cruces Home and Garden Show, the Annual Showcase of Homes and the Annual Build My Future event for high school students interested in the skilled trades.

The LCHBA is a nonprofit 501 (c) (6) organization, and Perez also oversees the LCHBA Foundation which is a 501 (c) (3). The Foundation uses its funds to run a skilled trades residential instruction classroom at Organ Mountain High School.

Perez said her job is primarily about communication between the members of the organization. She feels like she is the connector of the LCHBA. There are eight local homebuilders associations in the state each with the mission of serving their members within the industry.

Perez also sits on the national executive officers’ board of directors, helping all the HBAs across the United States.

What inspires you:

My loved ones. My industry. The high school students we work with on skilled trades. My members. Being able to connect people to others. Watching others succeed.

Did you know?

I became a mom at 14 years old, graduated with my GED at 17, started college right away but never graduated. I am the CEO of a very successful non-profit and everything I know and have become is because of experience and many great mentors. I will be celebrating 10 years at the LCHBA on Aug. 10, 2023.

Favorite quote:

“Great leaders don’t set out to be a leader ... they set out to make a difference. It is never about the role, always about the goal.” – Lisa Haisha

Fun Fact:

I am a dachshund lover, still obsess over New Kids on the Block and I love eating raw cookie dough and prepared cake batter.



Business Founder

Eddie Binns

Est. 9/27/1959

2825 N Main St, Las Cruces, NM
(575) 526-6126 • lchba.com

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VIBRANT

The Southern New Mexico way

I recently returned to Southern New Mexico after a seven-year absence and am delighted by the growth I see. According to census.gov, Doña Ana County alone has an estimated population growth from 2010 to 2022 of almost 7 percent. Well done!

I think it goes without saying . . . Southern New Mexico has its own vibe, and it is amazing. It draws you in and imprints on you. I believe it is the people who live and work here who make this region so very special. This publication is designed to shine a light on the people and businesses of our area who serve as the spark plugs that keep things moving forward in our little corner of the world.

Please take some time to peruse the following pages to get to know this community a little better. You will learn about new businesses and legacy businesses, as well as non-profits and the people behind them. We have a variety of business features that range from individually owned to multi-generational to corporate operations. The people behind these businesses share with our readers what motivates them and some fun facts that give you a peek into the personalities that drive progress.

These folks are all members of our vibrant community. Be sure to make an effort to stop into these establishments to say Hello, neighbor!

Enjoy!

Belinda Mills

Southwest Regional Group Publisher





Malooly's Flooring Company

Malooly's Flooring Company is a locally owned and operated flooring retailer specializing in carpet, tile, wood and vinyl. As a fourth-generation family business, we have over 100 years' experience selling and installing floors in southern New Mexico and West Texas. Malooly's Flooring was founded by Esau Malooly, who was born in 1883. He started selling carpet in August 1907 in El Paso, Texas. Today Esau's great grandsons, Chris Todd, Bobby Todd, Billy Quigg and Joe Quigg, run the store after taking over the business from their parents, Georgette Malooly, Barbara Malooly and Mark Quigg, who ran the store for more than 45 years.

What inspires you:

We are inspired by helping customers create their dream homes from the floors up and providing the best service we can.

Fun Facts

- Malooly's Flooring Company was started before New Mexico became a state.
- The 1972 movie "The Getaway," starring Steve McQueen and Ali McGraw was filmed in various cities in Texas, including El Paso. In one scene the action takes place along the side of the El Paso Malooly's store. You can clearly see, painted on the building in large letters: "Malooly's."

765 N Valley Dr, Las Cruces, NM
(575) 523-0633 • maloolys.com

Malooly's
FLOORING COMPANY *since 1907*

Bulletin P L A Z A



1740-A Calle de Mercado, Las Cruces, NM
(575) 524-8061 • lascrucesbulletin.com

The Las Cruces Bulletin

Striving to serve our community

We are not just your grandparents' newspaper anymore.

You may have heard a lot about digital advertising lately. You may not have heard the Las Cruces Bulletin is one of the best options for your digital advertising solutions. But we are.

You may not be one of the 22,000 people who subscribe to the eBulletin, our well-read twice-weekly email newsletter. But we can certainly get you signed up for free.

You may have heard some of the digital buzzwords: Geofencing, retargeting, pay-per-click, videos, mobile first. The Bulletin can do all of those for you and more. But we won't try to sell you something just to sell you something. We will listen to you and recommend, from our wide variety of options, the marketing that makes the most sense for your business or organization.

The Bulletin offers all of these things, yes. We also offer something more unique: A trusted source of news, information, entertainment and marketing that's been around since 1969.

When people think of the Las Cruces Bulletin, they think community.

"I believe that what we do is important. This community deserves a local source of news and information produced by their neighbors who understand Southern New Mexico," said Belinda Mills, Southwest Regional Group Publisher for Osteen Media Group, parent company of the Bulletin and Desert Exposure. "I look forward to leading the organization forward to keep in step with our ever-changing world."

And by the way, if you prefer your newspaper the old-fashioned way, printed on paper you can read with your morning coffee, we still do that, too. Ten thousand copies every single week.



Julienne Jewelry

On hard days, when bills being covered were a concern, my first five years and during Covid, I thought about the Nike quote, “Just do it.” It reminded me to keep pushing through, even with doubt!

As a child I enjoyed buying beads (in the 60s). I macraméd them into jewelry and sold to a local pharmacy down the block, then I bought more beads ... I was hooked. I attended Fort Lewis College in Durango and studied fine arts, loved drawing and painting with watercolors. I continued to make jewelry and paid for my college education with many jobs and selling my work, graduating poor but with no debt. Although I worked many jobs involving art, I always made jewelry on the side. I finally opened my first Julienne Jewelry store in Mesilla in the late 1980s which was just slightly larger than a shoebox. I worked the store in the daytime and made jewelry at night. After two years, I hired my first employee. We now have two stores in Mesilla supporting 20 local artists and eight employees. I say yes to all repair jobs. I enjoy selling my jewelry in Northern New Mexico in the summers at art events. I pinch myself that people still like my jewelry and feel extremely fortunate!

I love New Mexico and the people here, my husband, a New Mexico State University professor, and I raised our children here and we know why it is called the Land of Enchantment!

Business Founder
Julienne Hadfield



Established:
1970

2329 Calle De Guadalupe, Mesilla, NM
(575) 647-9440 • juliennejewelryonline.com

What inspires you:

I'm inspired everyday but my nature hikes in the Organ Mountains with Sasha (puppy) and take pictures as to inspire new jewelry pieces.

Fun Fact:

A fellow professor who worked with my husband bought some Julienne jewelry. He was kind and funny! He said he loved buying jewelry for his wife – I asked him why; he said one time she greeted him at the door wearing nothing but Julienne jewelry. This sparked our billboard: “Looks good with anything ... or nothing at all.”

MY RECOMMENDATION TO OTHERS:

**Do what you love,
work hard but make
sure to laugh along
the journey.**



Adventure Travel and Cruise Center

Trust your travel to the experts

Whether you're hoping to enjoy the thermal baths in Iceland, pizza in Rome, a glass of Scotch in Scotland, a pint of Guinness in Ireland, or high tea in London, it helps to know someone who's been there AND done that.

"We serve as trusted guides, offering not just destinations, recommendations and booking assistance, but also invaluable insights into how our clients can make safe and responsible choices when it comes to their travel experiences," says Wanda Mattiace, owner of Adventure Travel.

"We don't just KNOW there, we GO there."

With almost four decades in the travel industry, Wanda is educated in locations and an expert in destinations, specializing in leisure travel.

"I find a lot of clients don't want cookie-cutter trips anymore," Wanda says. "They want personal experiences. They want to do things outside of the norm."

Adventure travel can arrange cruises, custom designed land tours or a combination of both.

"I enjoy designing trips based on each client's interests and their own visions of the experience," Wanda says. "We always work to give each customer a great travel experience."

Delivering the very best possible travel experience, with a smile and HI (Human Intelligence) has resulted in many returning clients over the years, as well as a steady stream of new business.

Wanda was a traveler from an early age. Her family, the Nicolitz family, were immigrants from Holland-Indonesia who arrived in Las Cruces in 1957.

As an organization queen, Wanda was always the one planning her family vacations, which included handling all the travel documents. Her first travel job was at New Mexico State University at the PSL travel office.

"Travel really found me," Wanda said.

It's no surprise she wound up as owner of Adventure Travel & Cruise Center. For Wanda and her customers, travel is a never-ending adventure.

What inspires you:

What inspires you? I am inspired by a client's excitement and travel dream. Everyone's visions of travel are the first steps toward building a booking. We help build the travel experience.

Did you know?

Recent studies indicate watching movies and television is a powerful travel influence. As many as two-thirds of travelers considered visiting a destination after seeing it in television or the movies. Adventure Travel is here to help, with honest and fact-based knowledge and experience.

Business Founder

Wanda Mattiace
Est. April 1, 1985



2340 Avenida de Mesilla, Mesilla, NM
(575) 521-1400 • adventuretravelnm.com



ASC of The Heart Institute

Business Founder

Lookman Lawal, MD
Est. 2015

ASC of the Heart Institute

“The best way to find yourself is to lose yourself in the service of others.” - Mahatma Gandhi

Southwestern Cardiac Arrhythmia Institute is a state-of-the-art cardiovascular center dedicated to the prevention and treatment of heart diseases. It was founded in 2015 by Dr. Lookman Lawal, a board-certified cardiologist and electrophysiologist.

Dr. Lawal did his residency and fellowship trainings at Johns Hopkins University/Sinai Hospital, University of Texas Health Sciences Center in San Antonio and University of Texas Southwestern Medical Center in Dallas. Dr. Lawal treats various heart conditions but specializes in ablation of cardiac arrhythmia, management of atrial fibrillation, pacemaker and defibrillator implant, watchman implant. He also has expertise in the evaluation and treatment of syncope (blackouts) and POTS.

Southwestern Cardiac Arrhythmia Institute has offices in Las Cruces, Alamogordo, Deming and El Paso.

What inspires you:

Making healthcare accessible, equitable and affordable to regular people.

Did you know?

Atrial fibrillation is associated with five fold higher risk of stroke. This risk can be decreased significantly with appropriate treatment.

Fun Fact

Our lungs inhale over two million liters of air every day, without even thinking.



SouthWestern
Cardiac Arrhythmia Institute

1250 N Sonoma Ranch Blvd, Las Cruces, NM
(575) 323-3010 • Ascheart.com



Rad Retrocade

Rad Retrocade is a full-service restaurant, bar and arcade. They currently have three locations, one in Las Cruces, one on the west side of El Paso and one on the east side of El Paso. Rad Retrocade in Las Cruces offers more than 40 arcade games and 15 pinball machines. Rad Retrocade also hosts monthly pinball tournaments, weekly karaoke, has live music, live DJs and many other events.

The business opened in the last week of June 2019. The owners owned Rubiks in El Paso (now also changing to Rad Retrocade) and wanted to bring the business to Las Cruces. They have a full-service bar and full-service kitchen. Younger people can visit the establishment to play the games until 8 p.m. After 8 p.m. only 21 and older are allowed.

"It's doing really well; we have been really happy with how the community has welcomed us," said co-founder Alex Macias. "I grew up in the 1980s, when I developed my love of arcades. I thought it would be cool to bring arcades back and always wanted to have an arcade, and the bar helps it continue."

Alex's wife, Mariana, ran the business for several years while he taught school. Then they had children and now both work with the business. Future plans include opening a Rad Retrocade in Santa Fe in about six months at Santa Fe Place Mall.



Business Founder

Alex and Mariana Macias
Est. July 2019

201 N Main St, Las Cruces, NM
(575) 556-2938 • www.radretrocade.com

“When you get to where you’re going, turn around and help her too. For there was a time, not long ago when she was you.” ~Unknown



The Association

We are Las Cruces’ only Women’s Professional Development group, dedicated to helping women reach their full potential in all aspects of their lives. The Association was established to provide ambitious female professionals and entrepreneurs a place to develop, connect and support one another through meaningful relationships and expert business-development instruction.

Our organization focuses on providing opportunities for women to learn and grow in their careers and businesses. We host events and workshops on a variety of topics, such as leadership, entrepreneurship, and work-life balance. What sets us apart is our commitment to creating a supportive community where women can collaborate and empower one another. We believe that by lifting each other up, we can bring about positive change.

The Association launched their second chapter in Alamogordo in March 2023.

Business Founder

Sumer Rose-Nolen, co-founder & CEO of The Association, owner of SRN Marketing & Consulting and the Living Fit(ter) Brand; Marci Dickerson, co-founder, owner of Dickerson’s Catering, The Game Sports Bars I & II, Dickerson Group Real Estate, Founder of Revolution 120, Warrior League and Cancer Warriors; Sylvia Washington, co-founder, president & CEO of Tresco, Inc., owner of SW Gets Social; and Jennifer Blazer, co-founder, owner of Top Shelf Services, LLC

(575) 640-2014 • sumer@theassociationlc.com

What inspires you:

We are inspired by the women in our organization. Watching them gain confidence in their endeavors, collaborate on various projects with other members and impact our community is exciting! We love seeing them grow friendships, create social groups within themselves and share the mission of our organization with other women.

Did you know?

The Association was dreamed up in the winter of 2019 by Sumer & Marci on a cocktail napkin.

Fun Fact(s)

Sumer and Marci knew each other before The Association. They met Sylvia and Jennifer through the organization. Sylvia and Jennifer reached out to offer help with the organization, planning and growth of the group and were dubbed co-founders along the way. Sumer and Marci could not have built The Association without them!





Austin's Fine Jewelry

"A failure to change will cause you to fail."

Keith Austin established Austin's Fine Jewelry in 1988, and the company celebrates its 35th anniversary this year.

Austin's has the largest selection of fine jewelry and estate jewelry in Las Cruces, and can be the answer to almost any jewelry need you have.

"I personally do insurance appraisals and estate appraisals on fine jewelry," Keith said. "We accept trade-ins toward our jewelry or our services. We will trade for anything in gold, platinum or silver."

Did you find an old ring in your grandmother's house and want to know what it might be worth? Do you need a new band for your favorite watch? Are you getting married and need the perfect wedding bands? How about something special for your 25th anniversary?

The friendly people at Austin's Fine Jewelry have the answers to all these questions and more.

But what if a favorite piece of jewelry is damaged or broken?

"We also have a master jeweler who has been doing all of our repairs for more than 25 years," Keith said.

Even if you don't have a specific jewelry need, stop by to visit Austin's fascinating ring museum and get to know Keith and his helpful staff.

Just as Austin's Fine Jewelry slogan says, "If you don't know diamonds, know your jeweler."



What inspires you:

My love of beauty, art and history.

Did you know?

My business is constantly evolving. I love what I do every day, it is never work, it is exciting.

Fun Fact

When's the last time you visited a ring museum? Probably never. But Austin's Fine Jewelry has an expansive collection of rings and other items. Walking through is like time traveling through history.

Business Founder

Keith Austin

EST. May 1, 1988



230 E Idaho Ave, Las Cruces, NM
(575) 525-3340 • Austinsjewelry.com



Betty Solis: Farmers Insurance

“I carry your heart with me” – E.E. Cummings

Farmers Insurance Agent and Financial Advisor, Betty Solis, has made a life of paying it forward. She was introduced to the insurance industry in 1989. She was instructed and mentored by a skilled senior Agent, Judy Alba. Years later, with her own Agency and staff, Mrs. Solis is a valued mentor herself. She has guided many young agents on the insurance career path, and to their own successes.

“I have been with Farmers for 24 years. However, I started in the insurance field over 34 years ago. I’m elated with my fulfilling career and experiences. I am proud to be a wife and a mother of two adult children. I was born and raised here in Las Cruces, in the Village of Tortugas.”

She has also earned dozens of awards and accolades

from Farmers Insurance, including Presidents Council, Championship honors, Commercial Elite and most recently, the 22nd Toppers Club Legacy Award. Solis said, “I am honored that throughout my career, to have been awarded some of the most elite distinctions, and to be represented amongst some of Farmers Insurance leading agents.

“I love helping customers and their families identify the insurance coverage that best fits their needs,” Solis said. “This process is straightforward and personalized to help make you smarter about insurance. I have the knowledge and experience to help you better understand your coverage options – whether that’s auto, home, life, business insurance and more.”

Business Founder

Betty Solis
Est. November 1999



3850 E Lohman Ave, Ste 500, Las Cruces, NM
(575) 525-3106

What inspires you:

When one of my team members learns something new, they share it with everyone! They’re leading our team with their knowledge and growth. So inspiring!

Did you know?

I have successfully made President’s Council three times, the highest award given to Farmers Agents.

Fun Fact:

My sisters and I always find a reason to get together. It seems mostly just to laugh a lot about ourselves. I love it!



American Document Services

Did you know:

We shred over 2 million pounds of paper per year.

You probably remember the scene at the end of the movie "Raiders of the Lost Ark." Rows and rows and shelves of boxes and boxes of who knows what.

The American Document Services warehouse looks a little like that, except they know EXACTLY what's in each box, and they keep the contents safe, secure and completely confidential.

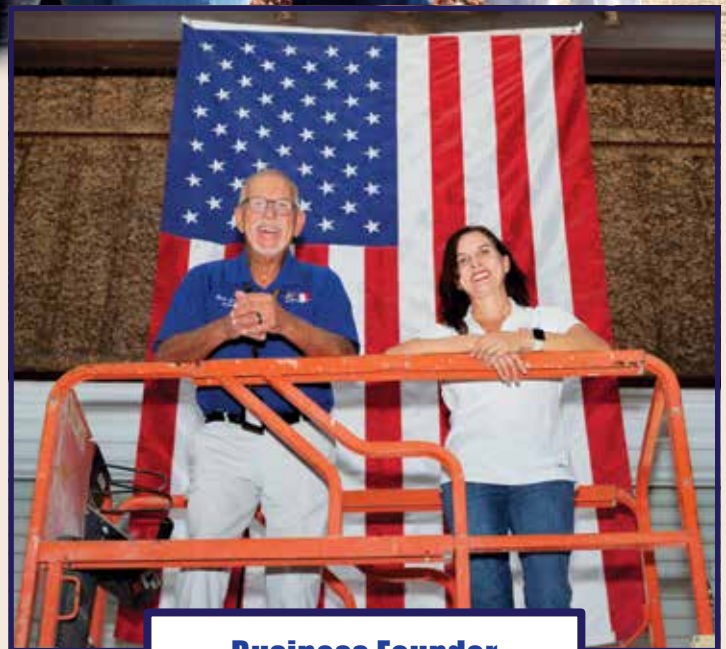
When Command Sgt. Major Rick Jackson started planning for his retirement from a career in the U.S. Army, he saw the movement toward digital files, the need for secure documents and the trend toward recycling.

So he built American Document Services, a company that does all of that and more, taking those additional burdens off of your to-do list, so you can focus on the heart of your business or organization.

American Document Services is a local, family-owned and operated and veteran-owned business. They are a full-service records management company specializing in secure shredding services, document storage, scanning, one-time purges and electronic media destruction.

Jackson has kept the business in the family, as all three of his children have worked at ADS at various points. Recently, his daughter Brandi Selby relocated to Las Cruces to become CEO and co-owner.

And in ADS tradition, employees are treated like family and customer service is top priority.



Business Founder

Rick Jackson
Est. 2001



300 N 17th St Ste A, Las Cruces, NM
(575) 647-0060 • Adslcnm.com



Charles Rogers has been part of Billy the Kid Gift Shop ever since he can remember and before. His family started the business in 1971, and he was born in 1971. Essentially, he grew up in the store. Officially he took over from his parents in 2019.

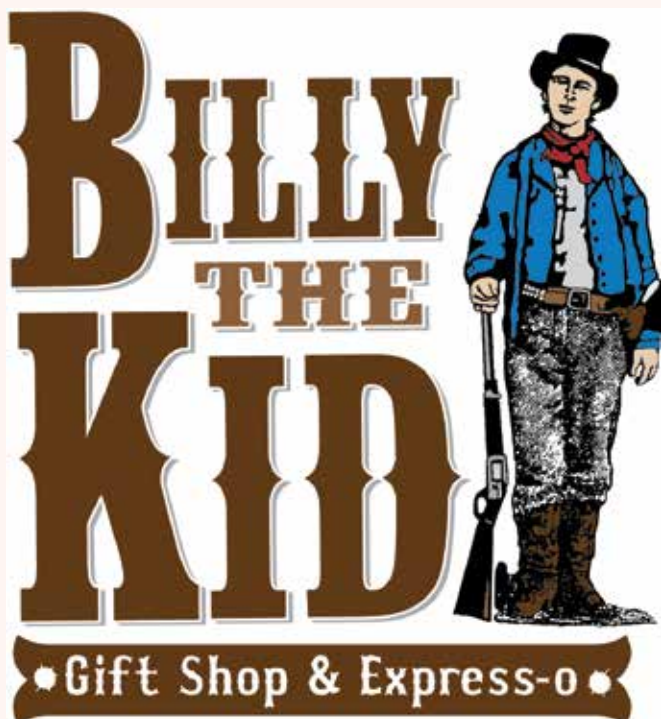
During the Covid shutdown, the shop took advantage of the closed time to completely renovate and opened with a new flair.

Manager Crystal Blount said the building is full of western history, and they take advantage of that to the fullest. The store is housed in the very courthouse where Billy the Kid was tried and sentenced to hang. Also, at one point it served as the capital building of Arizona and New Mexico.

“We play on both of those brands,” Blount said. “So we are kind of westerny themed.”

“We are about good customer service. Come in and get a little history and have a little fun while you are in here. We do like our customers to have fun.”

The shop is an experience in itself with lots of different things for every age. Grammas can buy this thing and 2-year-olds can buy this other thing, and there is something for every age in between. They also have every kind of thing including food, clothing and souvenirs.



Business Founder

Charles and Diane Rogers
Est. 1971

What inspires you:

History, Billy the Kid; the building is on the National Historic Register and part of Doña Ana historic preservation. Lots of books.

Did you know?

That Billy the Kid was tried in this building and at one time it was the capital building of Arizona and New Mexico. When they took Billy back to Lincoln he escaped. While here in Mesilla, for about two weeks, we did our job and kept him.

Fun Fact

The building has been 15 bars including the Elephant Butte Bar, Billy the Kid Bar, William Bonney Bar in addition to having been a courthouse, a jail, and a gift shop.

2385 Calle De Guadalupe, Mesilla, NM
(575) 523-5562 • facebook.com/BillytheKidGiftShop



Tacos & Shell-ah's

"Good food is our passion."

The closest ocean to Las Cruces is several hours away.

But if you want to get a taste of the seashore without leaving town, take the 10-minute drive to Tacos & Shell-ah's

"We started with the vision to start our own restaurant to remind people of locally owned beachfront restaurants in Mexico," said Alberto Quezada, one of the founders.

"We put our heart and soul into creating this restaurant and keeping classic Mexican seafood recipes accessible."

We all know Las Cruces has a lot of Mexican restaurants, but Tacos & Shell-ah's

has a totally different and refreshing yet still authentic vibe.

Blending shrimp and asada and green chile on a taco? That's just one example of their unique items. Want a change of pace from the usual chips and salsa? How about some delicious fries with your tacos? Cool down with delicious aguas frescas or brown-sugar lemonade.

And when you're ready to make it really feel like the beach, you can have your pick of a variety of ice cold cervezas.

"We strive to give our customers a simple but delicious experience," Alberto said.



Business Founders

Alberto Quezada, Anais Quezada,
Mariana Moya and Alex Aldape
Est. Oct. 15, 2021

What inspires you:

Beachfront street style tacos

Did you know?

Tacos and Shell-ah's was named Bulletin's Best in 2023 in NINE categories: Best Family Restaurant; Best Locally Owned Restaurant; Best Margarita; Best New Restaurant; Best Seafood Restaurant; Best Sunday Brunch; Best Vegetarian Selection; Best Seafood Tacos; and Best Caldo.

1120 Commerce Plaza Ste A, Las Cruces, NM
(575) 652-3731 • tacosandshellahs.com



Pioneer Bank

At Pioneer Bank, we know that our success is dependent on the success of our communities. We continue to evaluate and improve to provide local businesses and communities with products that will help them grow. In 2017 we implemented a new philanthropic program, Team Pioneer, which supports local non-profit organizations that work to provide services in our community.

We have a history of strong partnerships with businesses and organizations that support the growth and well-being of our communities since 1901. We are excited to continue our work by offering products and services that not only meet our customer needs but also create a meaningful impact in our communities.

Pioneer Bank opened its doors on Feb. 18, 1901, as the Roswell Building & Loan Association to meet the need for capital to finance home construction. Over the past century, Pioneer Bank has grown into southern New Mexico's number one community-based institution for business and personal banking.

The original meeting of the stockholders was held on Dec. 27, 1900. A committee of nine was chosen to prepare the charter and by-laws, which were filed with the Secretary of the Territory of New Mexico and approved by the stockholders on April 5, 1901.

In April of 2000, a name change to Pioneer Bank was adopted to reflect the full range of banking services offered to Pioneer's communities.



Est. Feb. 18, 1901

3831 E. Lohman Ave Las Cruces, NM
(575) 532-7500 • www.pioneerbnk.com



MANAGERS

Business Founders

The first President on the Board of Directors was D.S. Rosenwald. The first Directors were W.T. Jones, J.M. Hervey, L.K. McGaffey, Nathan Jaffa, George Bixby, L.W. Martin, E.A. Cahoon, E.P. Rasumssen, Charles W. Haynes and W.T. Jones.

What inspires you:

The inspiration behind Pioneer Bank lies in its commitment to serving the local community, building strong relationships, fostering community development, being responsive and flexible, upholding trust and integrity and having the ability to make decisions that benefit the community as a whole.

Did you know/Fun Fact

One of our original founders, Gov. J.F. Hinkle, was the 6th Governor of New Mexico and had also served as Mayor of Roswell and in the New Mexico Senate. He has also been inducted into the Hall of Great Westerners of the National Cowboy & Western Heritage Museum for his contribution to the cattle industry.



Rehabilitation Hospital of Southern New Mexico

“Recognized nationally, healing locally!”

At Rehabilitation Hospital of Southern New Mexico, we provide specialized inpatient and outpatient rehabilitative services to our patients, serving the communities of Southern New Mexico. We see patients who often are recovering from disabilities caused by injuries, illnesses or chronic medical conditions.

If you are recovering from a debilitating injury or illness, Rehabilitation Hospital of Southern New Mexico can help! We provide a higher level of specialized rehabilitation. We offer our patients the latest in rehabilitative technology, equipment and knowledge, which has earned us a ranking in the top 10 percent among medical rehabilitation hospitals in the nation. Our goal is to help you regain independence and return to the activities you enjoy. Rehabilitation Hospital of Southern New Mexico: Recognized nationally, healing locally.



REHABILITATION HOSPITAL OF SOUTHERN NEW MEXICO

Business Founder

Ernest Health

Est. January 2004

What inspires you:

We are passionate patient caregivers.

Did you know?

We were the first Ernest Health Hospital location and the flagship of the company.

FUN FACT

We are the only inpatient rehabilitation hospital in Southern New Mexico.

4441 E Lohman Ave, Las Cruces, NM
(575) 521-6400 • Rhsnm.ernesthealth.com



Advanced Care Hospital of Southern New Mexico

“Recognized nationally, healing locally!”

At Advanced Care Hospital of Southern New Mexico we provide critical care services to patients recovering from serious illnesses or injuries. Often these individuals require additional critical care services for medically complex conditions such as trauma, infectious diseases, wound healing, cardiovascular disease, stroke, amputation and ventilator weaning.

Our hospital is located in Las Cruces, New Mexico. We are the only free-standing, critical care hospital serving patients in Las Cruces and surrounding areas. We are a member of Ernest Health, a network of rehabilitation and long-term acute care hospitals. We are managed locally to best meet the needs of our own community. Ernest Health hospitals share information, knowledge and resources so they can continually evaluate and improve the delivery of care to their patients.



ADVANCED CARE HOSPITAL OF SOUTHERN NEW MEXICO

Business Founder

Ernest Health

Est. January 2004

What inspires you:

We are passionate patient caregivers.

Did you know?

As our guiding principles state, we promote a healing and nurturing environment where everyone is treated with dignity and respect. We are first and foremost passionate patient caregivers and team members, connected at our core by the treatment needs of our patients.

FUN FACT

We are the only long-term acute care hospital in Southern New Mexico.

4451 E Lohman Ave., Las Cruces, NM
(575) 521-6600 • achsnm.ernesthealth.com



Trust Properties

Trust Properties is a small locally owned Real Estate Company specializing in Property Management and Rentals. We are committed to finding great tenants for your properties. Trust Properties welcomes new people from out of town as well as those in town looking to upgrade or change locations to the sunny, exciting city of Las Cruces.

Homes in Las Cruces range from small adobes or casitas to estates and ranches. Trust Properties has something for everybody. With NASA and New Mexico State University located in Las Cruces we are a fast paced, growing community with small town charm. From Billy the Kid to Wernher von Braun there is a rich cultural and technological history.

Do you enjoy Golf? We have homes at any of the 3 major golf courses located close to town. Are you a nurse or doctor relocating? No worries, we have homes close to all hospitals. Las Cruces is strong and the economy is growing in leaps and bounds.

Are you a homeowner looking to rent out your home? Let Trust Properties help you with your Property Management needs. If you want to manage your property yourself, we can find you the perfect tenant for a one-time fee. We are driven to give you the best service in town and were voted Best Property Management Company in 2022.

One important role is our liaison between you, the landlord, and the tenant. Duties include accepting rent, responding to and addressing maintenance issues, advertising vacancies for your property, and doing credit checks (background checks) on tenants. We charge a percentage of the gross rent collected each month in exchange for the services we provide. Already have a tenant and looking for eviction services and 3rd party home inspections, we also offer those services for an additional fee.

Trust Properties currently manages everything from Mobile Home Parks to Single Family Homes. Our relationships with tenants give a face to the landlord and provides a buffer for those landlords desiring to be removed from the property management tasks.

We are fully licensed and insured and licensed Real Estate Brokers since 1986. Our job is to find the right tenant for your property.



Business Founder

Angela Potter

Qualifying Broker Lic # 18483

Realtor / Qualifying Broker

Est. 2011 in New Mexico

Did you know?

We offer ala carte services, just call with your requirements.

Fun fact

Trust Properties offers services in German as well as English.



125 N Main St, Las Cruces, NM
(575) 312-1593 • rentinlc.com



Hansen Auction Group

“Business is based on relationships – every new customer can be a new friend!”

Over the past 20 years, the Hansen name has been setting the standard of excellence in the auction industry. At Hansen Auction Group, we have harnessed the collective resources and expertise of seasoned professionals to establish ourselves as a leading full-service auction company. We offer a comprehensive range of services to meet our clients’ specific needs and cover a wide range of assets, including real estate and heavy equipment.

With an experienced team that understands the unique demands of these industries, we excel at effectively marketing and selling diverse properties. From recovering assets and preparing them for sale to organizing cataloging, implementing effective marketing strategies and ensuring smooth payment reconciliation, we provide end-to-end solutions.

While our company has transformed over time, transitioning from traditional live auctions to modern online platforms, our marketing department has remained at the forefront of innovation. We take great care in creating customized marketing plans for each auction we handle. We are careful to adapt to the ever-evolving auction landscape.

At Hansen Auction Group, we take pride not only in our professional achievements but also in the deep personal involvement of owner Bryce Hansen. With a strong focus on family values, Bryce, along with his wife Tammy and their four children – Taylor, Chase, Briley, and Avery – wholeheartedly share a passion for the auction business, making it an integral part of their lives. Join our family and let’s embark on a journey to accomplish great things together!

Business Founder

Bryce Hansen



HANSEN
AUCTION GROUP

3475 Bataan Memorial W. Las Cruces, NM
(575) 800-4648 • hansenauctiongroup.com

What inspires you:

Family and friends – As a family-owned company that promotes a familial atmosphere, we thrive on the challenges of work and the joy of building meaningful connections. I enjoy the challenge that comes with the game of life.

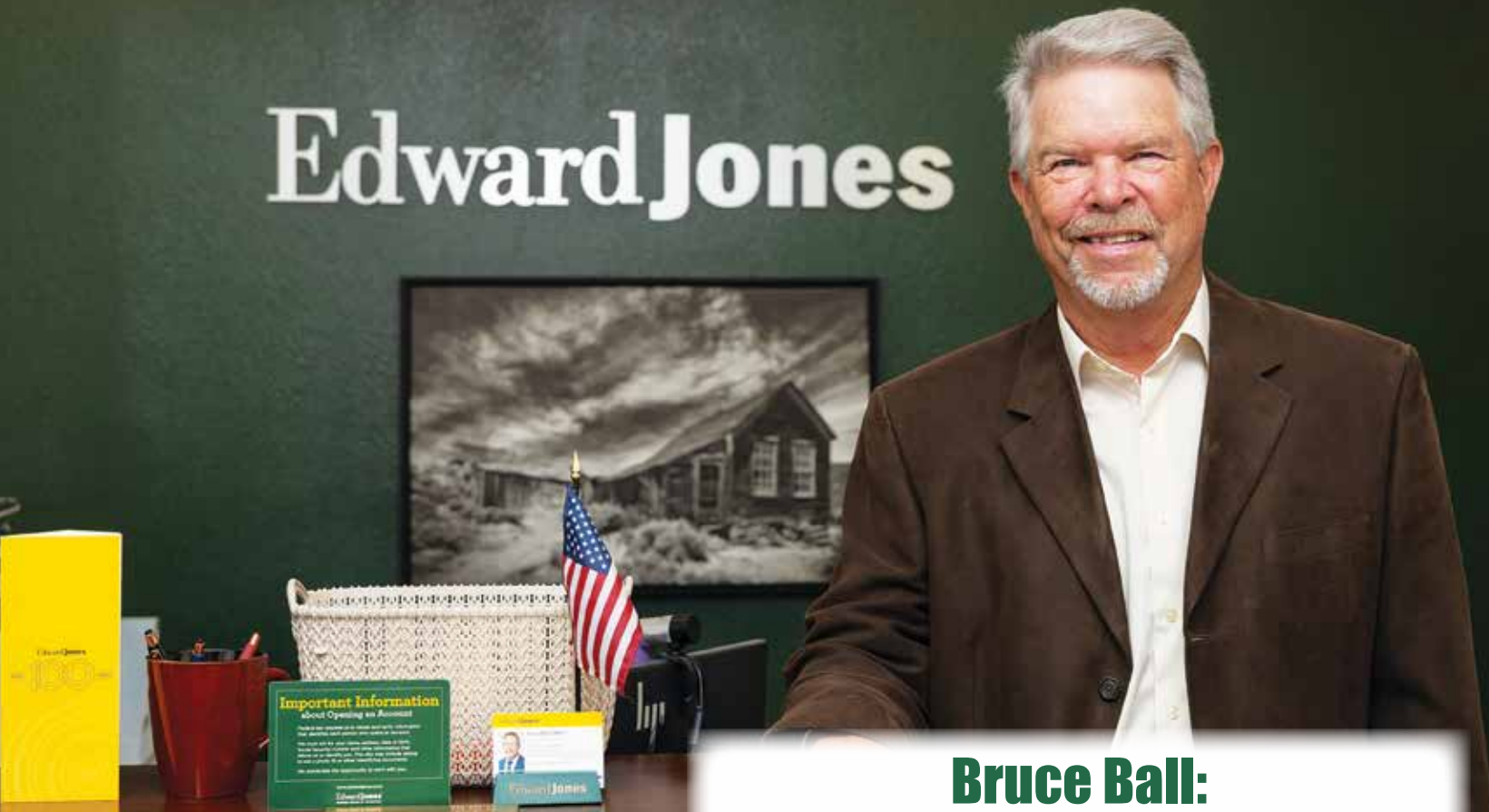
Did you know?

Hansen Auction Group is a professional marketing company – marketing makes our auctions successful. Bryce has been a Full-Time Auctioneer since 1993, a Real Estate Broker since 1994, and the Hansen family has been marketing assets worldwide since 1993.

FUN FACT

We are a very
“outdoorsy”
family.

Edward Jones



Bruce Ball: **Edward Jones puts purpose into action**

For more than a century Edward Jones has lived by a core set of values – putting clients’ interests first, working in partnership, respecting individuals and their contributions and investing in quality for the long term. These four values complement the firm’s purpose of improving the lives of its clients and colleagues and bettering its communities and society.

The local branch team consists of the financial advisor Bruce Ball CRPC. He can be reached at 575-522-5583 or by visiting Bruce’s website at edwardjones.com-bruce.ball.

Edward Jones is a leading financial services firm in the United States and through its affiliate in Canada. The firm’s nearly 19,000 financial advisors serve more than 8 million clients with a total of \$1.7 trillion in client assets under care at the end of March 2023. Through the dedication of the firm’s approximately 52,000 associates and our branch presence in 68 percent of U.S. counties, the firm is committed to helping more people achieve financially what is most important to them. The Edward Jones website is at edwardjones.com and its recruiting website can be found at careers.edwardjones.com. Member SIPC.

Business Founder

Edward B. Jones
Est. 1922



3880 Foothills Rd Ste 2 Las Cruces, NM
(575) 522-5583 • bruce.ball@edwardjones.com

What inspires you:

Being educated on things I need to know getting older which makes me a good teacher because I’m there as a student too.

Did you know?

That the Dow Jones was named after Edward Jones and Charles Dow.

Fun Fact

Edward Jones has over 15,000 locations in North America.



Zia Natural Gas

“If you believe it will work out, you will see opportunities.
If you believe it won’t, you will see obstacles.”
- Wayne Dyer

Zia Natural Gas Company is a natural gas distribution and transmission utility serving over 39,000 customers in the State of New Mexico. We are proud to be able to deliver natural gas, a clean-burning and affordable source of energy, to homes and businesses in Lea, Eddy, Lincoln, Doña Ana and Colfax counties.

Throughout our system, we are working to promote energy efficiency and energy conservation both in the home and as a nation. Our 60 employees take pride in providing friendly, efficient, and personal customer service and in ensuring a safe and reliable operating system. We strive to operate and maintain our natural gas system to a higher standard and work to implement the best and most effective technology available.

Zia Natural Gas Company believes in being a community partner by maintaining a local office or pay center in each of the communities we serve and by participating in local organizations and events. It is our vision to ensure a safe, reliable, affordable, and environmentally healthy future for the next generation.



3700 W Picacho Ave, Las Cruces, NM
(575) 526-4427 • www.zngc.com



Marci Dickerson

REVOLUTION 120



Marci is a lifelong resident of Las Cruces who's been serving the community for 25 years. She is the owner of The Dickerson Group which encompasses Dickerson's Catering (1998) The Game Sports Bar and Grill (2008) The Game II Extra Innings (2016) The Association (2019) and Dickerson's Group Reality (2021).

Of all of Marci's business endeavors she is most proud of her charity, Revolution 120, and the work they do for our community.

Marci founded Revolution 120 in 2017 after seeing a gap in the non-profit realm for those on the edge of crisis, in order to aid those in need through the means of goods and services then referring them to the proper non-profit that can help them over the long term. In 2020 during the Covid shut down, Revolution 120 provided more than 60,000 pounds of food to those in need in Doña Ana County.

Warrior League began in 2021 under the umbrella of Revolution 120 when Marci's nephew, Bryce, who was diagnosed with Autism, was unable to play traditional baseball. She decided that all children regardless of their challenges should be able to play and launched Warrior League for individuals with special abilities.

Marci was diagnosed with Breast Cancer in 2022 and after seeing the immense challenges that females with cancer faced, she and six other cancer survivors formed Cancer Warriors in 2023. Cancer Warriors provides women fighting cancer in Doña Ana County with items recommended by those who have faced cancer before to make the journey easier.

"The way to get started is to quit talking and begin doing." - Walt Disney

Est. 1998



What inspires you:

Knowing that I can take my experiences and blessings and share them with others is my driving force. I am a problem-solver by nature and my greatest joy is to help others.

Did you know?

Marci is one of a very few business owners in Las Cruces to have started their own charity.

Fun Fact

Marci started her first business at age 9. The Cookie Kids had neighborhood kids bake cookies to be sold at her father's auctions.

marcidickerson@aol.com • revolution120.org



Families & Youth Innovations Plus (FYI+)

Families & Youth Innovations Plus (FYI+) is a trusted community-based provider, deeply rooted in Las Cruces and southern New Mexico. We strive to make the community healthier and safer for children, youth, adults, and families. FYI+ remains as committed to its mission today, as it was when the agency began in 1977 as Children in Need of Supervision. The agency grew into what became known as, Families & Youth, Inc. (FYI) in 1987, until 2021, when the agency rebranded as Families & Youth Innovations Plus (FYI+). The “plus” in FYI+ represents our commitment to innovation and adaptability -and so much more- in serving the ever-changing diversity and needs of our community.

FYI+ was awarded the Certified Community Behavioral Health Clinic (CCBHC) grant in 2022 from the U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration (SAMHSA). FYI+ is well on its way to become the first CCBHC in New Mexico. CCBHCs provide an integrated approach to healthcare, with the goal of helping people navigate behavioral healthcare, physical healthcare, social services, and the other systems in which they are involved. FYI+’s vision is to implement responsive, meaningful, and sustainable community-based solutions that improve the health, safety, security, and well-being of members in our community.

We offer a range of innovative programs and services, delivered with evidence-based and trauma-informed care for participants of all ages, who are experiencing mental health and/or substance use-related conditions. The “Power of the Plus” Team is dedicated to ensuring everyone gets the care they need, including individuals from underserved populations, such as those who identify as LGBTQ+, systems-involved youth, veterans, and others.

What inspires you:

We are inspired by the resilience, diversity, and strength of our community and our neighbors we serve and support throughout our beautiful Mesilla Valley and Southern New Mexico. In addition, we are inspired by the hearts and commitment of our FYI+ team members.

Did you know?

As the first Certified Community Behavioral Health Clinic (CCBHC) in New Mexico, FYI+ will be providing coordinated care for individuals who need mental health and/or substance use services, regardless of their ability to pay, where they live, or their age. CCBHCs are required to provide the following nine services, which can be provided directly or through coordinated agreements with other providers:

- Crisis Services
- Treatment Planning
- Screening, Assessment, Diagnosis & Risk Assessment
- Outpatient Mental Health & Substance Use Services
- Targeted Case Management
- Outpatient Primary Care Screening and Monitoring
- Community-Based Mental Health Care for Veterans
- Peer, Family Support & Counselor Services
- Psychiatric Rehabilitation Services



1320 S Solano Dr, Las Cruces, NM
(575) 522-4004 • fyiplusnm.org



PECAN GRILL & BREWERY **Derick & Alyssa Salcido** **Owners and Operators**

Derick and Alyssa Salcido began ownership duties of the Pecan Grill & Brewery about 5 years ago, and while our success can be attributed to many things, it's to the support of one another and the fact that we both are very hard working, knowing when to play it safe and when to take a risk! We are very passionate about the Pecan Grill & Brewery and always welcome people to stop in and say hello if you see us here! Most days, we are there for both dinner and lunch. We believe in providing a quality product, service, and guest experience. The service is something we strive to be excellent at! We really encourage the staff to go the extra mile for the guests and make them feel welcome! Wow them! And always try to make them come back, make them a regular! When it comes to the food, everything must be fresh! We make everything just about daily and from scratch. Everyone knows that while most places open a bag of croutons and place them on your salad, the Pecan Grill & Brewery make their croutons! It's the little things like that that set you apart! Most importantly, they know the importance of cleanliness and make sure that it's everyone's priority! We are involved in the day-to-day of the Pecan Grill, and most days, can be found in the kitchen cooking, washing dishes, or on the Expo line to make sure it's always photo ready! We love to work side by side with our staff as we feel it builds a beautiful relationship with them as they all know that we are here to help everyone with anything! We are honored to have such a great staff! The managers, servers, bartenders, cooks, and dishwashers are a fantastic Team like family! There isn't an employee we don't know by name and things about their life! We enjoy chatting with them and working side by side! That is the most important thing about operating a business! We couldn't do any of it without our incredible team!!

Cheers to 15 years of the Pecan Grill & Brewery. Or if you know us as DLV or De La Vegas, that's fine. We thank you for your support and welcome you back! If you have never been, you definitely should give us a shot or a pint lol! There is a reason that we have been around so long! We have Great food, service, and a fantastic atmosphere with two bars, two wonderful patios, and a variety of dining areas in the building! Come check us out!!



500 S. Telshor Blvd. Las Cruces, NM
(575) 521-1099 • pecangrill.com





What inspires you:

My family and being able to work to provide with the freedoms that have been provided to me. Alyssa's hard work and dedication inspire me daily to be the best version of myself. I am proud to be a part of this New Mexico small business and to be able to provide a quality product to our community.

Did you know?

Our sports-centric family loves to get together and eat good food. I have a Bachelor of Accountancy but work as a service coordinator for individuals with intellectual disabilities and have been involved with Special Olympics New Mexico.

Favorite Quote:

"We walk away from our dreams afraid we may fail, or worse yet, afraid we may succeed."

FUN FACT

Happily married for 10 years and proud father to "Little" Derick, born July 5th 2023. Love to golf!!

DERICK

What inspires you:

Many things inspire me! My staff, my family, but my biggest inspiration is Derick; he is very hardworking! He has always worked multiple jobs, extra hours, and long hours! So that we can have a wonderful life! That makes me want to work hard! It's important that you bring things to the table other than your plate.

Did you know?

We watch A LOT of sports! Every sport! We are fans of the Miami Dolphins, New York Knicks, Florida State University, and North Carolina Tar Heels Basketball.

Favorite Quote:

~Integrity Is Choosing Your Thoughts & Actions Based On Values Rather Than Personal Gain~

FUN FACT

Happily married for 10 years and a very proud mom to "Little" Derick!

ALYSSA



Pecan Grill & Brewery

Daniel Neal - General Manager

The Pecan Grill & Brewery is a restaurant, brewery, and one of a kind local small business. We are a family restaurant and also receive a lot of guests from out of town. We provide catering services, off-site bar services, and private room rentals for several different kinds of events. Several guests note that our building is beautiful with its high ceilings, décor, and ambiance for everyone. With two patios, two bars, and an awesome lounge and dining room, we encourage frequent visitors, and new to come to Pecan Grill for an awesome experience.

My name is Daniel Neal; I'm the General Manager here at Pecan Grill & Brewery. I started with the company when they opened in 2009 and have been with the team ever since. When I was hired, I started as a Server Assistant or Busser and quickly worked up to join the Server Team. From there I worked around every section and eventually moved up to the position of Bartender. After a few years I joined the Management Team and have played a role in just about every aspect of our management team from Bar Management, Assistant General Manager, Kitchen Management, and finally, General Manager. My job is to help where I can and when I can, and I enjoy being able to confidently step up and learn new tasks or responsibilities when presented with the opportunity. Lately, I've been splitting my time between working alongside our service team in the Front of House and helping our Back of House crew with food preparation, new featured soups, and ordering products for our establishment.



500 S. Telshor Blvd. Las Cruces, NM
(575) 521-1099 • pecangrill.com

What inspires you:

I'm always inspired when I see the familiar faces of those guests who have been fans of the Pecan Grill & Brewery since day one! Also, to be able to watch the Pecan Grill & Brewery team grow, change, develop, over so many years is unreal! For those team members who worked here while in college, or just growing up who have moved on to further their own careers and build families, is an awesome thing as well. I hope I can continue to watch as new team members and current team members continue to advance and develop their crafts!

Favorite Quote:

"The road to success and the road to failure are almost exactly the same." — Colin R. Davis



Mesilla Valley Hospital

Since 1987 Mesilla Valley Hospital has provided quality behavioral healthcare to residents of New Mexico, West Texas and Arizona.

We are here to help children, teens and adults who may be struggling with mental health and/or substance use issues. The dedicated, compassionate staff develop individualized treatment plans for each patient, focusing on their needs and goals.

MVH offers inpatient and outpatient treatment options for children and adult patients to help meet the diverse needs of this population. An Acute in-patient Treatment Program for youth ages 7–17, and a Partial Hospitalization Program for children and youth ages 7-17.

The Adolescent Acute Treatment Program is designed for youth who need crisis stabilization, medication management, and short-term treatment for emotional, behavioral, psychological and substance use problems.

Our Partial Hospitalization Program is an intensive group therapy program for individuals in need of treatment for mental health and/or co-occurring substance use. The structured program assists patients in developing coping and life skills needed to manage their behavioral health conditions.

“Our mission is to provide superior quality healthcare services,” said CEO Anna Laliotis. “Our mission and core values drive the quality of the care we provide to our patients.”

Call 800-877-3500 for a no-cost, confidential assessment, 24 hours a day, seven days a week.

Physicians are on the medical staff of Mesilla Valley Hospital, but, with limited exceptions, are independent practitioners who are not employees of agents of Mesilla Valley Hospital. The facility shall not be liable for actions or treatments provided by physicians. For language assistance, disability accommodations and the nondiscrimination notice, visit our website – mesillavalleyhospital.com.



<https://mesillavalleyhospital.com>



<https://www.facebook.com/mesillavalley>

Call 800-877-3500

3751 Del Rey Blvd, Las Cruces, NM 88012
(800) 877-3500 • Mesillavalleyhospital.com



Business Owner

C.W. "Buddy" Ritter and
his wife, Margaret
Est. March 3, 1850



DOUBLE EAGLE
THE CROWN JEWEL OF HISTORIC OLD MESILLA

The Double Eagle and Pepper's Café building is listed as the oldest building on the Mesilla Plaza by the National Register of Historic Places.

Known as the Crown Jewel of Old Mesilla, the Double Eagle is a historic hacienda-style home turned authentic New Mexican restaurant by day and fine dining steakhouse by night. The home was built in 1850 for the Maese family. Its Imperial Bar, grand dining room, and individual dining rooms make the Double Eagle an experience all on its own. The Double Eagle has the only temperature and climate-controlled meat aging room in the state and has earned the title of Best Steakhouse in New Mexico for many years.

The restaurant gets some of its reputation from its haunting past. When Señora Maese found her son and one of the servants together in his room, she killed them both in a rage. The couple's ghosts are said to still be in the home today and most of the activity can be experienced in the Carlotta Room where they died.

Ambiance aside, both Pepper's and Double Eagle serve delicious cuisine along with an extensive award-winning wine list, handcrafted cocktails, and more!

Did you know?

The Double Eagle has the only aging room for meat in the State of New Mexico, between Fort Worth and Scottsdale.

Fun Fact

There are 10 Pier Mirrors hanging in the fine dining room called the Maximilian, and this is the largest collection of Pier Mirrors in one room, other than the White House, that has 8.



Peppers

2355 Calle de Guadalupe, Mesilla, NM
(575) 523-6700 • doubleeagleonline.com



“The question isn’t who is going to let me, it’s who is going to stop me.”
by Ayn Rand



Sylvia Washington is the President & CEO of Tresco, Inc. Tresco is a non profit, celebrating 55 years this year, that provides professional and individualized services, supports and opportunities to people of any age with differing abilities, their families and the communities we serve. Tresco has 3 main divisions:

TOTS Early Intervention Program - that is Tresco’s founding program in Dona Ana and Sierra county, providing families with babies from birth to age 3, therapy, education and coaching on how to support their baby’s development milestones.

Day One Home Visiting - which is a Parents as Teachers affiliate program that partners with expecting families and families prenatal to age 5, to promote child development, parenting supporting and relationship building among the family, home visitor and community. Day One is offered in Dona Ana, Sierra, and Albuquerque.

Tresco Works – Provides community employment opportunities to people with varying disabilities including veterans and students through federal, state and local contracts. We currently have over 65 contracts that provide quality custodial, grounds and total facility management (TFM – HVAC, Electrical, Welding, Plumbing) services in 11 counties throughout New Mexico.

Sylvia has been with Tresco since 2006 beginning as a Family Service Coordinator for families served by TOTS Early Intervention program in Anthony. NM. She moved up quickly in the company to TOTS Area manager in 2008, Director of TOTS in 2010, Chief Operating Officer in 2018 and then in 2022 Tresco’s newest Chief Executive Officer.

Established

Feb 18, 1968

Started in Socorro NM. Tresco was created because we started in 3 counties (tres condados).

What inspires you:

Every day our staff has the difficult and rewarding job of working with people that need supports and services, whether it be helping employ people with disabilities, providing intervention services to help a baby reach developmental milestones or providing parenting resources to a first-time parent. And our staff are so passionate, dedicated and kind in all that they do for our families, employees, and customers! It’s all very inspiring.

Did you know?

In addition to leading Tresco, Sylvia is also 1 of the 4 Co-Founders of The Association, the only Women’s Professional Development Group in Las Cruces and Alamogordo! Sylvia also serves on the Southwestern Area Workforce Development Board and the Big Brothers Big Sisters Mountain Region Board of Directors.

Fun Fact

Sylvia does make room and time for fun! Sylvia has a 16-year-old daughter at Centennial High School, and in her free time she enjoys hiking, dancing, naps, traveling and concerts.

1800 Copper Loop, Las Cruces, NM
(575) 528-2200 • Trescoinc.org





Distinguished Choice Insurance Solutions

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel” – Maya Angelou

We are proud to serve Southern New Mexico as a hometown health insurance agency who focuses on Medicare, individual health insurance, group health insurance and much more. We spend most of our time sitting down with clients at their kitchen tables. We help them make the best possible decisions by explaining all of their options in the most unbiased way. Our services include support over the years such as, help with confirming coverage for Rx needs, provider networks, and claims help— it’s truly a partnership. We make health insurance personal, so we get to know needs, budget and lifestyle to find the perfect coverage.

Our services have absolutely no cost and as brokers we work on behalf of our clients, not the carriers. Our eleven insurance brokers make for a close-knit team who travel across southern New Mexico to meet clients face to face, over the phone, or virtually as needed. We proudly serve more than 2,000 clients with their needs.

Distinguished Choice also hosts Medicare education seminars around town open to the public with the goal of facilitating a better understanding of Medicare. Provider and community organization seminars are offered to keep our community partners in the insurance loop. We are licensed by the state of New Mexico, complete annual continuing education hours, and plenty of rigorous training so we are up to date with the most recent information and changes to the health insurance world.

Being a client of ours means joining our DCIS family and looking out for your best interest throughout your years! Who wouldn’t want a personal assistant for their health insurance?!



- Medicare Supplement Plans
- Medicare Advantage Plans
- Medicare Part D Plans
- BeWellNM Individual Plans
- Group Health Coverage
- Medicare Education Seminars

What inspires you:
 Helping people with such a needed service. Seeing people light up when they understand it, because of our help, makes all the difference.

Did you know?
 We have 60+ years of combined experience!

Fun Fact
 Our clients never pay a penny for our services.





Doña Ana County Resilience Leaders (DACRL)

What is your ACEs score?

You may not even know what an ACEs score is.

ACEs stands for Adverse Childhood Experiences. And if you have a high ACEs score, not only will you likely have a difficult life, you'll probably also have a much shorter one.

Here are the 10 commonly recognized Adverse Childhood Experiences:

- Physical abuse
- Emotional abuse
- Sexual abuse
- Physical neglect
- Emotional neglect
- Living in households with domestic violence
- Living with adults who misuse substances
- Living with adults with untreated mental health challenges
- Having parents separated or divorced
- Living in households where a member is incarcerated

Most people have at least one or two of these to some degree, but the higher your number, the higher your risk.

These issues and their consequences are detailed in a powerful book, "Anna Age 8," which chronicles the life of a fictitious girl whose world is derailed by ACEs.

When Kasandra Gandara, a social worker in Las Cruces, found the book, she was passionately moved. In Anna, she saw not a fictitious girl, but real-life children she'd worked with through her career,

especially one 8-year-old disabled girl who died at the hands of her mother.

"Now is the time to act," Gandara thought to herself in 2017 as she began to mobilize other passionate community members and agencies, which led to the creation of Doña Ana County Resilience Leaders.

More than 75 local agencies in public and private sectors are now implementing collective strategies to address ACEs, working through a positive 10-point list they call the Surviving and Thriving Services:

- Medical/dental care
- Behavioral health
- Food
- Housing
- Transportation
- Parental support
- Early childhood learning
- Community schools
- Youth mentors
- Job training



"There are no wrong doors," Gandara said, meaning if a child comes to one of the agencies' systems for one issue, the agencies also look out for the child's well-being in regard to other issues, then work to connect the child to the needed Thriving and Surviving Service(s).

The Resilience Leaders work to improve access to these services by building relationships and connecting dots to the providers. Already, the Resilience Leaders have helped develop health literacy, advocate for zero-fare bus services, developed the 988 line and crisis triage, passed legislation expanding access to behavioral health and more.

But they are just beginning to build their vision of a community where all children thrive.

Learn more about the Resilience Leaders and how you can support the work.

resilience.leaders@gmail.com • www.dacrl.org
Facebook: @dacresilienceleaders



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Ashley Furniture HomeStore

Fifty-plus years of doing right by customers

On a recent workday at Ashley HomeStore, owner Wanda Bowman was reviewing a roster of employees and realized she had five sets of multi-generational workers; meaning both a parent and a child or grandchild are working there.

Wanda was surprised, so she took a second look, and sure enough, "these employees stay with me" She said.

Wanda's family has served Las Cruces and surrounding areas in the furniture business since 1971. Still working daily, at 80, Wanda was asked by a visitor "what keeps a business going strong for more than 50 years?" She immediately responded "At the end of the day, I have to do right by my employees, by my customers and by my community." "The pandemic was tough," she said. "Really tough. We suffered through it and not a single employee lost their job and no one missed a paycheck."

Though The Bowman's have been in business since the 1970s, Wanda and her Ashley team are firmly planted in the 21st Century. "You can shop online with Ashley.com, and we match the online prices every day," Wanda said. "A lot of people will find what they like online, and then come in to physically see it so they know what they're getting."

Ashley also offers a virtual program when shopping, through digital images and video, a customer can show the area they're hoping to furnish, and Ashley's professional sales team can find the pieces to suit.

"We just had a truckload of furniture going to Phoenix for a four-story high-rise" Wanda said. They've also outfitted homes and offices in places such as Los Alamos, Northern New Mexico, and Eugene Oregon; serving former customers who have moved away. More commonly, however, the trips are much closer: Alamogordo, Lordsburg, Deming, Silver City, Truth or Consequences, plus a plethora of other towns and cities along the way. "We deliver to these places and also do follow up services when needed," Wanda stated.

Running a business is hard work. When Wanda is faced by her family and friends urging her to retire and throw in the towel she's weighed down by some hard questions. "What am I doing running a furniture store at 80 years old?" But more importantly "who am I doing this for?" These thoughts constantly run through Wanda's head at the end of a hard day. She goes to sleep soundly knowing she's doing the right thing by the employees who stay with her and the community she is looking after. That's why she continues to run a business at 80 years old and that's who she is doing it for; an answer her family and friends have come to accept and embrace.

"We take care of you. We are locally owned and we are here to stay." - Wanda Bowman

9 a.m.-6 p.m. Monday through Saturday
Noon-5 p.m. Sunday

3299 Del Rey Blvd Las Cruces, NM
(575) 523-3933 • www.ashleyfurniture.com





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