

THE LAS CRUCES

Bulletin's Best

OF THE Mesilla Valley

★ 2024 ★

Check out who the 2024 Winners are in over 350 categories in **Bulletin's Best** of the Mesilla Valley.

DECEMBER 29, 2023



THE LAS CRUCES
Bulletin's Best
of the Mesilla Valley
WINNER
★ 2024 ★

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- ✦ MORE **PARENT OVERSIGHT** OF PUBLIC EDUCATION
- ✦ CARE FOR OUR **VETERANS** & GET THE VA ON TRACK
- ✦ SUPPORT OUR **FARMERS & RANCHERS**

"Being selected as one of the best local legislators is an incredible honor and **I want to say thank you to Las Cruces.** Serving New Mexico in Congress and the State Legislature has been a great privilege, one I don't take lightly.

It is with the responsibility you give to me that I fight for the New Mexico we love.

From helping constituents to working across the aisle to deliver results, we got the job done and will again. **Together we will move New Mexico forward."**

Yvette Herrell



Local People. Local Bank. Local Impact.



We're Proud To Be Your Community Bank!

Winner

- Best Bank
- Best Locally Owned Business



Finalist

- Best Financial Institution
- Best Mortgage/Home Loan Provider
- Best Place to Work
- Best Administrative Assistant, Jamie Abeyta



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Welcome Mesilla Valley!

We at the Las Cruces Bulletin are happy to present and welcome you to our 2024 Bulletin's Best of Mesilla Valley.

This year, more than 145,000 votes were cast in our search for the best of the best, breaking last year's record of 73,472. The high voter turnout made this year's contest highly competitive. I want to thank all of you who took the time to participate in the nomination and voting process.

I'd like to thank our advertising, editorial and design staff for all your hard work and effort putting this together. The Bulletin's Best is a months-long endeavor from start to finish and there was a lot of time and energy put into making it a success.

Let me also thank all of our

readers. This publication would not be possible if it weren't for your continued support and the time you invested in nominating and voting for your favorites in each category. By participating in the program, your favorites are recognized for their superior business skill and professionalism as well as their goods and services. The businesses chosen take a lot of pride in receiving awards that are bestowed by the community members they serve.

Know that this publication is more than a list of winners. We believe it is your guide to discovering the top places to eat, shop and patronize as recommended by your friends and neighbors. It also serves as an invaluable guide for those visiting or

relocating to the area.

As you peruse the pages of this publication, you will find some businesses have both a finalist and a winner badge on their advertisements. This means they were voted into the top three in multiple categories and you can check the list to see the results.

To all the winners and finalists, I'd like to say congratulations. Thank you for helping make the Mesilla Valley a wonderful community in which to live, work and play.

Belinda Mills
Southwest
Regional
Group Publisher



THE LAS CRUCES Bulletin

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Local People. Local Bank. Local Impact.

For over 50 years, Citizens Bank has been proud to support our local communities. From supporting schools, financial education, local non-profits, highway cleanup, and everything in between - Citizens Bank and our staff are dedicated to investing in our communities. After all, we're not just a bank. We're your neighbors!



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A Meaningful Special Recognition to Yvette Herrell

Former Congresswoman and State Representative Yvette Herrell is honored to be named to the Las Cruces Bulletin's Best of the Mesilla Valley as we head into 2024.

Born and raised in New Mexico, Yvette started her path towards the American Dream like many of us - with hard work, faith in God, and grit. A proven job creator and entrepreneur, Yvette has started several small businesses throughout our state, including a heavy equipment operating company, an insurance adjusting company, a boarding kennel, and a real estate business.

Yvette represented New Mexico's second congressional district in the U.S. House of Representatives in the 117th Congress, serving on the Committee on Natural Resources and Committee on Oversight and Reform. As our Representative, Yvette focused on job creation, fiscal responsibility, and protecting our Constitutional rights as Americans. Before being elected to Congress, Herrell served four terms in the New Mexico House of Representatives (2011-2019) where she helped found the Article V Caucus to restore federalism and curtail growth of the federal government, was named the Hero of the Year by the New Mexico Business Coalition in 2015 and was ranked #1 on the Rio Grande Foundation's Freedom Index in 2018.

"This recognition is very special to me," said Herrell. "Las Cruces - and the entire Mesilla Valley - is a true gem of our state. Whether it's the pecan orchards, the Organ Mountains, the bustling downtown, Mesilla, NMSU - or any other of the special places in Dona Ana County - this community and its amazing people are dear to me. I look forward to representing each of you again in the future so the Mesilla Valley can thrive in an even greater way."

Yvette is running for Congress on a platform of reining in government debt so we can bring down inflation, getting control of our borders, and protecting our New Mexico values and way of life.

To learn more or to get involved with her campaign, please visit www.YvetteHerrell.com





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ARTS & ENTERTAINMENT

BEST ART EXHIBIT

Winner: Frame & Art Center
Runner Up: Water Tanks of Las Cruces
Runner Up: Picture Frame Factory Outlet

BEST ART GALLERY

Winner: Picture Frame Factory Outlet
Runner Up: Lucky Needle Tattoo & Merch Shop
Runner Up: Art Obscura

BEST ATTRACTION

Winner: Farmers & Crafts Market of Las Cruces
Runner Up: White Sands National Park
Runner Up: A-List Party Rentals

BEST BLUES BAND/ACT

Winner: Satisfied
Runner Up: CW Ayon
Runner Up: Smokin Mirrors

BEST CLUB DJ

Winner: Rob-E
Runner Up: DJ VIYEZ
Runner Up: Digmismak

BEST COUNTRY BAND/ACT

Winner: Yarbrough Band
Runner Up: 575 Band
Runner Up: Satisfied

BEST CULTURAL EVENT

Winner: Southern New Mexico Pride
Runner Up: The Tequila, Taco & Cerveza Festival
Runner Up: Cowboy Days

BEST DANCE CLUB

Winner: Sol Ballroom Dance Center
Runner Up: Blue Moon Bar & Grill
Runner Up: Palacio Bar Since 1936

BEST ENTERTAINMENT VENUE

Winner: Blue Moon Bar & Grill
Runner Up: Farmers & Crafts Market of Las Cruces
Runner Up: A-List Party Central

BEST FAMILY ENTERTAINMENT

Winner: Farmers & Crafts Market of Las Cruces
Runner Up: A-List Party Rentals

Runner Up: Southern New Mexico State Fair & Rodeo

BEST FEMALE VOCALIST

Winner: Nikki May DiMilliano
Runner Up: Nitalia Edmonds
Runner Up: Calista

BEST FESTIVAL

Winner: Renaissance Arts Faire
Runner Up: Southern NM State Fair
Runner Up: The Tequila, Taco & Cerveza Festival

BEST FINE ARTIST

Winner: Keena Wolff
Runner Up: Anahy Núñez
Runner Up: Camerata Del Sol

BEST FUNDRAISING EVENT

Winner: Empty Bowls
Runner Up: Coats for Kids
Runner Up: Men Who Cook

BEST GAMING VENUE

Winner: RAD Retrocade
Runner Up: Zia Comics and Games
Runner Up: A-List Party Rentals



BEST HOUSE/COVER BAND/ACT

Winner: Yarbrough Band
Runner Up: Satisfied
Runner Up: UnLyshed

BEST JAZZ BAND/ACT

Winner: My Fault
Runner Up: Derrick Lee
Runner Up: Border Jazz Orchestra

BEST LIVE MUSIC VENUE (LARGE)

Winner: Las Cruces Downtown Plaza
Runner Up: Blue Moon Bar & Grill
Runner Up: Pan American Center

BEST LIVE MUSIC VENUE (MEDIUM)

Winner: Blue Moon Bar & Grill
Runner Up: Amador LIVE
Runner Up: Plaza De Las Cruces

BEST LIVE MUSIC VENUE (SMALL)

Winner: The Game I & II Sports Bar & Grill
Runner Up: Elephant Ranch
Runner Up: Blue Moon Bar & Grill

BEST LIVE THEATER GROUP

Winner: Las Cruces Community Theatre



2448 Missouri Avenue
 Las Cruces, NM 88001
vistaeye.net

Vision care for the whole family

Dr. Carla Wendler, O.D. felt a calling for optometry when two prominent male figures in her life developed eye diseases that can deteriorate over time.

"My grandfather is blind from glaucoma and my father is going blind from macular degeneration. I would say it was part of my reason for wanting to do what I do," Dr. Wendler said.

Glaucoma is a group of eye conditions that can cause blurred vision, headaches and blind spots. It develops when the nerve connecting the eye to the brain, known as the optic nerve, is damaged. The disease is usually caused by high pressure in the eye.

Symptoms brought on by age-related macular eye degeneration depend on the type and its stage, one of them being central vision loss. Risk factors for those with AMD include a diet of high saturated fats and high blood pressure.

Both diseases have no cure. Dr. Wendler said trying to help those with challenging cases like her father's and grandfather's are what inspire her to continue to work in her line of expertise.

Born in El Paso, she studied at the University of Houston and received her doctorate in optometry in 1999. She is a member of the New Mexico Optometric Association and the American Optometric Association. She started practicing in Las Cruces in 2014 and purchased Vista Eye Care (located on 2448 Missouri Ave.), previously known as Seacat Optometry for 26 years, in 2022.

The center offers eye and vision exams, Lasik and other eye surgery, scleral lenses, eyeglasses and contact lens exams — and pediatric exams, too.

Summing up Vista Eye Care's approach, Dr. Wendler said, "We care for your family's eyes like our own."



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JAIME ROGERS 575-202-3626

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Runner Up: Black Box Theatre
Runner Up: No Strings Theater Co

BEST LIVE THEATER VENUE

Winner: Black Box Theatre
Runner Up: Rio Grande Theatre
Runner Up: Las Cruces Community Theatre

BEST LOCAL ACTOR

Winner: Dave Edwards
Runner Up: Dustin Wright
Runner Up: Nick Check

BEST LOCAL ACTRESS

Winner: Lexi Dali
Runner Up: Jessica Jimenez
Runner Up: Cassandra Galban

BEST LOCAL AUTHOR

Winner: Denise Chavez
Runner Up: Le Ann Sgambati
Runner Up: Charmayne Samuelson

BEST LOCAL BAND

Winner: Yarbrough Band
Runner Up: Satisfied
Runner Up: 575 Band

BEST LOCAL CLOTHING DESIGNER

Winner: Skulls and Succulents/
 Lucky Needle Tattoo & Merch Shop
Runner Up: Atom Bomb Studio

Runner Up: Robert "Bobcat" Young

BEST LOCAL EVENT

Winner: Farmers & Crafts Market of Las Cruces
Runner Up: iMIRA! Las Cruces
Runner Up: The Tequila, Taco & Cerveza Festival

BEST LOCAL HIP HOP ARTIST

Winner: Drww Christopher
Runner Up: Lil Ludwig
Runner Up: Demeyez

BEST MALE VOCALIST

Winner: Dawson Yarbrough
Runner Up: Chris Baker
Runner Up: Salvador Hernandez

BEST MARIACHI BAND

Winner: Mariachi Alma de Jalisco de Salvador Hernandez
Runner Up: Mariachi Aguilas
Runner Up: Mariachi Femenil Flores Mexicanas

BEST MOVIE THEATER

Winner: Telshor 12 - Allen Theatres
Runner Up: Fountain Theatre
Runner Up: Cineport 10 - Allen Theatres

BEST MUSEUM

Winner: New Mexico Farm and Ranch Heritage Museum
Runner Up: Museum of Nature & Science
Runner Up: NMSU Art Museum

BEST MUSICIAN

Winner: Dawson Yarbrough
Runner Up: Johnny Arce
Runner Up: CW Ayon

BEST NEW MEXICO CASINO

Winner: Inn of the Mountain Gods
Runner Up: Sunland Park Racetrack & Casino
Runner Up: Isleta Resort & Casino

BEST NIGHTCLUB

Winner: Sol Ballroom Dance Center
Runner Up: Blue Moon Bar & Grill
Runner Up: RAD Retrocade

BEST OUTDOOR EVENT

Winner: Farmers & Crafts Market of Las Cruces
Runner Up: Renaissance ArtsFaire
Runner Up: Blue Moon Bar & Grill Boom Bash

BEST PHOTOGRAPHER (FINE ART)

Winner: Santana Ochoa

Runner Up: Laura's Photography
Runner Up: Daniel Montellano

BEST PLACE FOR A KID'S BIRTHDAY PARTY

Winner: A-List Party Central
Runner Up: Peter Piper Pizza
Runner Up: Sky Zone Trampoline Park

BEST ROCK BAND/ACT

Winner: Satisfied
Runner Up: Death Benefits

Runner Up: The Ghetto Blasters

BEST SPANISH BAND

Winner: Los Sherifes Del Norte
Runner Up: Satisfied
Runner Up: Conjunto Rodeo

BEST TOURIST SPOT

Winner: White Sands National Park
Runner Up: Mesilla Plaza
Runner Up: Mesilla



Las Cruces NM 88011

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Email: info@doublerrconstructionLLC.net

Licence Number: 393483

The Power of Friendship and Know-How

General contractors Jaime Rogers and Luis Renteria founded Double R Construction, LLC in Las Cruces in 2017, combining their longtime friendship, each one's extensive background in construction and a commitment to the highest standards.

"We set ourselves apart by being more detail oriented and providing good, quality work," said Jaime, who has been doing construction work "since I was little. I started out with my uncle, learning the trade." A native of Puerto Palomas, Mexico, Jaime attended Deming High School and has lived in Las Cruces for 16 years. Double R Construction does "a little bit of everything," including remodeling and complete "from the ground up" home construction projects, and is expanding more into commercial construction, said Luis, a Chicago native who came to Las Cruces nearly 25 years ago. He began doing construction work with his father at a very young age, Luis said. One of his earliest memories is holding a hammer.

Jaime and Luis met in 2009 as both were doing construction work on the side. They chose to resign from their positions and embark on the journey of establishing their own company. Another thing that makes the company unique, Jaime said, is its commitment to cleanliness. The Double R crew doesn't wait until the end of a project to clean up, he said. Rather, crew members make it a point to clean up the jobsite after every day's work.

Jaime and Luis "treat our employees like part of the family," Jaime said. "We don't think of them as employees; we try to do as much as possible for them."

"We treat them with respect," Luis said. "We hold them to the same standards as ourselves. That makes a big difference when compared to the competition. We have a very low turnover rate." Some former Double R employees have gone into business for themselves, Luis said. Double R often hires them back as subcontractors.

Jaime and Luis said Double R also has very loyal customers.

"We have a great eye for detail," Luis said. "Our commitment is such that if a particular standard or element is not something we would accept in our own homes, it will not meet the criteria for acceptance in our customers' homes."



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Mesilla Valley
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2024

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Since 1936



Best Dance Club

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Austins *Fine Jewelry*

A Love for Jewelry's History and Meaning


Keith Austin worked his first retail job at the age of 19, and paid attention. When he and his wife settled on Las Cruces as where they wished to set up their home, Keith worked in a jewelry store for eight years and then, in 1988, set his name to his own enterprise: Austin's Fine Jewelry.

Decades later, he is not only a jeweler but a certified gemologist (through the Gemological Institute of America) with expertise in diamonds, rubies, emeralds, sapphires, and their numerous facets and potential combinations.




At his store on 230 E. Idaho Avenue, one may find help repairing or preserving heirloom jewelry, trade for or purchase something new and obtain financing and insurance.

Austin's expertise extends to helping people discern authentic indigenous jewelry and the differences between Navajo, Zuni and Hopi craftsmanship as opposed to imported fakes that infiltrate the marketplace.

The store's website documents Keith's special passion for rings: He has even established a "ring museum" on premises. Now a decade old, the collection houses thousands of rings though less than half are on display at any time. The exhibitions rotate every few weeks. Keith Austin loves the variety of design and materials that go into rings as well as the range of meanings attached to them. At the ring museum, "besides rings in precious metals and gem stones, you'll find southwest Indian jewelry in turquoise and silver, toy rings based on comic book characters like Superman, gadget and novelty rings like spy rings and decoder rings, rings of Greek and Roman antiquity, a collection of Superbowl rings and many more rings of imaginative creators."



Keith Austin

Thank You!

The Las Cruces Bulletin would like to Thank the community for taking the time to vote in The Best Of and supporting your local businesses.

A white stone monument with a bell tower and an archway. The text '1740 Bulletin PLAZA' is engraved on the monument.

1740
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Bulletin

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AUTO & TRANSPORTATION

BEST AUTO LOAN PROVIDER

Winner: White Sands Federal Credit Union
Runner Up: Sunset Auto
Runner Up: FirstLight Federal Credit Union

BEST AUTO SERVICE & REPAIR

Winner: Sunset Auto Center
Runner Up: Twisted Wrenches Automotive and Diesel Performance
Runner Up: RID's Customs LLC.

BEST BOAT SALES / SERVICE

Winner: Sunset Auto Center
Runner Up: Affordable RV & Marine Service
Runner Up: Fun Country RV & Marine

BEST CAB COMPANY

Winner: Borderplex Delivery Service
Runner Up: R&N Shuttle Service

BEST CAR WASH

Winner: Weavers Auto Detailing LLC
Runner Up: Mister Car Wash

Runner Up: Splash Detailing | Ceramic Coating | Paint Protection Film

BEST MECHANIC

Winner: Johnny Carrillo- Black Diamond Diesel
Runner Up: Twisted Wrenches Automotive and Diesel Performance
Runner Up: Cesar Cardenas Rid's Custom LLC

BEST MOBILE CAR WASH

Winner: Three Crosses Mobile Detailing
Runner Up: Weaver's Auto Detailing LLC
Runner Up: Oh3VC Mobile detailing

BEST MOTORCYCLE SHOP

Winner: Sunset Auto Center
Runner Up: Lanesplitterz
Runner Up: Las Cruces Motorsports

BEST NEW CAR DEALERSHIP

Winner: Casa Autoplex
Runner Up: Pitre Kia of Las Cruces

Runner Up: Sisbarro Autoworld Volkswagen

BEST OFF-ROAD VEHICLE DEALER

Winner: Sunset Auto Center
Runner Up: The Power Center, Inc.
Runner Up: Throat Punch Performance

BEST OIL CHANGE

Winner: Twisted Wrenches Automotive and Diesel Performance
Runner Up: Big O Tires
Runner Up: Cesar Cardenas

BEST PLACE TO BUY A USED CAR

Winner: L&L Auto Sales SuperCenter
Runner Up: Sisbarro Buick-GMC
Runner Up: Sunset Auto Center

BEST RV SALES AND SERVICE

Winner: Holiday World of Las Cruces
Runner Up: Fun Country RV & Marine
Runner Up: Affordable RV & Marine Service

BEST TIRE SHOP

Winner: Chico's and Son's Tire Shop
Runner Up: Big O Tires
Runner Up: Discount Tire

BEST USED CAR DEALERSHIP

Winner: L&L Auto Sales SuperCenter
Runner Up: Sunset Auto Center
Runner Up: Sisbarro Buick-GMC



Lundeen Inn of the Arts, Thank you, Las Cruces for voting for us for Best Bed & Breakfast Best Staycation Location



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Founders Linda and Gerald Lundeen created the beautiful inn until their passing in 2023 and 2017 respectively. Now their children keep on the tradition.



Front entrance to Lundeen Inn of the Arts



The Great room where all of our guests can gather and enjoy the Art Gallery.



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Bulletin's Best
OF THE Mesilla Valley
FINALIST
★ 2024 ★

THANK YOU FOR
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BUSINESS & FINANCE

BEST ACCOUNTING FIRM

Winner: Beasley, Mitchell, & Co.

Runner Up: Kelly Tax & Accounting Services

Runner Up: Top Shelf Services

BEST ADMINISTRATIVE ASSISTANT

Winner: Sean Egan, Price Mortgage

Runner Up: Jamie Abeyta, Citizens Bank

Runner Up: Monique Tellez, Las Cruces Abstract & Title

BEST BANK

Winner: Citizens Bank of Las Cruces

Runner Up: White Sands Federal Credit Union

Runner Up: FirstLight Federal Credit Union

BEST BOOKKEEPING / TAX SERVICE

Winner: Kelly Tax & Accounting Services

Runner Up: BBP Services LLC - Now Top Shelf Services LLC

Runner Up: Ramirez Accounting Services

BEST BOSS

Winner: Lindsey Bianco - Dutch Bros Coffee

Runner Up: Marco Milton - Price Mortgage

Runner Up: Richard Montoya Jr - Guild Mortgage

BEST FINANCIAL INSTITUTION

Winner: Price Mortgage Las Cruces

Runner Up: Citizens Bank of Las Cruces

Runner Up: Edward Jones

BEST FINANCIAL PLANNER

Winner: Edward Jones - Financial Advisor: Timothy J Gilliam, CFP®

Runner Up: Edward Jones - Financial Advisor: Larae L Hedges, CRPC™

Runner Up: Edward Jones - Financial Advisor: Christopher L Dulany, CFP®

BEST LOCAL CREDIT UNION

Winner: White Sands Federal Credit Union

Runner Up: FirstLight Federal Credit Union

Runner Up: Nusenda Credit Union

BEST LOCALLY OWNED BUSINESS

Winner: Citizens Bank of Las Cruces

Runner Up: Lucky Needle Tattoo & Merch Shop

Runner Up: Tactica Strategies

BEST MORTGAGE / HOME LOAN PROVIDER

Winner: Price Mortgage Las Cruces

Runner Up: Guild Mortgage - Richard Montoya Jr

Runner Up: Citizens Bank of Las Cruces

BEST NEW BUSINESS (OPENED 2022-2023)

Winner: Price Mortgage Las Cruces

Runner Up: Lucky Needle Tattoo & Merch Shop

Runner Up: Tactica Strategies

BEST PLACE TO WORK

Winner: Document Solutions Inc

Runner Up: Citizens Bank of Las Cruces

Runner Up: 360 Hair Studio Las Cruces

BEST PRINT SHOP

Winner: House Of Grafix

Runner Up: Insta-Copy Imaging

Runner Up: Speedy Tee's



No Freezers, No Microwaves

Frankie Torres is serving southwestern New Mexico fare in Mesilla, preserving the cooking tradition handed down by his abuelita combined with expertise honed in culinary schools and the Dallas restaurant industry.

Since opening Chalas's Wood Fire Grill in 2015, he has watched his restaurant blossom from a take-out service into a well-loved local eatery, a place to sit for a while and enjoy food prepared with the care, attention and creativity of a good home-cooked meal.

After all, the restaurant takes its name from Marciala "Chala" Fierro, Torres' grandmother. In memory of her cooking and hospitality, the restaurant has often offered free meals on Thanksgiving to community members in need and on their own.

"What really brings us happiness is being able to provide a good time for people," he said, "for people to sit down at a table among friends, family, whatever it is, and when they're having a good time and enjoying themselves, we like to call that the symphony of a restaurant: People are laughing and talking, plates and glasses are clinking — when that's all happening, that's when it's fun."

Chala's, at 2790 Avenida de Mesilla, offers a comfortable dining room and patio seating. On arrival, guests get a clear view through panes of glass at the buzzing activity in the kitchen.

"We don't use a freezer or microwave," Torres said. "We are very much a scratch kitchen. We bake all our breads, all our desserts; we cure and smoke meats here on site. We grind, mix and case our sausage. We are super fresh."



COMMUNITY

BEST APARTMENT COMMUNITY

Winner: Copperstone Apartments
Runner Up: High Range Village Apartments
Runner Up: Park Place

BEST CHURCH

Winner: Momentum Church Las Cruces
Runner Up: First Baptist Church
Runner Up: Las Cruces First

BEST CITY COUNCILOR

Winner: Johanna Bencomo District 4
Runner Up: Becky Corran District 5
Runner Up: Tessa Abeyta District 2

BEST COMMUNITY ACTIVIST

Winner: Jamar Cotton
Runner Up: Marci Dickerson
Runner Up: Sarah Smith, Free People of the Southwest

BEST COUNTY COMMISSIONER

Winner: Manny Sánchez Dona Ana County
Runner Up: Susan Chaparro Dona Ana County

Runner Up: Christopher Schaljo-Hernandez Doña Ana County

BEST HOTEL

Winner: Hotel Encanto de Las Cruces
Runner Up: TownePlace Suites by Marriott Las Cruces
Runner Up: Home2 Suites by Hilton Las Cruces

BEST LOCAL ATHLETE

Winner: Steve Solorzano, baseball
Runner Up: Riley Test, football
Runner Up: Diego Pavia, NMSU football

**BEST LOCAL CAUSE**

Winner: ACTION Programs for Animals
Runner Up: Casa de Peregrinos
Runner Up: Cancer Warriors

BEST LOCAL HERO

Winner: Marci Dickerson
Runner Up: Memorial Medical Center NICU
Runner Up: Angie Rodriguez Navarrette- Victim Advocate

BEST LOCAL LEGISLATOR

Winner: Yvette Herrell, former U.S. Rep 2nd District
Runner Up: Sen. Carrie Hamblen NM SD 38
Runner Up: Sen Jeff Steinborn NM SD 36

BEST LOCAL NEWSPAPER COLUMNIST

Winner: Mike Cook
Runner Up: Richard Coltharp
Runner Up: Walt Rubel

BEST LOCAL NEWSPAPER REPORTER

Winner: Mike Cook

Runner Up: Richard Coltharp

Runner Up: Leah Romero

BEST LOCAL PERSONALITY

Winner: Braden Tidwell
Runner Up: Jackie and Joey-Hot 103
Runner Up: Ziggy the Turtle

BEST LOCAL RADIO PERSONALITY

Winner: Shannon Ellis KXPZ
Runner Up: Jackie and Joey - Hot 103

Runner Up: Tommy Black

BEST LOCAL RADIO STATION

Winner: Zia Country 99.5
Runner Up: Hot 103
Runner Up: KRWG-FM

BEST LOCAL SPORTS TEAM

Winner: NMSU Football
Runner Up: New Mexico Banitas
Runner Up: Organ Mountain Football

BEST LOCAL WEBSITE

Winner: Everything Las Cruces
Runner Up: Blue Moon Bar & Grill

Runner Up: Memorial Medical Center

BEST NEIGHBORHOOD

Winner: Sonoma Ranch Golf Course
Runner Up: Alameda Historic District
Runner Up: Metro Verde

BEST NONPROFIT ORGANIZATION

Winner: ACTION Programs for Animals
Runner Up: La Piñon Sexual Assault Recovery Services
Runner Up: Jardin de los Niños

BEST PHILANTHROPIST

Winner: Marci Dickerson
Runner Up: Barbara Hubbard
Runner Up: Andrea Schneider Andele Restaurant

BEST TALK/NEWS RADIO STATION

Winner: Hot 103.1 The Big Show with Joey & Jackie
Runner Up: KRWG-FM
Runner Up: KOBE



Maximum Martial Arts University is "Changing Lives One Kick at a Time."

This school for aspiring martial artists offers classes in Taekwondo, Hapkido, and kickboxing for anyone "from ages 3 to 78," says school founder Master Justin Castillo.

The learning experience at Maximum Martial Arts is centered around four pillars: physical fitness, real-world self-defense, martial arts and character development. Master Castillo says he knew he wanted to teach martial arts for a living from the age of 12. Castillo studied over many years, training under and with many different martial artists from a range of different forms and techniques. He started as a child by learning under masters in Las Cruces, El Paso, and Ciudad Juárez. As he became an adult and joined the military, he would often enroll in three schools at once to maximize the use of his limited time and learn as much as he could. Master Castillo brought all of this experience together as he founded Maximum Martial Arts University in 2010.

Maximum Martial Arts' Taekwondo is a very traditional, practically oriented form of the art combined with elements and concepts from other martial arts such as Judo, Krav Maga, Jiu-Jitsu, and Jeet Kune Do. Maximum's Taekwondo pairs well with their courses in Hapkido, a Korean martial art focused on wrestling techniques. Their kickboxing classes run the gamut from low-impact fitness forms of kickboxing and classes intended for those with chronic injuries to classes intended to prepare the athlete for competitive kickboxing. In fact, Master Castillo says that the two most recent students to test for their kickboxing black belts were in their 50s and 70s.

Combining these elements is intended to turn students into real martial artists — students who Master Castillo says will be "hungry to keep learning as opposed to just going up and getting a belt rank." His favorite part of being a martial arts teacher is seeing students that feel awkward or are outsiders in their communities gain confidence and become positive community leaders. Master Castillo sums up his vision for Maximum Martial Arts University's true purpose by saying, "We're a life-skills development school that teaches martial arts."



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EATING & DRINKING

BEST 24-HOUR RESTAURANT

Winner: Whataburger
Runner Up: IHOP
Runner Up: Denny's

BEST BAGELS

Winner: Venice Beach Bagels
Runner Up: Green Chile Bagel Company
Runner Up: Milagro Coffee Y Espresso

BEST BAKERY

Winner: Proofed Bread Co.
Runner Up: Bosa Donuts & Burritos
Runner Up: Le Rendez-vous Café

BEST BARBECUE RESTAURANT

Winner: Jim Bobs BBQ
Runner Up: Ranchway BBQ & Mexican Food
Runner Up: Rudy's "Country Store"

BEST BARTENDER (NAME & WORKPLACE)

Winner: Skye Rivera, Blue Moon Bar & Grill

Runner Up: Blitz Sports Grill, Alexis Quezada
Runner Up: Nicole James, Double Eagle Restaurant

BEST BED & BREAKFAST

Winner: Hacienda de Mesilla
Runner Up: Lundeen Inn Of The Arts
Runner Up: Casa de Rosie

BEST BEER SELECTION (BAR, BREWERY OR RESTAURANT)

Winner: Spotted Dog Brewery
Runner Up: Blue Moon Bar & Grill
Runner Up: Blitz Sports Grill

BEST BEER SELECTION (RETAIL STORE)

Winner: Kelly Liquors
Runner Up: Elephant Ranch
Runner Up: Toucan Market

BEST BREAKFAST

Winner: OMPC-The Shed
Runner Up: A Bite Of Belgium
Runner Up: Weck's

BEST BREW PUB

Winner: Spotted Dog Brewery

Runner Up: Icebox Brewing Company
Runner Up: Little Toad Creek Brewery & Distillery Las Cruces

BEST BUFFET

Winner: Double Eagle Restaurant
Runner Up: Golden Corral Buffet & Grill
Runner Up: Asian Buffet

BEST BUSINESS LUNCH

Winner: D.H. Lescombes Winery & Bistro

Runner Up: Andele Restaurant/ Andele's Dog House
Runner Up: Roadrunner Pizza

BEST CATERING

Winner: Dickerson's Catering & Party
Runner Up: El Vagon Tacos
Runner Up: Andele Restaurant
Runner Up: Roadrunner Pizza

BEST CHEAP MEAL

Winner: Voodoo Burgers
Runner Up: Bosa Donuts & Burritos

Runner Up: Andele Restaurant/ Andele's Dog House

BEST CHEF (NAME & WORKPLACE)

Winner: Donna Caffaro Fourtenty Collections Las Cruces
Runner Up: Russell Hernandez Salud! De Mesilla
Runner Up: Enrique at Amador Live

BEST CHICKEN NUGGETS

Winner: Chick-fil-A
Runner Up: Voodoo Burgers
Runner Up: Zeebs. Fruit Ice, Burgers and Fries.

BEST CHICKEN SANDWICH

Winner: Chick-fil-A
Runner Up: Voodoo Burgers
Runner Up: Roadrunner Pizza

BEST CHICKEN STRIPS OR TENDERS

Winner: Raising Cane's Chicken Fingers
Runner Up: Voodoo Burgers
Runner Up: Chick-fil-A



Passionate, Patient Caregivers

The Rehabilitation Hospital of Southern New Mexico made the Becker's Hospital Review top 10 among inpatient rehabilitation hospitals nationwide for its low readmission rates this summer. RHSNM has been ranked by the Uniform Data System for Medical Rehabilitation (UDSMR) and recognized in the nation's top 10 percent.

What are they doing right? CEO Sabrina Martin said in a statement at the time, "Our physicians and employees are passionate about achieving the best possible outcomes for our patients." That means creating healing and nurturing environments for patients, meeting emotional and social needs along with medical concerns and treatment, in order to boost recovery and help patients thrive, with the highest degree of independence possible and preferably without them requiring another stay.

The hospital provides specialized inpatient and outpatient rehabilitative services for southern New Mexico, often seeing patients recovering from disabilities caused by injuries, illnesses or chronic medical conditions. The hospital also has a Transitional Outcomes Program designed to increase patient safety and decrease readmissions. Patients are followed for a minimum of 30 days after leaving to ensure effective and appropriate reintegration with the community. Located at 4441 E. Lohman Avenue, it treats approximately 900 patients annually.

The flagship hospital of the Ernest Health Network was founded in Las Cruces in 2004. Management says: "We are passionate about patient care. We consider it a privilege to be able to provide services to patients and their family members within their communities. We are committed to providing the highest level of care available, and never take our responsibility to our patients for granted."

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A gift shop for generations

From sheriff's stars to shot glasses, pecans to pocket knives, and everything in between, the Billy the Kid Gift Shop in Mesilla has a dazzling array of souvenirs, snacks, and gifts. This family business is located in the historic Capitol Courthouse building, which was originally the capital building for the entire territory of New Mexico. It later served as the courthouse where Billy the Kid was sentenced to hang. Once the wild west had become a little less wild and the capital moved to Santa Fe, the building was home to a bar until Charles and Diane Rogers moved the Billy the Kid Gift Shop, which had operated in other locations since 1971, into its current home in the old Capitol Courthouse. Like the Gift Shop, the Rogers' son, Charles "Billy" Rogers III, was born in 1971, and he and the store grew up together. The Gift Shop became an institution in Mesilla and "Billy" Rogers took over for his parents in 2019, doing his best to both preserve and expand their legacy.

Manager Crystal Cole's favorite part of the job is simple: "I love the customers," she said. "I love our regulars, and I love the new ones that become our regulars!" Cole also said she enjoys seeing customers who visited the store as children come back years later with children of their own.

The gift shop is a family affair for Cole, too: Her grandparents used to sell jewelry to the business under Charles and Diane Rogers. She emphasizes that the Billy the Kid Gift Shop has something for everyone, from grandmothers who may want jewelry or gifts for their families to toys for kids to refrigerator magnets and keychains for travelers. Rogers, Cole and the whole team at the Billy the Kid Gift Shop look forward by looking to the past, creating a fun place for people of all ages to experience a piece of New Mexico history, enjoy the company of their families and the friendly staff, and buy a souvenir or two to commemorate the occasion.

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THE LAS CRUCES Bulletin's Best OF THE Mesilla Valley FINALIST 2024

Helping his community, honoring historic roots

Las Cruces attorney Israel Chávez is descended from generations that have lived and worked in the Mesilla Valley as subsistence farmers, bracero laborers and leaders of their community, migrant workers and families with mestizo roots along the Rio Grande's route through southern New Mexico.

Israel himself is the first attorney in the family, enrolling in law school at the University of New Mexico after graduating from Mayfield High in Las Cruces.

"I saw continually how people in my community didn't get the representation they deserved," he said. "These were people who looked like my family, like my tíos and tías, who did not have people in court to advocate for them.

"No matter how good your interpreter is, it's always a huge empowering moment when your attorney speaks to you in your language," said Chávez, who is bilingual in English and Spanish.

After working at New Mexico State University, serving as an assistant county attorney and as a criminal and labor prosecutor, Chávez established his own practice last year.

"Since I was kid, it's always been about fairness," he said of his inspiration.



"That's how I was raised: That things should be fair and if it's not fair, you have an obligation to speak up. Now I have the privilege of being able to do that on behalf of my community."

He represents people who have been injured, has a civil rights practice focusing on New Mexico's civil rights law and other areas where clients need help.

He has also given back to the community where he grew up as founder of the Doña Ava Village Association, providing outdoor youth programs and local agricultural history and education. He also heads the recently-formed Southern New Mexico Bar Association, which he said has offered 400 free legal consultations in the region over an eight-month period.

"This is really making a dent in the legal needs of our community," he said.



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Erik Orrantia realized he needed to provide for his young family when he found out his high school sweetheart, Uslem Gallegos, was pregnant. Both were 15 at the time.

"I began working every day with any company," Orrantia said. "I would go to job sites and ask if I could stay and work. I learned anything — from drywall, landscaping, painting, cement and rock walls."

One of those jobs was with Majestic Builders, a Las Cruces remodeling company. Majestic Builders took Orrantia in, and within a span of three years he learned the ins and outs of interior and exterior renovations until he decided to make a name for himself and carry on as a solo contractor. He now has 19 years of experience.

"I love everything. It's so fun because every day we get to do something different and we don't get tired, so I enjoy

everything from this journey," Orrantia said.

Orrantia's business motto appropriately describes his life: "Today is the opportunity to build the tomorrow you want." With the help of inspirational figures in his life, his family and his clients, he founded his business, Orrantia's Remodeling, in 2018. He and his team offer kitchen and bathroom remodels, roofing and plumbing "and everything in between."

"When we finally decided to register the business and begin this new journey, we had lots of faith we would grow," Orrantia said. "Our business began to grow right away and that made us very proud, after many years of struggle and working day by day we have seen our growth and we are happy to be able to serve in this amazing and loving community."

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A 'Little Taco Family'

As you might expect from the name, El Vagón Tacos's specialty is... tacos! Under founder and owner Cindy Burchum, El Vagón focuses on bringing tacos with unique artistry and flair to Las Cruces. El Vagón started with Burchum's long-time love of cooking and love of food. One evening, after making birria tacos for her household, her family said her tacos were good enough to sell. While many great cooks have heard this, Burchum decided to make it a reality. She advertised her birria tacos on Facebook and sold out her entire supply on the first day. Burchum continued selling birria tacos, prepared in her own kitchen, on social media as a side gig, gradually expanding the varieties of taco offered. As the pandemic caused her regular work as a server at another restaurant to dry up, Burchum decided to make El Vagón Tacos a full-time venture, eventually getting a permanent location on Solano.

Some of the unique flavors of El Vagón's tacos come from Burchum's Tarahumara Indian heritage. She sources spices and chiles directly from the Tarahumara in Mexico. Burchum draws from other sources, too; she likes to travel and always seeks out the best local tacos for inspiration.

The staff pays great attention to what Burchum calls the "little details." The meats, vegetables and salsas are spiced, sliced and prepared fresh every morning. El Vagón's physical space is created demonstrates Burchum's interest in the visual arts as well. The Día de los Muertos and Lotería-inspired murals inside El Vagón are her own original works.

El Vagón plans to add new taco varieties in the upcoming year, are refining their recipe for carnitas tacos and plan to serve their shrimp tacos every day of the week of Lent.

According to Burchum, the best part of the job is the "little taco family" El Vagón has become, including her customers. Burchum says of her team at El Vagón, "we all share the same love for food and people."



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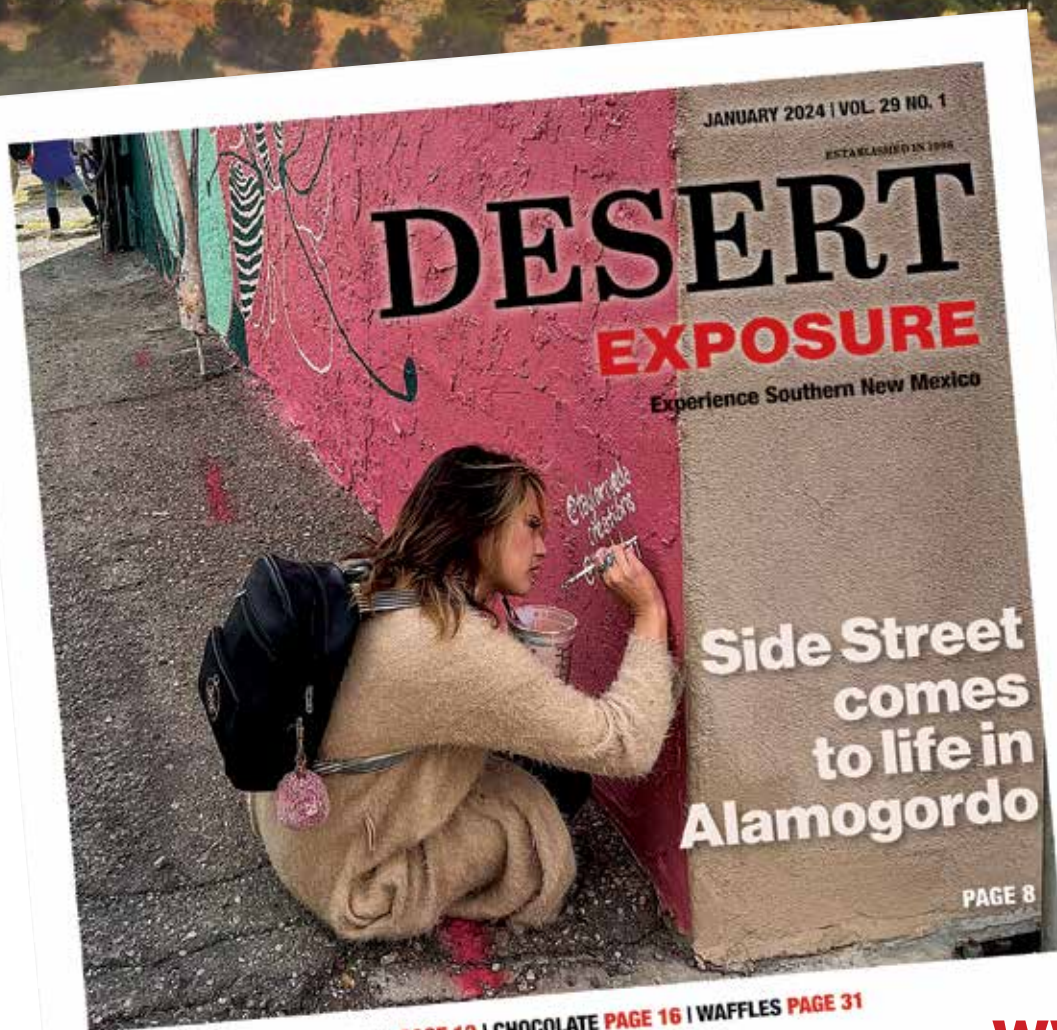
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BEST CHICKEN WINGS

Winner: Wingstop
Runner Up: Roadrunner Pizza
Runner Up: Blitz Sports Grill

BEST CHINESE RESTAURANT

Winner: Thai Delight
Runner Up: Teriyaki Chicken House
Runner Up: Panda Express

BEST COCKTAILS

Winner: Dry Point Distillers

Runner Up: Blue Moon Bar & Grill

Runner Up: Elephant Ranch

BEST COFFEEHOUSE

Winner: Grounded
Runner Up: Milagro Coffee Y Espresso
Runner Up: Mom's Coffee

BEST DELI

Winner: Corner Bakery Cafe
Runner Up: McAlister's Deli
Runner Up: Roadrunner Pizza

BEST DESSERTS

Winner: The Paleta Bar Las Cruces
Runner Up: Caliche's Frozen Custard
Runner Up: Le Rendez-vous Café

BEST DISTILLERY

Winner: Dry Point Distillers
Runner Up: Little Toad Brewery & Distillery
Runner Up: Icebox Brewing Company

BEST DIVE BAR

Winner: Blue Moon Bar & Grill
Runner Up: El Patio Bar
Runner Up: Elephant Ranch

BEST DONUTS

Winner: Bosa Donuts & Burritos
Runner Up: La Fiesta Bakery
Runner Up: Leo's Bakery

BEST FAJITAS

Winner: Andele's Restaurant
Runner Up: Chachi's Restaurant
Runner Up: El Vagon Tacos

BEST FAMILY RESTAURANT

Winner: Andele Restaurant/
 Andele's Dog House
Runner Up: La Nueva Casita Café
Runner Up: Blitz Sports Grill

BEST FOOD TRUCK

Winner: Francy Emilade
Runner Up: Lalo's Sonora Style Dogs
Runner Up: El Charro Mexican Grill

BEST FRENCH FRIES

Winner: Spotted Dog Brewery
Runner Up: Zeebs. Fruit Ice, Burgers and Fries.
Runner Up: Blitz Sports Grill

BEST FRENCH RESTAURANT

Winner: Le Rendez-vous Café
Runner Up: Double Eagle Restaurant

BEST FRIED CHICKEN

Winner: Cracker Barrel Old Country Store
Runner Up: Raising Cane's Chicken Fingers
Runner Up: Popeyes Louisiana Kitchen

BEST GREEK RESTAURANT

Winner: Tiffany's Pizza & Deli Coffee
Runner Up: Santorini Restaurant

BEST HAMBURGER

Winner: Sparkys
Runner Up: Voodoo Burgers
Runner Up: Blitz Sports Grill

BEST HAPPY HOUR

Winner: The Paleta Bar
Runner Up: Blitz Sports Grill
Runner Up: Blue Moon Bar & Grill

BEST HOT DOG

Winner: Lalo's Sonora Style Dogs
Runner Up: Caliche's Frozen Custard
Runner Up: Roadrunner Pizza

BEST ITALIAN RESTAURANT

Winner: Lorenzo's Italian Restaurant
Runner Up: Pastaggio's Italian Restaurant
Runner Up: Luna Rossa Winery & Pizzeria

BEST JAPANESE RESTAURANT

Winner: Sakura Japanese House
Runner Up: Mix Pacific Rim Cuisine
Runner Up: Sushi Freak

BEST KID-FRIENDLY RESTAURANT

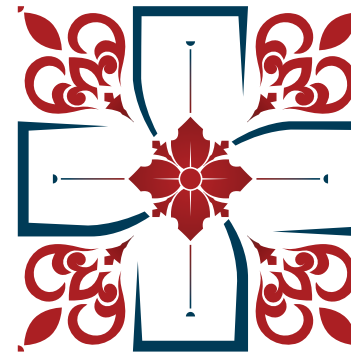
Winner: Peter Piper Pizza
Runner Up: Cracker Barrel Old Country Store
Runner Up: Blue Moon Bar & Grill

BEST LATE NIGHT BAR

Winner: Blue Moon Bar & Grill



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Best Art Gallery



Best Art Exhibit
Best Framing

Rio Grande



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Mike Groves,
Robert "Shoofly" Shufelt,
and Dina D'Argo.



Runner Up: Blitz Sports Grill
Runner Up: El Patio Bar

BEST LIQUOR STORE

Winner: Kelly Liquors
Runner Up: Elephant Ranch
Runner Up: Blue Moon Liquor Store

BEST LOCAL WINERY

Winner: D.H. Lescombes Winery & Bistro
Runner Up: Amaro Winery LLC
Runner Up: Luna Rossa Winery & Pizzeria

BEST LOCALLY OWNED RESTAURANT

Winner: Andele Restaurant
Runner Up: The Paleta Bar Las Cruces
Runner Up: Blue Moon Bar & Grill

BEST MARGARITA

Winner: La Posta De Mesilla
Runner Up: Chachi's Restaurant
Runner Up: Double Eagle Restaurant

BEST MARTINI

Winner: Double Eagle
Runner Up: Blue Moon Bar & Grill
Runner Up: Dry Point Distillers

BEST MEXICAN RESTAURANT

Winner: Andele Restaurant
Runner Up: El Sombrero Patio Cafe
Runner Up: Nellie's Cafe

BEST NACHOS

Winner: The Paleta Bar Las Cruces
Runner Up: Andele Restaurant/ Andele's Dog House
Runner Up: Blitz Sports Grill

BEST NEW BAR (OPENED 2022-2023)

Winner: Blitz Sports Grill
Runner Up: RAD Retrocade
Runner Up: Public House 28 Brewery

BEST NEW RESTAURANT (OPENED 2022-2023)

Winner: Voodoo Burgers
Runner Up: El Vagon Tacos
Runner Up: Blitz Sports Grill

BEST OUTDOOR PATIO

Winner: Blue Moon Bar & Grill
Runner Up: Andele's Dog House
Runner Up: Spotted Dog Brewery

BEST PIZZA

Winner: NYP Slice House Pizza
Runner Up: Roadrunner Pizza
Runner Up: Valley Pizza

**BEST PUB FOOD**

Winner: Spotted Dog Brewery
Runner Up: Blitz Sports Grill
Runner Up: Blue Moon Bar & Grill

BEST RESTAURANT SERVER (NAME & WORKPLACE)

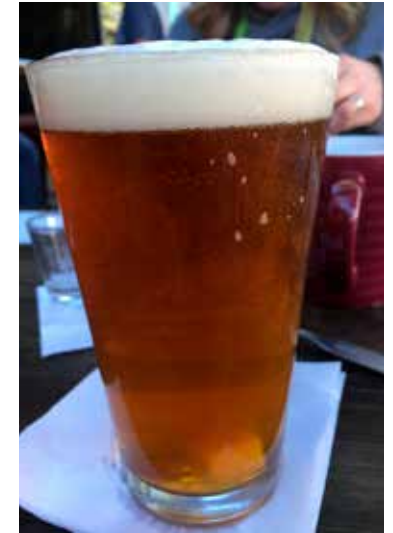
Winner: Jennifer Torres, Tiffanys Pizza
Runner Up: Socorro Pacheco, Chilitos Restaurant
Runner Up: Isaiah Lang, Andele Restaurant

BEST ROMANTIC RESTAURANT

Winner: D.H. Lescombes Winery & Bistro
Runner Up: Double Eagle Restaurant
Runner Up: Hacienda de Mesilla

BEST SALAD

Winner: Dion's
Runner Up: Cattle Baron
Runner Up: Roadrunner Pizza

**BEST SEAFOOD RESTAURANT**

Winner: Red Lobster
Runner Up: Tacos & Shell-ah's
Runner Up: Delicias Del Mar

BEST SMOOTHIES

Winner: The Paleta Bar Las Cruces
Runner Up: Keva Juice
Runner Up: Alpha Lounge

BEST SOUP

Winner: Boba Cafe
Runner Up: El Vagon Tacos

Las Cruces' Picture Frame Outlet

How do you make Las Cruces' Picture Frame Outlet more appealing to customers and visitors?

Add a space to show the works of local and regional artists to create Picture Frame Outlet and Gallery.

And that is just what owner Greg Groves has done with the business his father, Mike Groves, opened more than 40 years ago.

The project started with a long-needed roof repair, Greg Groves said, completed by contractor Art Diaz during Covid. When that was done, Groves and long-time employee Curtis Bristol began converting the large office space at the north end of the building into Rio Grande Fine Art Gallery. (Bristol has a background in construction and worked for Las Cruces Public Schools' building trades program.)

The two began with LED track lighting, adding more than 200 fixtures, built eight-foot and 10-foot modular walls and did everything themselves except the taping and texture work, which were completed by a local contractor.

The last step was new carpet, installed by Casey Carpet of Las Cruces a couple of months ago, with quarter-turned carpet tiles replacing industrial linoleum as the floor covering. The same line of carpet tiles with a different pattern marks the framing area off from the gallery space.

Using Las Cruces contractors, Groves also had the parking lot repaved and did work on the outside of the building to give it "increased street presence."

"I'm the biggest proponent of shop local," said Groves, who was born and raised in Las Cruces.

Then it was time to hang the art and "show things maybe you haven't seen before in Las Cruces," he said.

The gallery features paintings and drawings by John Glass of Deming, NMSU gaming designer Adrian Aguirre, Dallas artist Jill Malouf, Melvin Landry, Robert "Shoofly" Shufelt, Robert Highsmith, Robert McMurtry, El Paso/New Mexico artist Lester Hughes (President Ronald Reagan had several of his pieces in the White House), John Meigs (a close friend and neighbor of artist Peter Hurd, and the inventor of the Hawaiian shirt), University of Texas at Austin art professor Bill Wiman and the iconic photography of Mike Groves.

All the artwork is for sale, said Groves, who plans to hang works by different artists every two to three months. He will bring the art of San Miguel de Allende, Mexico to Las Cruces with an art show in November.

You will also find custom coffee cups; greeting cards featuring the photography of Mike's father and Greg's grandfather, L.C. Groves, a telephone lineman and avid photographer; and 2023 calendars that include photos by Mike Groves, who you will still see around the store, even though he sold the business to Greg in 2003.

When Mike Groves opened the frame shop in 1981, he would drive more than three hours – often with Greg accompanying him – to Agua Prieta, Mexico, just below Douglas, Arizona, on the U.S.-Mexico border, to buy hand-made frames. He sold them wholesale in his Las Cruces store and by mail order through a catalog mailed to customers across the country.

Mike Groves bought property at 382 S. Walnut St. (just north of the intersection of Lohman Avenue and Walnut Street), where he moved the business in 1989. Today, the frame shop is as high tech as you can imagine.

Groves can place an image of whatever a customer wants to have framed on a large TV screen that connects to his iPad and then digitally change the frame, the mat and the glass until the customer has exactly what he or she wants. The program also calculates the cost.

As you might expect, Groves' wall-hung television is framed, but that is not unique to his business. Increasingly, he and Bristol are creating custom frames for wall-mounted TVs in commercial business and private homes in Las Cruces and surrounding communities.

There are also carpet tiles hung on the frame-shop wall so Groves can show design work, like a frame within a frame, in the old-fashioned, hands-on way.

"It's all here, front and center," Groves said.

Groves does framing for NMSU, he said, and has commercial clients throughout Las Cruces, Doña Ana County and southern New Mexico. He and Bristol have also created unique frames and shadowboxes that not only display customers' treasured artwork, sports jerseys and other clothing, posters and diplomas, they help to preserve and protect them.

"Come in with an idea and let's figure out a way to accomplish it," Groves said.

Picture Frame Outlet and Gallery is open 9 a.m.-5 p.m. Monday-Friday and 10 a.m.-3 p.m. Saturday.

Contact Groves at 575-526-4048 and frameoutlet@yahoo.com. Visit www.pffolc.com.

Greg Groves left, and his father, Mike Groves



The new Rio Grande Fine Art Gallery at Picture Frame Outlet





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Yvette, Dental Hygienist
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BEST SPORTS BAR
Winner: The Game I & II Sports Bar and Grill
Runner Up: Blitz Sports Grill
Runner Up: Blue Moon Bar & Grill

BEST STEAKHOUSE
Winner: Texas Roadhouse
Runner Up: Chala's Wood Fire Grill
Runner Up: Cattle Baron

BEST SUB/SANDWICH
Winner: Corner Deli
Runner Up: Roadrunner Pizza
Runner Up: Dions pizza

BEST SUNDAY BRUNCH
Winner: A Bite Of Belgium
Runner Up: OMPC-The Shed

Runner Up: Chala's Wood Fire Grill
BEST SUSHI
Winner: Sakura Japanese House
Runner Up: Mix Pacific Rim Cuisine
Runner Up: Sprouts Farmers Market

BEST TAKE OUT
Winner: Si Señor Express
Runner Up: The Paleta Bar Las Cruces
Runner Up: El Vagon Tacos

BEST TAPAS
Winner: Salud! de Mesilla
Runner Up: Blue Moon Bar & Grill
Runner Up: D.H. Lescombes Winery & Bistro

BEST TEQUILA SELECTION (BAR OR RESTAURANT)
Winner: La Posta De Mesilla
Runner Up: Blue Moon Bar & Grill
Runner Up: Double Eagle Restaurant
Runner Up: Elephant Ranch

BEST THAI / VIETNAMESE
Winner: Thai Delight
Runner Up: Renoo's Thai Time
Runner Up: Pho A Dong Restaurant

BEST UPSCALE BAR
Winner: Double Eagle Restaurant
Runner Up: Blue Moon Bar & Grill
Runner Up: Salud! de Mesilla Best Vegetarian Selection

Winner: Boba Cafe
Runner Up: Indulgence Bakery & Cafe
Runner Up: Twisted Sugar - Las Cruces

BEST WINE BAR
Winner: D.H. Lescombes Winery & Bistro
Runner Up: Blue Moon Bar & Grill
Runner Up: Rio Grande Winery

BEST WINE SELECTION (BAR, WINERY OR RESTAURANT)
Winner: D.H. Lescombes Winery & Bistro
Runner Up: Luna Rossa Winery & Pizzeria
Runner Up: Blue Moon Bar & Grill

BEST WINE SELECTION (RETAIL STORE)
Winner: Toucan Market
Runner Up: Blue Moon Liquor Store
Runner Up: Luna Rossa Winery & Pizzeria

BEST WINE SHOP
Winner: Toucan Market
Runner Up: Blue Moon Bar & Grill
Runner Up: D.H. Lescombes Winery & Bistro
Runner Up: Ice Cream or Frozen Desserts
Winner: Caliche's Frozen Custard
Runner Up: The Paleta Bar Las Cruces
Runner Up: Francy Emilade

EDUCATION

BEST DACC INSTRUCTOR
Winner: Eugene Hernandez
Runner Up: Olivia Dulany
Runner Up: Sonia White

BEST ELEMENTARY SCHOOL PRINCIPAL
Winner: Jana Ward- Fairacres Elementary
Runner Up: Cherie Love -Doña Ana

Runner Up: Amanda Castillo/ Mesilla Elementary

BEST ELEMENTARY SCHOOL TEACHER
Winner: Debbie Mirabal - Highland Elementary
Runner Up: Kaylene Womack
Runner Up: Mr Castillo at Sonoma Elementary

BEST HIGH SCHOOL BOYS TEAM COACH
Winner: David Nunez, Organ Mountain Cross Country
Runner Up: Tyler McBride Centennial High School
Runner Up: Gary Bradley, Mayfield Football

BEST HIGH SCHOOL GIRLS TEAM COACH
Winner: Coach Reyes- OMHS Basketball
Runner Up: Coach Rob Las Montanas Lady Rams Volley ball
Runner Up: George Maya, Centennial

BEST HIGH SCHOOL PRINCIPAL
Winner: Louie Lucero, Organ Mountain High
Runner Up: Eric Frass, Mayfield High School
Runner Up: Gabriela Alaniz, Arrowhead Park

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BEST HIGH SCHOOL TEACHER**Winner:** Michael Ogas, Organ Mountain**Runner Up:** Jaime Ramirez Organ Mountain**Runner Up:** David Morales, Mayfield**BEST MIDDLE SCHOOL BOYS TEAM COACH****Winner:** Jamar Cotton**Runner Up:** Deborah Soffera**Runner Up:** Jesus Melendez**BEST MIDDLE SCHOOL GIRLS TEAM COACH****Winner:** Daniel Santome**Runner Up:** Deborah Soffera**Runner Up:** Jesus Melendez**BEST MIDDLE SCHOOL PRINCIPAL****Winner:** Debbie Trevizo, Vista Middle School**Runner Up:** Dana Lea, Picacho Middle School**Runner Up:** Shawn Mena Camino Real Middle School**BEST MIDDLE SCHOOL TEACHER****Winner:** Dawson Yarbrough, Picacho Middle School**Runner Up:** Jesus Melendez, Mesa Middle School**Runner Up:** Patrick Montelongo -Sierra MS and Explore Academy**BEST NMSU INSTRUCTOR****Winner:** Natalie Streander**Runner Up:** Olivia Dulany**Runner Up:** Marci Salinas**BEST PRESCHOOL****Winner:** The Toy Box Early Learning and Childcare Center**Runner Up:** Las Cruces Catholic School**Runner Up:** The Village by Gym Magic Kids**BEST PRIVATE SCHOOL****Winner:** Mission Lutheran School**Runner Up:** Ballroom Dance Teachers Academy @ Sol Ballroom**Runner Up:** Las Cruces Catholic School**BEST PUBLIC ELEMENTARY SCHOOL****Winner:** Highland Elementary School**Runner Up:** Fairacres Elementary School**Runner Up:** Desert Hills Elementary School**BEST PUBLIC HIGH SCHOOL****Winner:** Organ Mountain High School**Runner Up:** Centennial High School**Runner Up:** Mayfield High School**BEST PUBLIC MIDDLE SCHOOL****Winner:** Camino Real Middle School**Runner Up:** Vista Middle School**Runner Up:** Mesa Middle School**BEST SCHOOL BOARD MEMBER****Winner:** Teresa Tenorio**Runner Up:** Robert Wofford**Runner Up:** Pam Cort**HEALTH & WELLBEING****BEST ACUPUNCTURIST****Winner:** Masaaki Nakano, DOM**Runner Up:** Sonoma Acupuncture Integrative Health- Dr. Janet Quintanilla**Runner Up:** Crossroads Acupuncture with Ryan Bemis, DOM**Runner Up:** Village at Northrise**BEST AUDIOLOGIST****Winner:** Expert Hearing Care**Runner Up:** Las Cruces Hearing Center**Runner Up:** Cleona Andrews**BEST CANCER CENTER****Winner:** Memorial Cancer Center**Runner Up:** Dr. Ramadevi Medavarapu, MD Rio Grande**Runner Up:** Hematology & Oncology**Runner Up:** CBMC Cancer Center**BEST CARDIOLOGIST****Winner:** Dr. Craig Cannon**Runner Up:** Luis R. Colato, MD**Runner Up:** Udit Bhatnagar, MD, FACC, FSCAI**BEST CHIROPRACTOR****Winner:** Dr. Ryan Gutierrez, Family First Chiropractic**Runner Up:** Dr. Jonathan Smith, Smith Wellness**Runner Up:** Dr. Richard Williams, MBA., DC, APC.**BEST COSMETIC DERMATOLOGIST****Winner:** Tiffany Autry, DNP, Elite Dermatology**Runner Up:** Ryan Holcomb, Epiphany Dermatology**Runner Up:** Lorraine Sanchez, FNP, Destino Bella Health Connections**BEST COSMETIC SURGEON****Winner:** Stephen Stamp, Milk and Honey Body Cosmetic Surgery**Runner Up:** Scot Martin, Martin Plastic Surgery**Runner Up:** Jaime Aburto, MD, FACS, FICS**BEST DAY SPA****Winner:** Hey Pretty Lady! Wax and Lash Studio**Runner Up:** MOOD Skin & Body**BEST ASSISTED LIVING FACILITY****Winner:** La Posada Assisted Living**Runner Up:** Calibre Post Acute

Sweetness runs in Stephen Lengal's family. Lengal grew up in a bakery shop that his dad ran, but little did Lengal know that life would take him down a path of savory tastes.

"I had history with dough and managing restaurants," Lengal said. "I never thought I would choose pizza."

In 2010, Valley Pizza was up for sale. Lengal and his family teamed up and purchased it, acquiring not only the name and location, but the service of Chris Lock — an expert in crafting the perfect pizza.

"He's a master at the toppings and cheese ratio, which took me years to learn," Lengal said.

Lengal became Lock's disciple for three years before Lock had moved on to other things, leaving Lengal and his family to test their wings in the pizza-making business.

Normal day-to-day operations include taking in-person

or telephone orders, management, dough prepping and making pizzas with local ingredients.

In 2019, Stephen married Yuri Lengal, who brought management experience of her own. Her contributions to Valley Pizza's operating system helped its efficiency.

"Since we've been married our sales have been through the roof. It has been quite a ride," Lengal said.

Between 2010 and 2019, Valley Pizza saw many changes. The business moved from N. Valley Drive to 3100 W. Picacho Ave, its present location, still fulfilling his motto, "Eat local and stay local."

Lengal grew to love the art of making pizza and said his inspiration day after day is, "Feeding people wonderful food and seeing people happy."

The inspiration is being handed down to a new generation, as the oldest of Stephen and Yuri's three children now works at Valley Pizza.

**VALLEY PIZZA**

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"Eat local and stay local."

Runner Up: Vivid Salon & Spa
BEST DENTAL HYGIENIST
Winner: Yvette, Mesilla Valley Family Dentistry
Runner Up: June Gabioud
Runner Up: Sharie Sierra, RDH

BEST DENTIST
Winner: Gentle Care Dentistry
Runner Up: Jake B. Wolf, DDS, Organ Mountain Dental
Runner Up: Michael D. Law, DDS, Warren Law Dental

BEST DERMATOLOGIST
Winner: Elite Dermatology
Runner Up: Epiphany Dermatology
Runner Up: Ryan Holcomb

BEST EYE CLINIC
Winner: Eyes of the Southwest
Runner Up: Vista Eye Care
Runner Up: Looks Eyecare and Eyewear

BEST FITNESS CENTER/GYM
Winner: Fitness One
Runner Up: Bionic Barbell
Runner Up: FIT4MOM Las Cruces

BEST GASTROENTEROLOGIST
Winner: Jobin Philipose, MD

Runner Up: Jean-Pierre Reinhold, MD
Runner Up: Ayyappa Mysore Rangaraju, MD

BEST HEALTH FOOD STORE
Winner: Sprouts Farmers Market
Runner Up: Natural Grocers
Runner Up: Simply Fresh

BEST HEARING AID PRACTICE
Winner: Expert Hearing Care
Runner Up: Las Cruces Hearing Center
Runner Up: Hear On Earth Hearing Aid Center

BEST HEARING CARE PROVIDERS
Winner: Expert Hearing Care
Runner Up: Memorial Ear, Nose & Throat Institute
Runner Up: Las Cruces Hearing Center

BEST HOSPITAL
Winner: Memorial Medical Center
Runner Up: MountainView Regional Medical Center
Runner Up: Three Crosses Regional Hospital

BEST IN-HOME ELDER CARE SERVICES
Winner: CenterWell Home Health

Runner Up: Elite Primary Care
Runner Up: Ambercare
BEST LASER EYE CENTER
Winner: Eyes of the Southwest
Runner Up: Fillmore Eye Clinic
Runner Up: Vista Eye Care

BEST MASSAGE SHOP
Winner: Ruby Sun
Runner Up: The Spa Downtown
Runner Up: GetAway Massage and Spa

BEST MASSAGE THERAPIST
Winner: Rose LeDuc
Runner Up: Sara Torres
Runner Up: Sabrina Steklachick

BEST MEDICAL CLINIC
Winner: Memorial Family HealthCare North Main
Runner Up: Destino Bella Health Connections
Runner Up: Memorial Internal Medicine

BEST MEDICAL GROUP
Winner: Acosta Medical Clinic
Runner Up: Elite Primary Care
Runner Up: Destino Bella Health Connections

BEST MEDICAL SPA
Winner: B-Well Regenerative Medicine & Wellness Clinic
Runner Up: MOOD Skin & Body
Runner Up: Destino Bella Health Connections
BEST MENTAL HEALTH FACILITY
Winner: A New Hope Therapy Center
Runner Up: Destino Bella Health Connections

Runner Up: Peak Behavioral Health - Las Cruces
BEST NURSE
Winner: Karl Ngoye, RN, Memorial Medical
Runner Up: Jovanni Rel RN, Three Crosses
Runner Up: Anastasia Rammos, RN, MMC PICU
BEST ONCOLOGIST
Winner: Dr. Jason A. Call, MD



Helping clients navigate momentous decisions

Attorney Jessica Streeter says her approach to practicing law is essentially the golden rule: “We believe in uplifting people and treating them the way we would hope to be treated.”

The Streeter Law Firm, established in Las Cruces in 2020, offers service in business law, estate planning, probate and family law.

What sets the firm apart, she said, are the years her team has in various areas of law. Streeter herself has served as a judge in district and municipal courts, informing how she and her firm practices and serves its community.

Streeter graduated from New Mexico State University and entered law school at the University of New Mexico. After that, she was a public defender, appearing in court four or five days each week. Later, she was a special assistant attorney general in the office’s child support

enforcement division, until she established her own practice.

The range of services the firm provides helps clients navigate momentous parts of their life journeys, sometimes in the midst of painful events such as the death of family members.

The best part of her work, she said, is “helping people with some of the most important parts of their lives. With estate planning, we help people make decisions about how they want to be remembered, and securing their legacy. With probate, we help people through the legal process of administering their loved ones’ estates ... With business law, we help people protect their livelihood and create the structure they need to grow sustainably. And with family law we help people move through divorces, custody issues and support proceedings.”



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Runner Up: Gregory Willis, MD

Runner Up: Dr. Ramadevi Medavarapu, MD Rio Grande Hematology & Oncology

BEST ORTHODONTIST

Winner: Jensen Orthodontics

Runner Up: Gutierrez Orthodontics

Runner Up: Las Cruces Orthodontics

BEST ORTHOPEDIST

Winner: Michael S. McGuire, MD

Runner Up: Robert Schwartz, MD

Runner Up: Raha Mobarak, DPM

BEST PEDIATRICIAN

Winner: Meghan Robinson, Little Steps Pediatrics

Runner Up: Healthy Start Pediatrics LLC

Runner Up: Williams Jana G, MD

BEST PERSONAL TRAINER

Winner: Karen Espana The Gym

Runner Up: Alex Donaghe

Runner Up: Jenna Banegas

BEST PHARMACY

Winner: Mesilla Valley Pharmacy & Consulting

Runner Up: Del-Rey Pharmacy

Runner Up: Elite Methadone Clinic

BEST PHYSICAL THERAPIST

Winner: Del Valle Physical Therapy & Hand Therapy

Runner Up: Lorraine Santana

Runner Up: FYZICAL Therapy & Balance Centers

BEST PHYSICAL THERAPY FACILITY

Winner: Del Valle Physical Therapy & Hand Therapy

Runner Up: Southwest Sport & Spine Center, Inc.

Runner Up: Calibre Post Acute

BEST PHYSICIAN

Winner: Mai Oushy, MD, MPH

Runner Up: William T Baker, DO

Runner Up: Tyson Kay, PA

BEST PILATES STUDIO

Winner: Natural Movement Pilates, LLC

Runner Up: Club Pilates

Runner Up: Life In Balance Pilates Studio

BEST PLACE FOR MEDICAL MARIJUANA

Winner: True Essentia Cannabis

Runner Up: Organ Mountain Organix

Runner Up: High Horse Cannabis Company

BEST PODIATRIST

Winner: Joshua Wolfe, DPM, MHA

Runner Up: Yvonne Muojieje, DPM

Runner Up: Raha Mobarak, DPM

BEST REHAB CENTER

Winner: Rehabilitation Hospital of Southern New Mexico

Runner Up: Elite Methadone Clinic

Runner Up: Calibre Post Acute

BEST RETIREMENT FACILITY / INDEPENDENT LIVING

Winner: Calibre Post Acute

Runner Up: Village at Northrise

Runner Up: Solstice Senior Living at Las Cruces

BEST SURGEON

Winner: Kamali Kamran MD, FACS

Runner Up: Carrie Dieker, MD, FACS

Runner Up: Stephen Stamp, Milk & Honey Cosmetic Surgery

BEST VETERINARIAN

Winner: Schumacher Veterinary Clinic

Runner Up: Calista Animal Hospital



Runner Up: Jornada Veterinary Clinic, A Thrive Pet Healthcare Partner

BEST WEIGHT LOSS CLINIC / COUNSELING

Winner: B-Well Regenerative Medicine & Wellness Clinic

Runner Up: Salud Healthcare

Runner Up: Memorial Weight Loss Center of New Mexico

BEST YOGA STUDIO

Winner: Indigo Yoga

Runner Up: Dwell Yoga

Runner Up: Downtown Desert Yoga

BEST CHILDREN'S DENTIST

Winner: Gormley & Gutierrez Pediatric Dentistry

Runner Up: Children's Dental Clinic & Orthodontics of Las Cruces

Runner Up: Dr. Joy Trigo, DDS

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Runner Up: Builders Source Appliance Gallery
Runner Up: Balderas Used Appliances

BEST CABINET COMPANY

Winner: Sher-Wood
Runner Up: Kitchen Kraft Home
Runner Up: Antix Inc.
Runner Up: Classy Closets

BEST CARPET CLEANING COMPANY

Winner: H & S Carpet Cleaning
Runner Up: Absolute Solution Carpet, Tile and Uphostery Cleaning
Runner Up: Universal Flooring

BEST FLOORING / CARPET STORE

Winner: Malooly's Flooring Company
Runner Up: Hacienda Flooring and Tile
Runner Up: Casey Carpet Flooring America

BEST GARDEN STORE/NURSERY

Winner: Guzman's Color Your World Garden Center
Runner Up: Garden Center of Las Cruces
Runner Up: Sierra Vista Growers

BEST HEATING & AIR CONDITIONING COMPANY

Winner: Sun City Plumbing & Heating
Runner Up: Aire Serv of Southern New Mexico
Runner Up: Air comfort solutions

BEST HOME APPLIANCE STORE

Winner: Builders Source Appliance Gallery
Runner Up: Conn's HomePlus
Runner Up: Buddy's Home Furnishings

BEST HOME ELECTRONICS STORE

Winner: Best Buy
Runner Up: MDC Computers
Runner Up: Game Stop

BEST HOME EXTERIOR COMPANY

Winner: Anthony Sosa Roofing & Construction
Runner Up: Double R Construction, LLC
Runner Up: MJ Custom Fencing LLC

BEST HOME FURNISHING STORE

Winner: Ashley Home Store
Runner Up: Ikards Furniture
Runner Up: New Deal Furniture Las Cruces

BEST HOME IMPROVEMENT STORE

Winner: Lowe's Home Improvement
Runner Up: The Home Depot
Runner Up: Johnston's Ace Hardware

BEST HOME LIGHTING COMPANY

Winner: Designer's Mart Lighting Showroom

Winner: Kitchen Kraft Home
Runner Up: Lowe's Home Improvement

BEST HOME SECURITY

Winner: Eagle Security, LLC
Runner Up: Southwest Alarm & Fire Inc.
Runner Up: Alarm Services De Las Cruces
Runner Up: Protection 1 Security Solutions

BEST KITCHEN & BATH REMODELER

Winner: Double R Construction, LLC
Runner Up: Details Matter LLC
Runner Up: Stone Masters

BEST LANDSCAPER

Winner: 2 Guyz and a Hoe
Runner Up: Extreme Landscaping, LLC
Runner Up: Ganzo's Maintenance

BEST MATTRESS STORE

Winner: Ashley Store
Runner Up: Mattress Firm
Runner Up: Ikards
Runner Up: New Deal Furniture Las Cruces

BEST MOBILE HOME RETAILER

Winner: Valley Homes
Runner Up: Oakwood Homes



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Runner Up: Isaiah Tellez- Select Realty Group

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Winner: Veloz Homes at Sonoma Ranch

Runner Up: French Brothers

Runner Up: Hakes Brothers

BEST PICTURE FRAMING

Winner: Frame & Art Center

Runner Up: Picture Frame Factory Outlet

Runner Up: MAS ART LLC. Picture Frames, Gallery, and Art Supplies

BEST PLUMBER

Winner: Sun City Plumbing & Heating

Runner Up: Maddox

Runner Up: One Call Plumbing LLC

BEST REAL ESTATE COMPANY

Winner: EXIT Realty Horizons

Runner Up: Ridges & Associates LLC

Runner Up: Better Homes and Gardens Real Estate Steinborn & Associates

BEST REALTOR

Winner: Nathaniel May

Runner Up: Amy & Dennis Hartley

Runner Up: Jorge Vazquez, Realtor

BEST RESIDENTIAL WASTE REMOVAL/RECYCLING

Winner: Trust Waste and Junk Removal

Runner Up: Outlaw Junk Removal

Runner Up: XDRT Junk Removal & Hauling

BEST ROOFING COMPANY

Winner: Anthony Sosa Roofing & Construction

Runner Up: Quality Roofing Restoration LLC

Runner Up: Radium Springs Construction

BEST SOLAR INSTALLATION TEAM

Winner: Organ Mountain Solar & Electric

Runner Up: Solar Smart

Runner Up: Meraki Solar

BEST SWIMMING POOL & SPA COMPANY

Winner: Las Cruces Pool and Spa, LLC

Runner Up: Discount Pools

Runner Up: Garden Center of Las Cruces

LIFE IS GOOD IN LAS CRUCES

BEST ALL TIME NMSU AGGIE COACH

Winner: Lou Henson

Runner Up: Reggie Theus

Runner Up: Chris Jans

BEST BEEF TACOS

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: El Vagon Tacos

Runner Up: Chachi's Mexican Restaurant

BEST BURRITOS

Winner: Bosa Donuts & Burritos

Runner Up: Andele Restaurant/ Andele's Dog House

Runner Up: Ranchway BBQ & Mexican Food

BEST CARNE ADOVADA

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: Taqueria Chavez

Runner Up: Burritos Victoria

BEST CARNE ASADA

Winner: Andele's Dog House

Runner Up: Taqueria Chavez

Runner Up: El Vagon Tacos

BEST CHICKEN TACOS

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: Si Señor Restaurant

Runner Up: El Vagon Tacos

BEST CHILE RELLENO

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: Chope's Bar & Cafe

Runner Up: Los Compas Restaurant

BEST CHIPS

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: El Indio Tortilla Shop

Runner Up: El Vagon Tacos

Best Current NMSU Aggie Coach

Winner: Jerry Kill - Football

Runner Up: Jake Angier - Baseball

Runner Up: Jessica Covington - Cheer

BEST FLAUTAS

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: El Sombrero Patio Cafe

Runner Up: Chilitos Restaurant and Cantina

Best Green Chile Cheeseburger

Winner: Sparkys

Runner Up: Voodoo Burgers

Runner Up: Blue Moon Bar & Grill

BEST GREEN CHILE ENCHILADAS

Winner: Andele Restaurant/ Andele's Dog House

Runner Up: Nellie's Cafe

Runner Up: Si Señor Restaurant



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BEST HUEVOS RANCHEROS

Winner: Andele Restaurant/
Andele's Dog House
Runner Up: La Nueva Casita Café
Runner Up: OMPC-The Shed

BEST LOCAL AGRICULTURE PRODUCT

Winner: Pecans!
Runner Up: Fresh Chile
Runner Up: Toucans Market

BEST LOCAL HIKING TRAIL

Winner: Dripping Springs Natural Area
Runner Up: Slot Canyon
Runner Up: Soledad Canyon

BEST LOCAL HISTORICAL FIGURE

Winner: Billy the Kid

Winner: Clyde Tombaugh
Runner Up: Fabian Garcia

BEST MENUDO

Winner: Bosa Donuts & Burritos
Runner Up: Las Trancas
Runner Up: Andele Restaurant/
Andele's Dog House

BEST MOLÉ

Winner: Paisano Cafe
Runner Up: Café Delicias
Runner Up: Habanero's Fresh Mex

BEST NMSU SPORTS TEAM

Winner: NMSU Football
Runner Up: NMSU Cheerleading
Runner Up: Women's Soccer

BEST PLACE TO GET MARRIED

Winner: Blue Moon Bar & Grill

Winner: White Sands National Park
Runner Up: D.H. Lescombes Winery & Bistro

BEST PLACE TO TAKE OUT OF TOWN GUESTS

Winner: Mesilla Plaza
Runner Up: White Sands National Park
Runner Up: The Paleta Bar Las Cruces

BEST PLACE TO WATCH THE MOON RISE

Winner: White Sands National Park
Runner Up: Blue Moon Bar & Grill
Runner Up: Baylor Canyon Road

BEST PLACE TO WATCH THE ORGAN MOUNTAINS

Winner: Baylor Canyon Road
Runner Up: Rio Grande Winery
Runner Up: Tortugas Mountain

BEST PLACE TO WATCH THE SUNRISE

Winner: Scenic Overlook Rest Area
Runner Up: NMSU Golf Course & The Player's Grill Restaurant

BEST PLACE TO WATCH THE SUNSET

Winner: Baylor Canyon Road
Runner Up: Blue Moon Bar & Grill
Runner Up: Tortugas Mountain

BEST POSELE

Winner: Bosa Donuts & Burritos
Runner Up: Andele Restaurant/
Andele's Dog House
Runner Up: El Sombrero Express

BEST QUESADILLAS

Winner: Andele Restaurant/
Andele's Dog House
Runner Up: El Vagon Tacos
Runner Up: Taqueria Chavez

BEST RED CHILE ENCHILADAS

Winner: Andele Restaurant/
Andele's Dog House
Runner Up: El Sombrero Patio Cafe
Runner Up: Si Señor Express

BEST SALSA

Winner: Andele Restaurant/
Andele's Dog House



Runner Up: El Vagon Tacos
Runner Up: Si Señor Restaurant

BEST SCENIC SPOT

Winner: Scenic Overlook Rest Area
Runner Up: Blue Moon bar & Grill
Runner Up: Baylor Pass

BEST SEAFOOD TACOS

Winner: Andele Restaurant
Runner Up: Tacos & Shell-ah's
Runner Up: Hacienda de Mesilla

BEST STAYCATION LOCATION

Winner: Hacienda de Mesilla

Runner Up: Lundeen Inn Of The Arts
Runner Up: Hotel Encanto de Las Cruces

BEST TAMALES

Winner: Bosa Donuts & Burritos
Runner Up: Roberto's Mexican Food
Runner Up: Rincon de Mesilla

Nurturing Spaces, Growing Success at Garden Center

Nestled in the vibrant Sonoma Ranch community off Highway 70, Garden Center has evolved remarkably since its establishment in 2019 by owner Jesus Palma. Beginning as a small enterprise, it has since flourished into a prominent business, encompassing a diverse range of landscaping services and a construction company.

Meagan Guerra, the operations manager of Garden Center, ensures exceptional customer service. She encourages anyone with questions to contact her, ensuring a personalized and informative experience. Under her guidance, Garden Center of Las Cruces has become synonymous with quality and innovation in landscaping and construction.

Garden Center offers an extensive selection of services. This includes crafting exquisite pools and spas as a licensed vendor of San Juan Fiberglass Pools. For those needing equipment, Garden Center provides heavy-duty machine rentals, complete with delivery and safety instructions. The plant nursery at Garden Center is a highlight, featuring a wide array of plants, from vibrant flowering species to unique cacti, perfect for any landscaping endeavor.

Garden Center's landscape design service is one of their crowning achievements. Praised by customers for their talented staff and friendly service, they specialize in transforming ordinary spaces into remarkable outdoor paradises. One customer had to say about his experience with Garden Center: "Had a design made for my yard and was super pleased. Very talented staff! Highly recommended."

Recognizing their customers' aspirations, Garden Center of Las Cruces offers financing options for landscaping and design services, making dream projects more attainable.

Discover more about their services at www.gardencenteroflascruces.com, and explore their gallery showcasing a range of available products. Stay connected with them on Facebook and other social media platforms for the latest updates.

Located at 4455 Bataan Memorial West, just a short journey from downtown Las Cruces, Garden Center invites you to visit and explore the possibilities for your outdoor space.

Financing Available

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WWW.GARDENCENTEROFLASCruces.COM



PROFESSIONALS

BEST BANKRUPTCY LAWYER

Winner: R. "Trey" Arvizu, III
Runner Up: Caleb Gohrick
Runner Up: Kenneth J. Egan, MD

BEST BARBER

Winner: Sergio Lozoya
Runner Up: Visionary Cutz/ Jesse Zavala
Runner Up: Aeyla Trujillo Grade A Cuts

BEST BARBER SHOP

Winner: Pistoleros Barbershop
Runner Up: Rare Barber Studio
Runner Up: Main Street Barbershop

BEST CABLE OR SATELLITE PROVIDER

Winner: Xfinity Store by Comcast
Runner Up: Mesilla Valley Satellites
Runner Up: Verizon Home

BEST CELL PHONE PROVIDER

Winner: Verizon
Runner Up: T-Mobile
Runner Up: AT&T Store

BEST CHILD CARE PROVIDER

Winner: The Toy Box Early Childhood Education Centre
Runner Up: St Paul's United Methodist Church
Runner Up: Living Hope Montessori

BEST COMMERCIAL REAL ESTATE COMPANY

Winner: EXIT Realty Horizons
Runner Up: Ridge & Associates LLC

Runner Up: Saenz & Smith Real Estate, Co.

BEST COMMERCIAL REALTOR

Winner: Rick Stoes
Runner Up: Levi Nolasco
Runner Up: H. Eddie Torres

BEST COMPUTER & IT SERVICES

Winner: Martin IT
Runner Up: MDC Computers
Runner Up: Document Solutions Inc

BEST CONTRACTOR (COMMERCIAL)

Winner: Anthony Sosa Roofing & Construction
Runner Up: Bobcat & Dump Services/Jose Valles Jr
Runner Up: Renegade Construction

BEST CONTRACTOR (RESIDENTIAL)

Winner: Anthony Sosa Roofing & Construction
Runner Up: Double R Construction, LLC
Runner Up: Details Matter, LLC

BEST DESIGN/MEDIA/MARKETING COMPANY

Winner: Six 33 Studios
Runner Up: Las Cruces Bulletin
Runner Up: NMCO Creative Studio

BEST EMT

Winner: Ryan Spalding
Runner Up: Micheal Angel
Runner Up: Dakota Moore

BEST ESTATE PLANNING ATTORNEY

Winner: Streeter Law Firm, LLC

Runner Up: Michele Ungvarsky, E-Law

Runner Up: The Law Office of Joshua L. Smith, LLC

BEST FIREFIGHTER

Winner: Pedro Marmolejo
Runner Up: Joseph Ckodore
Runner Up: Raymond Diaz

BEST FUNERAL HOME

Winner: Getz Funeral Home
Runner Up: Baca's Funeral Chapels & Sunset Crematory
Runner Up: La Paz - Graham's Funeral Home

BEST HAIR SALON

Winner: Vivid Salon & Spa
Runner Up: 360 Hair Studio Las Cruces
Runner Up: Karma Salon

BEST HAIR STYLIST

Winner: Brittany Guzman
Runner Up: Hair by Elena
Runner Up: Desiree Melendrez

BEST INSURANCE AGENCY

Winner: Farmers Insurance - Betty Solis



The Name Says It All

Hey Pretty Lady Wax and Lash Studio specializes in waxing and lashing, as you might imagine from the name, but they also offer micro needling, chemical peels, skin specialists, teeth whitening and a range of other services.

Hey Pretty Lady is a woman-owned, woman-operated and women-centered business, and their caring and friendly staff focus on creating a laid-back, welcoming environment for all of their clients. Founder Kacee Benford says, "We want you to feel at home; we want you to feel comfortable; we really want you to feel like family when you come in."

Benford and her best friend and cofounder, Lainie Hodges, started Hey Pretty Lady two years ago. Hodges was a lash artist and recruited Benford into the waxing and lashing field. Benford hated lashing, but she was great at waxing. She used her prior experience in the Air Force and the medical field to make the sometimes uncomfortable process of Brazilian waxes

pleasant and easy. Benford and Hodges combined their powers to create Hey Pretty Lady; they were looking to create a place to offer spa services with a supremely relaxed atmosphere.

"We want you to wear your sweats. Don't do your hair, come in and just chill with us," says Benford.

Bringing this experience to clients starts at the front door. Each room in Hey Pretty Lady has its own cute theme to enchant and relax the clients. But Benford points out that Hey Pretty Lady's greatest asset is their employees. Hey Pretty Lady's lash artists and skin specialists are selected not just for their technical skills, but for their friendliness, relationship-building abilities and bedside manner.

The Hey Pretty Lady staff see themselves as more than just waxers, lashers, and micro-needlers: They are friends and confidants to their clients. Their favorite part of the job is sharing in the ups and downs of their clients' lives and giving them a safe space to unwind. Appropriately, their motto is: "Come in as a stranger; leave as family!"





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Experts Who Specialize,
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Our Lashers Lash, Every Day!**

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Whether you are going "all off" with a Brazilian wax or getting lash extensions, it is important that no matter what service you choose it's performed by an experienced, licensed esthetician you can trust.

We are five estheticians who absolutely love making women feel beautiful; our goal is to make every client comfortable. You will walk in a stranger and feel like family when you leave. When it comes to waxing, lashes, or ANYTHING to do with your skin you want someone who is patient, willing to answer any questions, wants to teach you about home care and make your experience as pleasant as possible (yes even the waxing). Hey Pretty Lady! prioritizes sanitation and client/technician safety to the greatest extent allowing you to relax knowing you're receiving the best possible service. If you are looking for someone who specializes in waxing and lashing, we are your TRIBE!



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Distilling passion, 'Farm to Liver'

Dry Point Distillery grew out of a hobby shared by father and son.

Chris Schaefer, a retired Forest Service firefighter, began his exploration of distilling with his dad around 2014, digging into different recipes and techniques for a few years before looking into the process of setting up a licensed distillery. Seeing an opportunity for a unique local business, Schaefer began to produce his line of spirits, opening Dry Point at 1680 Calle de Alvarez, near Mesilla, in June of 2018.

He set out to use as many locally grown ingredients as possible, such as the blue corn harvested by Native American growers around New Mexico used to produce Dry Point's flagship blue corn bourbon. Some of the other grain used to produce his spirits come from outside the state but still by the Rio Grande. For Dry Point's cocktail menu, local fruit, herbs and other ingredients are also favored, leading Schaefer to joke that Dry Point is a "farm to liver" operation.

"Our cocktail bar has taken off in the last couple of years and now we have food options on the nights we are open," Schaefer said. "The business started out as a wholesale operation but the cocktail bar is a good way to showcase what we produce in the back."

Dry Point recently observed its fifth anniversary and over that time has expanded its seating areas to accommodate its growing following.

After five years, Schaefer said Dry Point is "out of firsts" and that he enjoys continuing to explore the passion that led him to start his business in the first place.

"I've really gotten into Mexican spirits lately," he said. "We're working with an importer, exploring the distilling history and culture in Mexico. But it's also fun to just go into the cocktail bar and hang out with some of the regulars, and drink an old fashioned."

Runner Up: Farmers Insurance - Darin Manes

Runner Up: The Kassondra Saavedra Agency-Farmers Insurance

BEST INSURANCE PROVIDER

Winner: Brianna Sifuentes - Commercial Insurance Agent

Runner Up: Farmers Insurance - Betty Solis

Runner Up: Evan Narvaez - Farm Bureau Financial Services

BEST INTERNET PROVIDER

Winner: Xfinity Store by Comcast

Runner Up: Century Link

Runner Up: Verizon Home

BEST LAW ENFORCEMENT OFFICER

Winner: Adrian De La Garza

Runner Up: Jamar Cotton

Runner Up: Jason Hayes

BEST LAW FIRM / LAWYER

Winner: Shaharazad McDowell Booth, Attorney at Law

Runner Up: Israel Chávez, Attorney at Law

Runner Up: Streeter Law Firm, LLC

BEST LOCAL CONSTRUCTION COMPANY

Winner: Anthony Sosa Roofing & Construction

Runner Up: Details Matter, LLC

Runner Up: Orrantias Remodeling LLC

BEST MILITARY MEMBER

Winner: Aaron Arnold

Runner Up: Rel Melon

Runner Up: Johnny Estrada

BEST PEST CONTROL

Winner: Dona Ana Pest Control

Runner Up: Bug Guy Pest Control

Runner Up: Desert Oasis Pest Control & Prevention

BEST PET BOARDING /DAYCARE

Winner: Pet Planet Hotel and Day Camp

Runner Up: Karen's Animal House

Runner Up: Old Mesilla Kennels

BEST PET GROOMER

Winner: Pampered Pooch LLC

Runner Up: Peachy Clean Pets

Runner Up: Precision Groomers

BEST PET STORE

Winner: PetSmart

Runner Up: Better Life Pet Foods

Runner Up: Petco

BEST PHOTOGRAPHER (BUSINESS)

Winner: Adrianna Eloisa Photography

Runner Up: Palamora Photo+Video

Runner Up: Laura's Photography

BEST PIERCING STUDIO

Winner: Unbreakable Tattoo Studio

Runner Up: DNA Ink Tattoo and Piercing

Runner Up: Peg Leg Sam's Tattooing and Piercing

BEST PROPERTY MANAGEMENT COMPANY

Winner: Steinborn Inc., REALTORS Property Management

Winner: Trust-Properties/Frilc LLC

Runner Up: Executive Rentals LLC

BEST REAL ESTATE LAWYER

Winner: Streeter Law Firm, LLC

Runner Up: The Law Office of Joshua L. Smith, LLC

Runner Up: Moberly Kyle H



BEST SHOE REPAIR STORE

Winner: Landis Boot & Shoe Repair

Runner Up: Professional Footwear Repair of Las Cruces

BEST SOCIAL SERVICES PROFESSIONAL

Winner: Families & Youth Inc

Runner Up: Antonio Baca

Runner Up: Victoria De La O MMC

BEST TATTOO STUDIO

Winner: Lucky Needle Tattoo & Merch Shop

Runner Up: Atom Bomb Studio

Runner Up: Custom Culture Tattoo Co

BEST TRAVEL AGENCY

Winner: Adventure Travel & Cruise Center

Runner Up: Janel Rose Carnero

Runner Up: Mesilla Valley Wine & Brew Tours

BEST TRAVEL AGENT

Winner: Wanda Mattiace

Runner Up: Adventure Travel & Cruise Center

Runner Up: Janel Carnero

Runner Up: Uniglobe Above & Beyond Travel

BEST WEBSITE DESIGN AND DEVELOPMENT

Winner: SpyderWeb Dev

Runner Up: NMCO Studio

Runner Up: Martin IT

SHOPPING

BEST ACCESSORIES STORE

Winner: Lucky Needle Tattoo & Merch Shop

Runner Up: Petal & Pink Co.

Runner Up: My 3 Queenz Nailz by Monica

BEST ANTIQUE STORE

Winner: The Emporium

Runner Up: Mesilla Valley Estate Sales

Runner Up: Mother's Place

BEST ART SUPPLY STORE

Winner: Frame & Art Center

Runner Up: MAS ART LLC. Picture Frames, Gallery, and Art Supplies

Runner Up: Hobby Lobby

BEST BOOKSTORE

Winner: COAS Books

Runner Up: Barnes & Noble

Runner Up: Mesilla Book Center

BEST BOUTIQUE STORE

Winner: La Tiendita

Runner Up: Lucky Needle Tattoo & Merch Shop

Runner Up: Billy the Kid Gift Shop

BEST BRIDAL/FORMAL WEAR

Winner: Livingston Bridal and Events

Runner Up: Best CBD store

Winner: True Essentia Cannabis

Runner Up: GreenGo NM LLC

Runner Up: Hashtag Cannabis-Las Cruces

BEST CHILDREN'S CLOTHING STORE

Winner: Tutti Bambini

Runner Up: The Children's Place

Runner Up: Savers

BEST COMPUTER STORE

Winner: Edgar Digital-Electronics

Runner Up: MDC Computers

Runner Up: Best Buy

BEST CONSIGNMENT STORE

Winner: Rhea Lana's of Las Cruces

Runner Up: The Hood

Runner Up: New Digs Clothing Exchange

BEST CONVENIENCE STORE

Winner: Pic Quik

Runner Up: SHORTYS food mart

Runner Up: Blue Moon Liquor Store

BEST DEPARTMENT STORE

Winner: Kohl's

Runner Up: Dillard's

Runner Up: JC Penny's

BEST EYEGLASS STORE

Winner: Framed Optical

Runner Up: Vista Eye Care

(formerly Seacat Optometry)
Runner Up: Walmart Supercenter

BEST FLEA MARKET/PAVILION SALE SPACE

Winner: Big Daddy's Flea Market



Our Customers are Why We Do What We Do

At Andele Restaurant and Andele's Dog House, management believes in the adage, "Work hard, play hard," and adds, "Our customers are why we do what we do! They are family to us."

Since Philip Schneider and daughter Andrea opened the restaurant as a take-out operation with a small menu in 1996, the operation has grown into a mainstay of local cuisine, along with the more relaxed atmosphere at the Dog House, established in 2011 and located just a few steps away. Whichever dining room one chooses, Andele and the Dog House offer memorable Mexican and southwestern-style dishes, homemade salsas, a wealth of flavors and beer and wine.

"We are a full-service family restaurant," owner Andrea Schneider said. "No tricks, no gimmicks. Just great food with great service. ... We use quality ingredients and we are consistent!"

In addition, Andele operates its own tortilleria, producing corn and flour tortillas which can be ordered through its website. The family also owns the Ol' Gringo Chile Company and sells its salsa online. The Andele and Ol' Gringo salsas have both taken honors at the New-Mexico State Fair. The restaurant also features banquet rooms and a mercado, and offers catering services, from its location at 1950 Calle del Norte in Mesilla. (The Dog House is across the street at 1983 Calle Del Norte.)

Schneider said her first job as a teenager was at a Taco Bell, moving on to food service elsewhere as she started on her path. However, when it comes to her inspiration, she cites her late father: "He pushed me to be the best."

These days, she says it is the customers and Andele staff that encourage her. "I love to see people happy and enjoying a great meal with friends and family, and engaging with our staff," she said. "I am also inspired by our wonderful food."

1950 Calle Del Norte


andelerestaurant.com


1983 Calle Del Norte

Thank you for VOTING for US!

BEST

- Lunch
- Catering
- Cheap Meal
- Family Restaurant
- Locally Owned Restaurant
- Mexican Restaurant
- Outdoor Patio
- Restaurant Server - Isaih Lang
- Philanthropist - Andrea Schneider

BEST

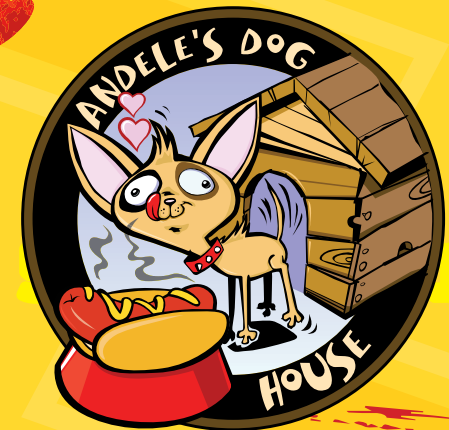
- Fajitas
- Nachos
- Beef Tacos
- Burritos
- Carne Adovada
- Carne Asada
- Chicken Tacos
- Chile Relleno
- Chips

BEST

- Flautas
- Green Chile Enchiladas
- Huevos Rancheros
- Menudo
- Posole
- Quesadillas
- Red Chile Enchiladas
- Salsa
- Seafood Tacos



575-526-9631
andelerestaurant.com
1950 Calle Del Norte



575-526-1271
andelerestaurant.com
1983 Calle Del Norte

Runner Up: Peddler's Pavilion

BEST FLORIST

Winner: Petal & Pink Co.

Runner Up: Flowerland

Runner Up: Stephanie Flores Albertsons on Main

BEST GIFT STORE

Winner: Billy the Kid Gift Shop

Runner Up: Cracker Barrel Old Country Store

Runner Up: Lucky Needle Tattoo & Merch Shop

BEST GROCERY STORE

Winner: Sprouts Farmers Market

Runner Up: Albertsons

Runner Up: Toucan Market

BEST JEWELER

Winner: Austin's Fine Jewelry

Runner Up: TCMB Design

Runner Up: Baquera Jewelers

BEST MALL/SHOPPING CENTER

Winner: Mesilla Valley Mall

Runner Up: The Outlet Shoppes at El Paso

Runner Up: Arroyo Plaza

BEST MEN'S CLOTHING STORE

Winner: Lucky Needle Tattoo & Merch Shop

Runner Up: Dillard's

Runner Up: Always Red E Clothing

BEST MUSICAL INSTRUMENT STORE

Winner: White's Music Box

Runner Up: Hubbard's Music-N-More

Runner Up: Mesilla Valley Pro Music

BEST NAIL SALON

Winner: Rainbow Nails

Runner Up: The Nail Room, LLC

Runner Up: My 3 Queenz Nails by Monica

BEST PAWN/RESALE SHOP

Winner: Traderman Pawn LLC

Runner Up: Mother's Place

Runner Up: My 3 Queenz Nails by Monica

BEST PLACE TO BUY TOYS

Winner: TRG Toys & Collectibles

Runner Up: Cracker Barrel Old Country Store

Runner Up: Zia Comics and Games

BEST PLACE TO BUY VIDEO GAMES

Winner: GameStop

Runner Up: Super Gamers

Runner Up: Traderman Pawn

BEST RETAIL CUSTOMER SERVICE

Winner: Ashley Store

Runner Up: Billy the Kid Gift Shop

Runner Up: Cracker Barrel Old Country Store

BEST SHOE STORE

Winner: Rack Room Shoes

Runner Up: Bluebird Running Company

Runner Up: Styles In Motion LLC

BEST STORE FOR DANCEWEAR

Winner: Styles In Motion LLC

Runner Up: Warnke's Dance Shop

BEST TANNING SALON

Winner: Gecko Tans

Runner Up: Studios 105/106

BEST THRIFT STORE

Winner: Second Chance Thrift Store

Runner Up: Safe Haven Animal Sanctuary

Runner Up: Savers

BEST VINTAGE CLOTHING STORE

Winner: Nettie's Thrifties 140 Wyatt dr Las Cruces nm 88005

Runner Up: Funky Karma

Runner Up: St. Vincent De Paul Thrift Shop

BEST WOMEN'S CLOTHING STORE

Winner: Lucky Needle Tattoo & Merch Shop

Runner Up: La Tienda de Jardin

Runner Up: Emerald Isle Boutique



Shaharazad McDowell Booth is a criminal, family, and personal injury law attorney

'I Enjoy Fighting For People'

Shaharazad McDowell Booth — “Sherry,” to friends and clients — set her sights on a legal career at the age of five, growing up in North Carolina.

Although she says the reality of law school hit her like a “ton of bricks” when the time came (at the University of Arkansas Bowen School of Law), she fulfilled that childhood dream. In New Mexico, where she and her family have lived for 20 years, she served her community as a prosecutor — named domestic violence prosecutor of the year in 2012 — and later, to allow more time for family life, clerked for the U.S. Attorney's office.

She missed the courtroom, however, and established her own law practice in 2019. What she missed the most, she said, is not the arguing but rather negotiating solutions with other attorneys; but when it comes to an argument, she also admitted, “I enjoy fighting for people.”

She said she focuses on state and federal criminal law, but also takes cases in family law, custody disputes, and more: “I try to help as much as I can.”

Outside the courtroom and her office, she recharges her batteries by spending time with her family, particularly outdoors: skiing, visiting the water, being outside with her household and extended family.

In civil or criminal matters, Booth is aware that legal processes are unfamiliar and intimidating for many of her clients. “I explain to them what the next steps are. I'm a little bit of a pessimist, because I'd prefer that you hear the worst case scenario from me, and I find people enjoy the honesty of that. I tell them what I'm going to fight for, what I'm aiming for, and tell them the worst things that might happen.”

And she keeps her practice small so she can give each one time and a personalized approach.

Call now to get started (575) 323-8233 or schedule a consultation online.



SHAHARAZAD BOOTH
ATTORNEY AT LAW

Thank You
Las Cruces and Mesilla
for voting us the
Best Law Firm / Lawyer



Shaharazad McDowell Booth
is a criminal, family, and personal
injury law attorney

Shaharazad won the Domestic Violence Prosecutor of the Year Award and Community Hero Award for her work on domestic violence cases. She is a member of the New Mexico State Bar and New Mexico Criminal Defense Lawyers Association. Actively known for her work in the community and for her pro bono work.

She graduated with a Bachelor of Arts degrees in both communications and political science. She earned her JD from the University of Arkansas Bowen School of Law in 2011. She speaks fluent Farsi.

She is admitted to practice under the New Mexico State Bar. Friends and clients also call her Sherry.

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Family Law

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SPORTS & REC

BEST BICYCLE SHOP

Winner: Outdoor Adventures
Runner Up: The HUB Community Bike Shop
Runner Up: E-Bikes of Southern NM

BEST CONCEALED CARRY INSTRUCTOR

Winner: Valor Tactical Group
Runner Up: Joshua Bryant
Runner Up: Bill Parshall

BEST DANCE STUDIO

Winner: Sol Ballroom Dance Center
Runner Up: Dance Connection
Runner Up: Verdi Academy of Dance

BEST DRIVING RANGE

Winner: Red Hawk Golf Club
Runner Up: Picacho Hills Country Club
Runner Up: Sonoma Ranch Golf Course

BEST GOLF COURSE

Winner: NMSU Golf Course
Runner Up: Red Hawk Golf Club

Runner Up: Sonoma Ranch Golf Course

BEST GOLF SHOP

Winner: NMSU Golf
Runner Up: Red Hawk Golf Club
Runner Up: Dick's Sporting Goods

BEST LOCAL PARK

Winner: Veterans Park
Runner Up: Young Park
Runner Up: Unidad Park

BEST MOTORCYCLE SHOP

Winner: Las Cruces Motorsports
Runner Up: Lanesplitterz
Runner Up: Sunset Auto Center

BEST OUTDOOR OUTFITTERS

Winner: Organ Mountain Outfitters
Runner Up: High Desert Outfitters Las Cruces
Runner Up: Bluebird Running Company

BEST PLACE TO SWIM

Winner: Las Cruces Regional Aquatic Center
Runner Up: Las Cruces Natatorium
Runner Up: Fitness One

**BEST POOL HALL**

Winner: Blue Moon Bar & Grill
Runner Up: Olhausen Billiard/Jerry O's Rack Room
Runner Up: The Game Billiards

BEST SHOOTING RANGE

Winner: Butterfield Shooting Range
Runner Up: Strykers Shooting World

BEST SPORTING GOODS STORE

Winner: Crandall Fitness Store
Runner Up: High Desert Outfitters Las Cruces
Runner Up: Bluebird Running Company

BEST GYMNASISTICS SCHOOL

Winner: Dance Connection
Runner Up: Gym Magic Kids

Runner Up: Steele Athletics - Las Cruces

BEST KARATE OR MARTIAL ARTS SCHOOL

Winner: Maximum Martial Arts University
Runner Up: King's Jiu Jitsu
Runner Up: Guzman Martial Arts



Homeownership is Freedom

Helping citizens find affordable homes is essential for a community and Valley Homes is dedicated to building both, ending the renting cycle and moving people into homes of their own: Like it says on their website, "We're all neighbors here."

Valley Homes, at 350 S. Valley Drive, sells new (and occasionally used) mobile homes from Champion Home Builders, Cavco and Jessup Housing, including single and multi-section homes with upgraded gas appliances, smart panel exteriors and interior design features that come standard.

"I grew up in a mobile home. A doublewide in a mobile home park off of Doña Ana County Road," owner Craig Bullock writes on ValleyHomesLC.com. He recalls friendly neighbors and family memories based in these homes that are not as readily available in apartments.

"I know first-hand how much better life is when you have your own home, instead of renting an apartment from someone else. It's freedom," Bullock writes. The business has also been a supporter of the Mesilla Valley Community of Hope. It's in keeping with Valley Homes' mission to help the community grow and prosper. They are repeat winners of the Bulletin's Best award.

Valley Homes makes floorplans and virtual tours available on its website and employs bilingual sales staff to help first-time buyers work through a process that can be daunting. They work out financing that makes sense for buyers' particular credit rating. "We strive to help our customers through the entire process, so they never feel alone."

Valley Homes opened in 2019, but the ownership's expertise in the manufactured housing industry goes back decades.

"My father was in this industry before me and I grew up in the trade following in his footsteps," Bullock said.

"There is nothing more gratifying than helping a person get a new home of their own when they never thought that dream could come true."

Visit our model homes today or check us out online at www.valleyhomesLC.com



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We would like to express our deepest gratitude for your unwavering support and patronage toward our local furniture business. Your continued trust and loyalty have been instrumental in our success and we are truly grateful for your ongoing support. As we approach the holiday season, we want to extend our warmest wishes to each and every one of you. May this festive period bring joy, happiness, and togetherness to your lives. Looking ahead to the New Year, we are eager to serve you with even more passion and dedication. We are committed to bringing you the finest quality furniture, exceptional customer service, and a delightful shopping experience. We cannot wait to unveil the exciting new designs and changes we have made to our store. We are honored to be a part of this incredible community. We wish you a joyous holiday season and a prosperous New Year.

*Wanda Bowman
and Team*



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This is home

Ashley Furniture's newly remodeled Las Cruces showroom on Del Rey Boulevard is spacious, relaxed and meticulously decorated to provide visitors with a sense of ease along with a range of possibilities for making a house feel like a home. More open spaces and lighter backgrounds provide a backdrop for strolling among stylish furnishings and accessories in a variety of combinations and potential settings.

"We pride ourselves on being a family business," says general manager Jesus Duran. Duran and his father are both longtime employees, father and son who worked side-by-side in the service department before Jesus moved on to building and delivering furniture, then in sales and finally to management. There are other second-generation and even third-generation employees at Ashley Furniture.

The franchise, which opened in 2003, is locally owned and locally oriented, focusing not only on serving customers but also the Las Cruces community. "In October, we donated about 200 beds to children who were sharing beds with siblings or parents," Duran said, referring to the Hope to Dream project in which Ashley Furniture coordinated with the Las Cruces Public Schools to identify and serve children in need. As owner Wanda Bowman said, "Every child should have a bed of their own to sleep well at night." Over the years, the business has also provided furnishings to needy families, even helping transport the items, and also boosted animal welfare and adoption. In 2022, the Greater Las Cruces Chamber of Commerce named Bowman the Las Cruces citizen of the year.



The business is also a stalwart supporter of New Mexico State University athletics, he added. "We try to do what's best for the community, to develop the growth of the residents here."

Ashley's emphasis on customer service, boosting the community and nurturing young generations are part of the store's culture, Duran said: "It's being a family, first and foremost. ... This is home."



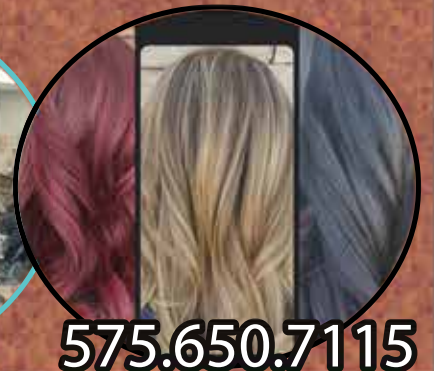
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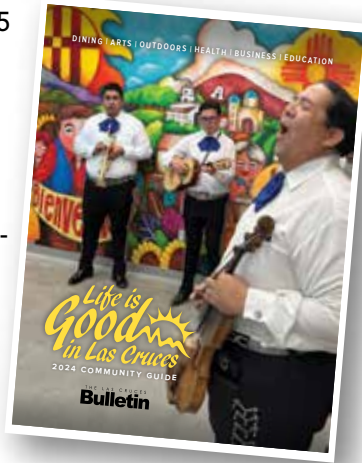
Life is Good in Las Cruces!

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 hand-book for living in the Mesilla Valley.

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The 2024 edition is now available free on local newsstands, or see below how to get one in your hands. **Life is good!**



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Going Above and Beyond

Mark Anthony Sosa doesn't recall spending much time with babysitters as a kid. After school or during summer breaks, Sosa would join his father and workers at a job site instead. "I learned just by working alongside him and his workers," Sosa recalled, "Just doing it. Those were my babysitters."

Today, he has followed in his father's footsteps and operates a general contracting business specializing in roofing, although he adds, "We do pretty much everything."

That includes residential and commercial roofing — metal, shingle, TPO, acrylic coating — with numerous examples of his projects available for viewing on his website, AnthonySosaRoofing.com.

"We've even done models," he said. "We have assisted with lots of insurance claims, assessing water damage and fire damage, all kinds of things."

Sosa worked for his dad's company for 20 years before starting his own, and notes that once in a while his father's company subcontracts for him. He draws inspiration, he said, from "making customers happy at the end of a job. Some contractors never quite do the job they said they were going to do. Our customers see everything we did, just as we said we would do it."

As one customer put it in a signed testimonial online, Sosa "was very professional and courteous and came and met with me personally after they were finished to make sure I was satisfied with it. He uses top-notch supplies and is very fair on the price."

In turn, that commitment to service and quality work nourishes a new generation of contractors, following his example. Sosa describes it as "building a foundation for my workers to continue what they love doing."



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Said Insta-Copy Imaging of Las Cruces owner Joshua Lyon.

“When the founder of Insta-Copy Imaging, Mr. Parry Lyon, combined business expertise with a passion for creation, we have what we see today: Insta-Copy Imaging, a business staple still here in downtown Las Cruces 43 years later,” Josh said.

Josh and his employees operate Insta-Copy Imaging with one goal in mind: “to keep providing the best customer service in town and to help businesses do business better,” he said.

“We have deep roots in our community,” Josh said.

Insta-Copy Imaging offers a wide range of office supplies, print services and office furniture. The Main Street location includes a full-service digital/wide format print center, an in-house graphic design team and a fully functional office furniture showroom that includes top-quality office chairs, desks, tables and much more.

Insta-Copy Imaging is “truly a one-stop shop for any printing and office needs, from one pencil to a full cubicle furniture set-up and everything in between,” Josh said. Their quality work includes posters, banners, full wall coverings and all copying needs, from a single copy to hundreds or even thousands.

Insta-Copy Imaging also provides on-site folding, stapling, assembling and all other traditional and cutting-edge printing and binding services. The staff can also create and produce quality business cards, flyers and brochures, wedding invitations, custom-bound books and much more. You can call or go online to get a quote on whatever project you have in mind.

Insta-Copy offers prompt turnaround on the services it provides, to ensure its products and services get into its customers’ hands in a timely, professional manner.

Insta-Copy is proud to partner with other local businesses to meet its clients’ needs, Josh said.

“Thank you, Las Cruces, for the continued support and many good times,” he said. “We are here to stay and cannot wait to create more with you, Las Cruces!”

**Insta-Copy Imaging is located at 318 N. Main St. in downtown Las Cruces, and is open 8 a.m.-5 p.m. Monday-Friday.
Call 575-526-6602 and email officesupply@insta-copy.com. Visit insta-copy.com**

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Helping People Find The Right Car

L & L Auto Sales’ mission is to find the best used vehicle for you, no matter what your situation or circumstances might be. They stock a wide variety of cars, trucks, and SUVs in many makes and models and in all budget ranges.

Husband and wife duo Steve and Adrienne Lara are the two Laras from which L & L Auto Sales takes its name. Steve and Adrienne built L & L from the ground up, working together as a team to grow the business enough to hire more help. Steve brought his deep experience from his years in auto sales at other dealers, while Adrienne picked up the finance operations quickly despite coming from the largely unrelated field of chemical engineering.

L & L Auto Sales has been a family business from the start, with many other Laras joining Steve and Adrienne as the business has grown. Office administrator Xiana Lara-Serrano says her favorite thing about L & L Auto Sales is the positive energy and family values that the staff bring to the car buying process. “I love to help people out. Whenever we can get somebody into what they need or what they want... it’s always a good day for me,” she said. Though L & L Auto Sales has a particularly diverse selection of trucks and Jeeps, including with modifications such as lift kits, custom grills, and light bars, they still stock everything from starter cars to luxury SUVs and sports cars, including some vintage cars from the Laras’ personal collections in the lobby that are, sadly, not for sale. Nevertheless, the staff at L & L are committed to finding the best car for each customer.

Xiana said, “We try to get people in the car that’s going to work best for them and their circumstances. We always try to work with different credits, different situations just so that we can help people get the best deal.”

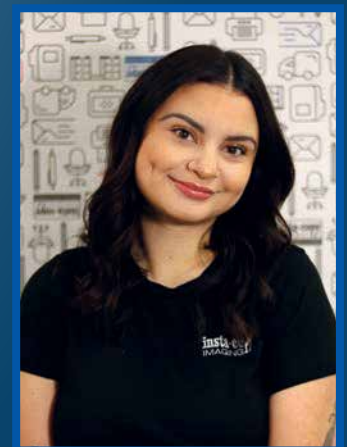




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