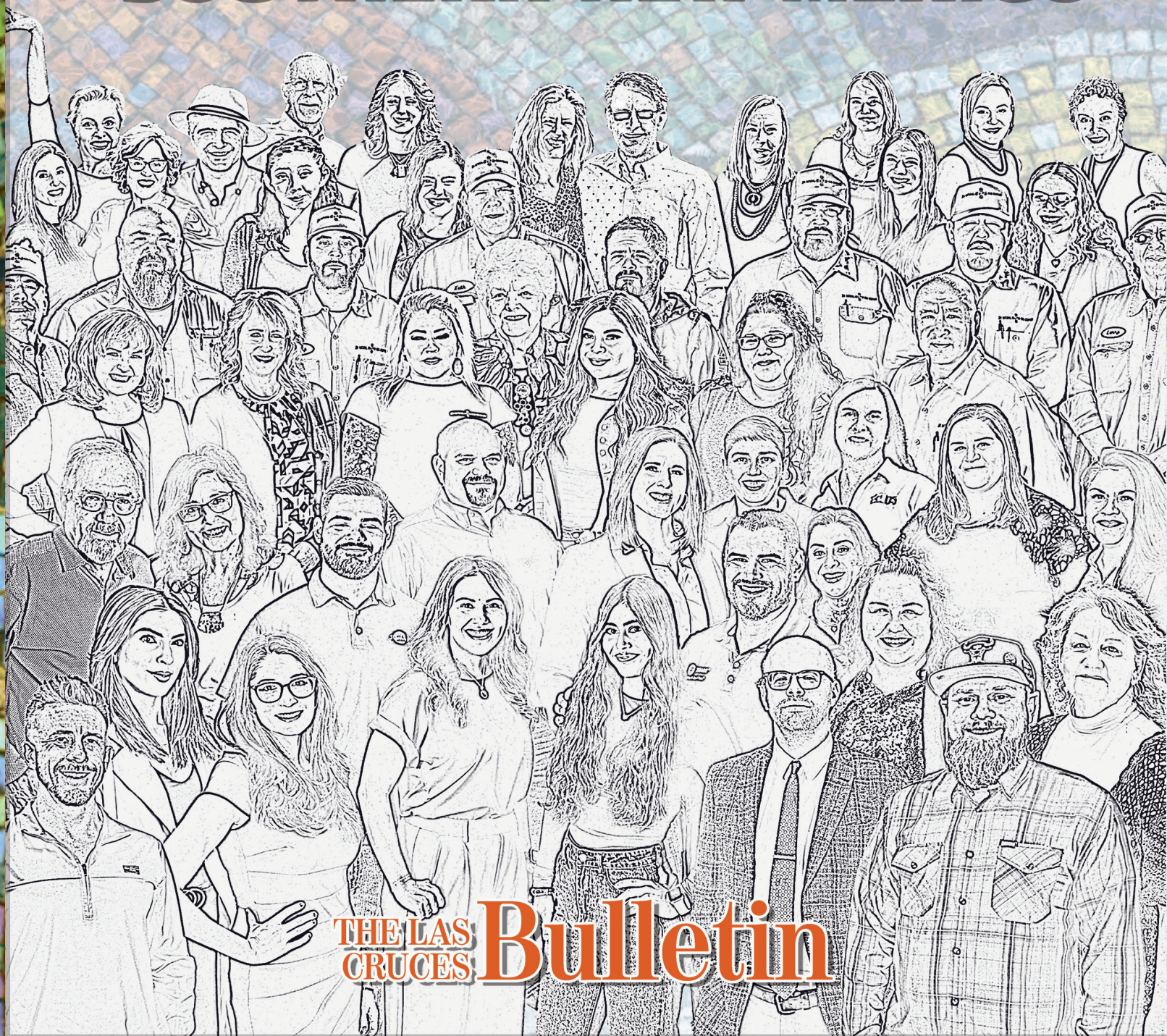


LOCALS

2024

THE PLACES AND FACES OF SOUTHERN NEW MEXICO



THE LAS CRUCES **Bulletin**



Established in 2001, American Document Services is a local, family-owned and operated and veteran-owned business.

We are a full-service information management company specializing in document destruction, document storage, document imaging, and electronic media destruction. We are NAID AAA and Privacy Plus + certified and comply with all federal and local laws and regulations. Protect yourself, your company, and your customers, and let American Document Services safeguard your privacy! Whether you need a one-time clean-out or need regularly scheduled shredding service, we can help you. Have boxes of records taking up space? We can help you securely store and destroy all of your sensitive materials. Let us store them for you or customize a plan to go digital.

CEO and co-owner Brandi Selby takes inspiration from “knowing that we have great employees. They are the backbone of our business, and we could not do what we do without them. At the end of each day when I reflect on all that we did that day, all that we have accomplished over the years, all the businesses and individuals that we have helped, I feel a great sense of satisfaction.”

We provide excellent customer service and our services are affordable with no hidden fees. Our staff comprises of dedicated individuals with extensive experience in information management. That experience, combined with our professionalism, provides customers with the service they require and deserve.

CEO: Brandi Selby ♦ Founded by: Richard Jackson ♦ Established in 2001



We shred over 2 million pounds of paper per year and store over 350,000 boxes of documents. We shred paper, store records, destroy and recycle electronic media such as hard drives, computers, monitors, phones and tablets.



“Success isn't overnight. It's when, every day, you get a little better than before.”

300A N 17th St, Las Cruces, NM 88005 ♦ 575.647.0060



STREETER LAW FIRM



Streeter Law Firm is a full-service law firm that serves southern New Mexico by helping with a variety of types of cases including estate planning, probate, small business matters, DWI and criminal defense.

By focusing on community, connection and excellence, we aim to provide you with the information and tools you need to make the right decisions for you and your family, no matter what kind of legal issues you are dealing with.

Our law firm takes cases not only in Las Cruces but throughout southern New Mexico including Deming, Silver City, Truth or Consequences, Socorro, Ruidoso and Alamogordo.

Serving my hometown

After law school, I was lucky to jump feet-first into being a trial attorney as a public defender in Albuquerque and Roswell. After my husband, Jacob, and I had our first daughter, we decided to move back to my hometown, to provide legal services to Las Cruces and surrounding communities. We now have four children and feel very fortunate to call Las Cruces home.

Expanding our practice

We have expanded our practice and added an attorney. Jessica will still focus on estate planning, small business and probate matters, while Jacob will be focusing on DWI and criminal defense.

Both attorneys have experience serving as judges: Jessica has sat as both a district court and municipal court judge, and Jacob has acted as an administrative law judge.

Founded by: Jessica Streeter • Established in Feb. 1, 2020



Along with expanding, we are also moving. Beginning May 1, our office will be located in Pueblo Plaza at 1100 S. Main Street, Suite 100 in Las Cruces.

LOCALS

2024

The Places and Faces of Southern New Mexico

THE LAS CRUCES Bulletin

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Welcome to the 2024 Locals Magazine!

All of us at the Las Cruces Bulletin are excited to bring you our second edition of Locals magazine. This has quickly become one of our favorite projects of the year. It is a great opportunity for us to highlight our friends and neighbors and the businesses that serve this wonderful community. The best part of the process is making new friends and learning about area businesses along the way.

You will certainly recognize some of the friendly faces contained in these pages and hopefully learn about some new people and businesses as well. Las Cruces is a thriving community, and it is important to continue along that path for the future prosperity and quality of life for all. Everyone can contribute to our future by patronizing our local establishments.

We want to thank these businesses and our readers for supporting us as well. We are happy to bring a variety of fun publications to our readers in addition to the quality local journalism found in the pages of the Las Cruces Bulletin every week.

Happy reading!



Belinda Mills

Southwest Regional Group Publisher

DESERT  exposure

THE LAS CRUCES Bulletin

Malooly's

FLOORING COMPANY *since 1907*

Malooly's Flooring Company is a locally owned and operated flooring retailer specializing in carpet, tile, wood and vinyl. As a fourth-generation family business, we take pride in helping customers revitalize their homes with new flooring, from product selection to installation.

Esau Malooly founded the company in 1907 upon immigrating to El Paso, Texas, where he began selling handmade rugs from overseas. Today the store is run by Esau's great-grandsons, Chris Todd, Bobby Todd, Bill Quigg and Joe Quigg. They took over for their parents, Georgette Malooly, Barbara Malooly and Mark Quigg, who ran the store for over 40 years.

As we approach our 117th year in business, we would love to have you in our store.

Founded by: Esau Malooly Established in 1907



Helping dreams become reality

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



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



765 N. Valley Dr., Las Cruces, NM



Angela Garcia currently serves as the CEO of the Toy Box Early Learning and Child Care Centers.

Growing up, Angela worked alongside her mother and witnessed her passion for working with young children, noticing how underpaid and undervalued many passionate women like her mother were.

This drove Angela to work hard and follow in her mother's footsteps, ultimately finding her role in leading and expanding her early childhood program, which employs more than 50 women and serves approximately 300 children from her community.

Angela continues to see the need for advocacy around the country, which drives her to utilize her network and communication skills to elevate her story with those that make choices for children.

Angela has proudly testified before state legislative committees, helping New Mexico establish a cabinet-level early child education and care department, advocating to establish the New Mexico Early Childhood Education Trust Fund and creating a gross receipts tax exemption for all families receiving child care subsidies in the state while also creating parity in New Mexico Pre-K-K reimbursement rates for community-based programs.

As the past president of the New Mexico Child Care and Education Association and current president of Full Circle Advocacy Group and Community Services, she collaborates regularly with government officials and nationwide programs to create an early childhood education system that allows all children to thrive while focusing on every community's individual needs.

Appointed to serve as one of seven local leaders guiding the newly formed steering committee in the Early Learning Nation Collective funded by the Bezos Family Foundation, Angela has always seen inequalities in her community and the need for change in New Mexico and in the country.

Angela truly believes that if we want change, we must start early. Angela plans to continue utilizing her energy and learned experiences by sharing her story and raising the voice of those with whom she works.



Angela Garcia, CEO

**The Toy Box
Early Learning and Childcare Center**

2770 Missouri Ave. • 2551 Sonora Spgs. Blvd.



The Good Samaritan Society Las Cruces Village has been part of the Las Cruces community since 1977. We offer a continuum of care from Independent Living, Assisted Living, Skilled Nursing, Home Health, to Rehabilitation and Long-Term care. The Las Cruces Village is the retirement community of choice for today and tomorrow!

The Independent Living campus offers adults 55 and older the freedom to stay as active as possible and enjoy a social lifestyle. From private lock-and-leave apartment homes to a large social center, dining room, library, village store, beauty shop, woodshop and indoor pool with Jacuzzi's. Whether you are retiring, downsizing or desiring a more maintenance-free lifestyle, independent living allows you to be in control of where you live and what services you receive.

Our Assisted Living campus offers all the amenities and fellowship of a thriving community, such as 24-hour on-site staff, wellness monitoring, and three meals a day. Assisted living at Good Samaritan encourages you to continue living a full lifestyle while receiving services designed for your unique needs. Following an assessment of your needs and a review of service options, we work with you to design your specific service plan with 5 different levels of care.

Our Healthcare Center is well known in the community for providing quality long-term care for adults who require 24-hour care. The healthcare center staff and volunteers provide a busy social life and meet the residents' basic daily needs. The center includes private and semi-private rooms. All beds are Medicare- and Medicaid-certified.



3011 Buena Vida Circle, Las Cruces NM 88011
575-522-1362 • Good-sam.com



DENTAL ASSOCIATES, PA

“Facts are stubborn things.”

Dental Associates provides a wide range of restorative and cosmetic services. All the normal stuff you think of... implants, root canals, tooth movement....we are a comprehensive dental practice. More than that...we love to make you smile every day.

David Sudimack (owner/dentist) is a highly trained “digital” dentist. 3D technology is employed daily...for implant placement, fabrication of “done the same day” crowns via CEREC methodology. CBCT - Cone Beam Computer Tomography dovetails into CEREC tech for implant placement. Overall...we are a healthcare facility concerned with keeping you smiling and healthy. And we love to laugh....a lot.

You will find 4-5 happy dogs on the outside in our lovely backyard garden...and 12-13 happy faces on the inside.... we double as an art gallery....we are worth a look. We'll make you smile. Everyday!

575-522-7320 ♦ 2205 S. Solano Drive, Las Cruces, NM





Marci Dickerson

A Pillar of Community and Entrepreneurial Success



Marci Dickerson, a prominent figure in the Las Cruces community, is celebrating 25 years of entrepreneurial success with her catering business, restaurants, real estate ventures, and philanthropic efforts. Her unwavering commitment to serving others has made her a true pillar of the community.

Dickerson's Catering: A Culinary Journey

Founded in 1998, Dickerson's Catering has been an integral part of over 6,000 weddings and major community events. Marci's expertise and attention to detail have made her catering company a trusted choice for memorable occasions. From elegant weddings to festive celebrations, Dickerson's Catering has consistently delivered exceptional service.



The Game Sports Bars and Billiards: Where Aggies Gather

Marci's entrepreneurial spirit extended to the restaurant industry with the establishment of The Game Sports Bar & Grill and its sibling, The Game Extra Innings. These Aggie-themed sports bars have become staples in Las Cruces, offering great food, cold drinks, and a welcoming atmosphere. Families are always welcome, and patrons can enjoy beautiful patio seating.



Dickerson Group Real Estate: A New Chapter

In 2021, Marci expanded her business portfolio by venturing into real estate. As the owner of Dickerson Group Realty, a part of Better Homes and Gardens Real Estate Steinborn & Associates, she brings her passion for serving the community to the Las Cruces housing market. Whether clients are buying their dream home or selling their existing residence, Marci and her team provide invaluable experience, knowledge, and superior customer service.

Revolution 120: Making a Difference

Marci's philanthropic endeavors are equally notable. She founded Revolution 120, a 501(c)(3) non-profit organization, to address critical needs in the community. Revolution 120 assists individuals on the edge of crisis by providing goods and services. From distributing over 60,000 pounds of food during the 2020 pandemic to creating the 2022 Warrior League baseball group for children of all abilities, Marci's charity work has left a profound impact on Las Cruces. She expanded with Cancer Warriors in 2024, assisting the women of Dona Ana County through female cancer care boxes.



Revolution120

Honoring a Hometown Hero

Marci's selflessness and dedication have not gone unnoticed. In 2023, the Las Cruces International Film Festival honored her with the prestigious "Hometown Hero" award. This award recognizes individuals who have made significant contributions to the community both within Las Cruces and beyond. Marci's kindness, generosity, and commitment to making Las Cruces a better city have solidified her status as a true hometown hero. As Marci Dickerson continues to serve her community through her businesses and charitable efforts, her legacy remains one of compassion, resilience, and unwavering support for those in need.





After 40 years in the Las Cruces community, Sun City Plumbing is proud to be local and family owned.

Founded in 1984 by David Olguin Sr, Sun City Plumbing is currently owned and operated by David's son, Jason and his wife Genevieve. Their son, Jayce; daughter, Jayla; and Jason's sister, Jenna, all work at the company, which employs 60 people here in Las Cruces.

Jason says: "I remember my first office experience, when I was 5 or 6. My dad ran the company out of a workshop behind our house. I learned pretty quickly that every Friday was 'Doughnut Day' in the office!"

Since purchasing the company in 2020, Jason and Genevieve have been committed to expanding the services the company offers. While new construction plumbing and HVAC were the focus at the company's inception, Sun City's plumbing and air conditioning service departments have been the focus of expansion.

Contrary to common perception, being a plumbing and HVAC contractor involves much more than fixing toilets or air conditioners. It's a multifaceted profession requiring skills in engineering, sales, marketing, accounting, HR, customer service and more. Successful companies in this field excel not only in technical expertise but also in managing various aspects of business operations to deliver exceptional service to clients.

Come find us

This year will mark the opening of their new building, located near La Llorona Park at 3479 West Picacho. The new location will offer a plumbing and HVAC showroom allowing customers to stay up to date with the latest technologies in heat pumps, fresh air devices, plumbing fixtures, water treatment and much more.

Customers can also purchase over-the-counter air filters, water filters, softener salt and other expendables needed for their homes and offices. Their goal is to make these purchases very simple for the customer by having their filter sizes on file for ease of selection and by utilizing the curbside service concept.

Founded by: David Olguin Sr. • Established in 1984



For more information on Sun City Plumbing, its team of professionals and updates on their grand opening celebration, visit their website, YouKnowSunCity.com, or find them on Facebook and Instagram.

Tamera Ahner

Community Connector & Publisher

575.654.5622

Tamera.Ahner@N2Co.com



“We are better together and better tomorrow than we were today”

Connecting residents to businesses and businesses to one another makes my heart sing. I produce private neighborhood magazines which create a sense of community, while supporting local businesses. Each day I meet new people whether it's a seasoned professional, a new business owner realizing their dreams, a longtime resident or a new neighbor settling into life in Las Cruces.

As the publisher of Stroll Picacho Hills and Stroll Sonoma Ranch, I get to work hand-in-hand with these neighbors, since the majority of every issue is written by them.

Our offerings are designed for the business owner who looks into our neighborhoods and sees their perfect customer, but they don't know how to reach them effectively.

The same goes for our BeLocal. Smart business owners know that movers are making the most important buying decisions within the first six months of their move before they have a circle of influence or a word-of-mouth referral base. BeLocal Las Cruces is a complete guide to the city that takes away the guesswork. Where's the post office? Nearest hiking trail? Best chips and salsa or margarita? What activities are available for my family? We help new movers identify businesses and resources they can rely on for a long time to come.

The key to that last bit is partnering with clients who are reliable. I am so honored to serve the people of Las Cruces in this unique way.

I work with N2 Company, America's leading niche magazine franchisor which produces more than 800 custom publications nationwide. Founders, Duane Hixon and Earl Seales are still at the helm after 20 years and are all about helping franchisees grow and live sustainable, healthy lives. I, personally, call them friends. N2 offers abundant opportunities to become a part of the team as we continue to grow and I'm here to help explore options.

Not only do we offer print magazines, but the N2 Company offers a wide range of affordable digital services that allow business partners to further their branding efforts. We build and help businesses manage their own websites and work with companies to assess what they actually need in the digital realm versus selling them something they don't.

“We are better together and better tomorrow than we were today.” This quote serves me well as we continue to grow our brands across the country and here in New Mexico in places like Albuquerque, Santa Fe, Taos, Ruidoso, and other neighboring communities like El Paso. Three cheers for our newly launched BeLocal El Paso!



TOTS Early Intervention are the pioneers of early intervention in southern New Mexico.

The not-for-profit agency's highly regarded staff of licensed therapists, developmental specialists and family service coordinators are devoted to the flourishing of our most precious gifts, our children.

TOTS Early Intervention provides home-based developmental support and case management services to families with children from birth to three years old, and has done so for the past 45 years in Doña Ana and Sierra counties.

Since its inception in 1979, the program has been dedicated to providing essential support and resources to empower children with developmental delays and disabilities to thrive. It has been at the forefront of pioneering early intervention methodologies, advocating for inclusive practices and fostering partnerships within the community.

TOTS services — including hearing, vision and full developmental screenings, even car seat safety instruction — are provided at no cost to the family. Certified car seat technicians and distributors are on staff.

TOTS Early Intervention tailors its comprehensive services to the unique needs of each child and family. Development assessments; speech, physical and other areas of therapy; parent education and support aim to maximize each child's developmental potential.



Crystal Salazar
TOTS Early
Intervention
Supervisor

Olga Chavez
TOTS Early
Intervention
Program
Manager



Birth to age three is a time of rapid development and growth. Early intervention helps children develop necessary life skills and build a foundation from the start. It also serves to prevent problems or tackle them if they are occurring, before they worsen.



1800 Copper Loop
Las Cruces
575-527-4900

780 Landers Road
Anthony, NM
575-527-4900

1705 N. Date St.
Truth or
Consequences
575-343-2889

To learn more about TOTS Early Intervention, contact our team members at 575-527-4900 or visit us at www.trescoinc.org

Inspiration

“I am inspired by the people around me and my family. I am surrounded by people who are driven to make this community an amazing place. We have continued to work toward this common goal.”



SHAHARAZAD BOOTH
ATTORNEY AT LAW



How can I help you? I specialize in:

DWI/DUI

Being charged with violating DWI laws in New Mexico can be a very upsetting experience. Having the best possible representation is the first step in ensuring a favorable outcome.

Criminal law

An experienced lawyer can fight for your rights to remain silent, to have a speedy trial, to fair release terms while awaiting trial, and to security from unreasonable police searches.

Family law

With so many things to think about during a divorce, you need great representation. Whether it's property division, child custody or support cases, you need an attorney.

Shaharazad Booth is a criminal law attorney who specializes in DWI cases. As a prosecutor she had prosecuted first-degree murder cases and kidnapping cases. Licensed in both state and federal court, Shaharazad has an individualized approach to law.

She won the Domestic Violence Prosecutor of the Year award as well as a Community Hero Award for her work on domestic violence cases. She is a member of the New Mexico State Bar, District of New Mexico Federal bar and the New Mexico Criminal Defense Lawyers Association.

Friends and clients also call her Sherry.

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

“Before you speak, let your words pass through three gates: Is it true?
Is it necessary? Is it kind?” — Rumi

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





“Every voice matters.”

Casa Autoplex is a home away from home, encouraging and promoting comfort to all of our customers, to make them feel at home while making one of the biggest purchases of their lives.

We are a car dealership certified to sell Ford, Mazda, Honda and Hyundai models. We also have a certified used selection.

When people think of a car dealership, it often comes with the stigma of shady people looking to make big money off of selling you a vehicle.

Here at Casa Autoplex, we love people more than cars — and we love our cars a lot.

We tailor your purchase to your every need and work to make your experience with us a memorable one. We pride ourselves in our leadership, salesmen and service department, all of whom provide quality service to our community and customers.

A really great day at our dealership ends with all of our service appointments completed and each customer satisfied with their visit, while our sales team wraps up a productive day between selling cars and making a great impression on visitors seeking guidance on getting into a vehicle.



Founded by:
Wally Lowenfield
Established in 1969

Casa **AUTOPLEX**



TOP SHELF SERVICES

Top Shelf Services provides bookkeeping, payroll and controller services to small businesses nationwide, with the goal of helping small business owners get back to what is important to them. While we service various industries and companies of different sizes, our niche is job-costing, which caters to industries such as construction, oil and gas, real estate and cannabis.

Our mission is to serve small businesses in the United States by providing a seamless experience of cloud-based solutions in exceptionally detailed, accurate and consistent quality bookkeeping and payroll services.

We treat our clients as one of our own and look out for them as such. Often, we share and discuss so many intimate details of the business that we are the first to know when an issue arises such as fraudulent charges — even before the client knows.

Our customer service is what sets us apart. We have a “solutions first” approach, understanding that not all businesses are the same. We take the time to listen to our clients and brainstorm with them to determine the best options and solutions for them. We are part of their team and an asset when this level of confidence is reached.

We think of our clients as if they are one of our own and go the extra mile when it is not expected. Jokingly, our clients have told their own staff, “If there is a problem, call Jenn’s office because they’ll know what to do.”



Founder: Jennifer Blazer
Established in May 2015

Inspiration

I got here by God’s path. For years, I tried to work in the hospitality industry, but He always brought me back on track to accounting. The lesson I learned is to put my trust in God and not rely on my own understanding.

My children are my inspiration.

I strive to be a positive example for them. If they grow up with an understanding that they have a higher purpose to help others; the tenacity required to push through adversity; and that this can be accomplished through their own hard work and dedication to their craft, leaning on their faith and supporting one another, then the sacrifices of being an entrepreneur have been worth it.



1155 S Telshor Blvd Ste 306 ♦ (575) 644-7659



“For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.” -Jeremiah 29:11

"Uniting the world through dance"

**Everyone can dance.
And, YES – YOU can!**

Partner dancing is one of the healthiest and most enjoyable forms of exercise. Did you know that partner dancing has been proven to be the **ONLY** physical activity to significantly offset dementia and alzheimer's by 76%. Golf? Zero... That's big! Who doesn't want to remember today...

Common misbeliefs about learning to dance: 'Too old' - 'Can't dance' - 'Out of shape' - 'I don't have a partner'

Sol Ballroom is here to show you – **YES YOU CAN!** And when you do... you will feel younger, more able, healthier and connected. Healing from an injury? It is the best low-impact physical therapy. And, so much fun! No, you don't need a partner – male or female – you will have plenty in a safe and welcoming environment. You will definitely get a free hug EVERY time you walk into Sol Ballroom.

The Sol Ballroom Dance Center is Las Cruces' premier center for partner dance education and entertainment. The unique 'Sol system of learning' serves dancers of every age and ability. Learn to dance Ballroom, Latin, swing, country and nightclub dance styles. Learn here – dance everywhere! Regular offerings include: group classes, individualized programs, dance parties, youth classes, wedding preparation, quinceañeras, EVERY BODY Ballet, Dance Fitness, Barre, and special events in a truly beautiful space.

We make learning to dance EASY & FUN!

Our founder – Hannah Cole

Over the past 31 years, Hannah has worked, competed and performed throughout the U.S. and abroad. After a successful professional and competitive career, Hannah was recruited to Las Cruces in 2012 to establish and direct New Mexico State University's DanceSport concentration. She brought home 47 national and national collegiate DanceSport championship titles while also creating, directing and producing memorable performance productions such as 'Look Who's Dancing.' Given the opportunity to leave Las Cruces in 2017, she chose to stay due to her love for the Las Cruces community.



**Dancing...
Good for
the body,
mind and
SOL!**

www.SolBallroom.com



SOL BALLROOM

Founded by: Hannah Cole

200 S Solano Dr Ste 1, Las Cruces, NM • (575) 288-1113

Established in 2019



Century Bank has been around for more than 135 years and continues to be locally owned and operated. We are steadfast and reliable. The success of our institution is driven by our core values: diversity, respect, accountability, the culture of yes, customer service and social responsibility.

Century Bank is honored to be a part of New Mexico and looks forward to future growth and expansion in the communities we serve.

People often refer to us as “bankers with bankers’ hours” who count money all day. What they don’t realize is that we take pride in taking care of our customers by making them feel valued and special. Our customers are not just a number. We take pride calling them by name and getting to know them not only about their banking needs but also about their personal lives.

At the end of the day, each employee plays a key role in the everyday functions of the bank. We take pride going home knowing that we have helped our customers, internal and external, to the best of our abilities. We also look after each other as employees to make sure we value each other like Century Bank values us.



CENTURY BANK

Las Cruces branch

141 S. Roadrunner Parkway • 575-521-2400

**Market President
Steve Apodaca**

**Branch Manager
Laura Holguin**



TORRES WELDING



“God doesn’t give us what we can handle, God helps us to handle what we are given!”

Torres Welding, Inc. was established in 1983 as a licensed contractor and a locally owned small business. Our business is built from our referrals and our quality of excellence. We strive to make finished products of top quality, that are beautifully designed and satisfy your needs. We can complete your project from the ground up, from design and engineering through fabrication, painting and installation. We can implement your ideas or offer attractive options. We specialize in our custom-made doors, gates, handrails, spiral staircases and entrance doors.

All our projects are custom-made. Nothing is mass produced. Iron work does not have to be expensive — it can surprise you. We can create dramatic, custom-designed projects in a style to complement any architectural design, modified to suit your needs.

We have a complete fabrication shop, from shearing to press brake, Heli-arc welding and a computerized plasma cutter. We are equipped for any design.

Sammy Torres learned the welding trade in the National Guard in Aberdeen, Maryland, and has put his skills, learned in the military, to work. “I get inspired by learning something new every day,” he says. “I love to make things happen and learn from it. Knowledge inspires me to keep moving.”

This 1969 Camaro was built by Sammy and given to Cindy for Valentine’s Day! Sammy built this beauty from the ground up & has other classic hotrods that he has built too. His most recent is a 1931 coupe that he also built from the ground up as well.

*Celebrating our
41st Anniversary*



Founded by:
Sammy Torres, President
Cindy Torres, Vice President

Established in 1983



The St. Genevieve’s monument in Las Cruces was fabricated by Torres Welding. We like to give back to our community by volunteering and being involved in the community. Sammy and Cindy have worked together for 41 years and have been married for almost 48. They have two grown sons and two grandsons, plus our our dachshund, Miss Coco, who runs the office and meets all our customers with a bark or two. They end up loving her before they leave and want to take her home with them.
3885 Tierra Rd, Las Cruces, NM

Serve. Connect. Support.
Sustain!
 CAPITAL CAMPAIGN

DONORS



For 35 years, the Community Foundation of Southern New Mexico has served as a vehicle for people to make a lasting impact. We aim to serve, connect, support, and sustain the present and future needs of our region. At your Community Foundation, we are committed to improving the quality of life in southern New Mexico. This commitment is at the heart of all we do.

Our organization is supported by a broad base of individuals, families, businesses, and institutions connected by the desire to improve the community. We are the trusted source for southern New Mexico, managing hundreds of philanthropic funds and endowments, including 48 nonprofit agency endowments. We stand together with our community partners, helping students reach their goals through scholarships, supporting nonprofits in

sustaining their crucial missions, and elevating organizations and individuals in ways that create positive change.

Your Community Foundation serves 12 counties including Catron, Chaves, Doña Ana, Eddy, Grant, Hidalgo, Lea, Lincoln, Luna, Otero, Sierra and Socorro. This allows us to serve as a center for charitable giving so we can come together to make a difference, from supporting the arts, creating access to education, improving health, and supporting countless other meaningful causes in southern New Mexico.

We believe in the power of community, in nurturing dreams, and in the potential of people across our region. Together, we can make an impact now and for generations to come.



2640 El Paseo Rd.
 Las Cruces, NM 88001
 (575) 521-4794
 www.cfsnm.org



EST 2019

MOOD

SKIN AND BODY



Founder: Rayven Baca
Established in
September 2020



www.moodskinandbody.com

575-952-0093
1675 S Don Roser Drive,
Las Cruces, NM 88011
@moodskinandbody

At Mood Skin and Body, we believe that true beauty lies in confidence. We are dedicated to empowering our clients to embrace their natural radiance.

Specializing in corrective skin care techniques, we strive to enhance individual beauty while promoting self-care and wellbeing in a comfortable environment.

We perform result-driven skin care treatments such as facials, peels and even laser treatments as well as body waxing and lash services.

Our mission is to provide personalized treatments that not only address concerns but also lift up spirits while fostering a sense of confidence and self-assurance in every client who walks through our doors.

We are committed to delivering exceptional service utilizing the latest advancements in skin care technology and techniques, all within a serene and welcoming environment.

At Mood Skin and Body, we don't just treat skin, we nurture confidence and celebrate the unique beauty within each individual.

Founder and owner Rayven Baca has been a licensed esthetician since 2019. She started her business at the age of 21, shortly after the Covid-19 pandemic started and less than one year after welcoming her daughter to the world. Within a year, Mood expanded its staff and moved to a larger location.

"The beauty industry had always intrigued me, especially due to my personal struggles with skin issues," Rayven says. After obtaining her license, she continues, "I immediately immersed myself in the industry, discovering a passion for ongoing learning and continued education, skin care and the gratification of boosting others' confidence."

At Mood Skin and Body, we merge targeted, results-driven treatments and modalities to bring our clients the ultimate experience. When individuals seek our expertise, we respond with customized solutions. Clients enjoy the relaxation we provide with a warm, welcoming and comfortable atmosphere, making them feel like a million bucks every time they walk out of our door!





Ryan Brewer
Founder & CEO

Daniel Smead
Founder & Director of Operations

Zia Recovery Center is an addiction treatment center offering long-term residential rehabilitation and community aftercare programs to support individuals struggling with substance use disorder. We offer our clients the opportunity to work with our highly trained, compassionate staff who focus on individualized, holistic treatment for drug and alcohol addiction.

Our small facilities and personalized treatment plans provide a higher standard of care for our clients, with 24/7 peer support and a structured daily schedule for building healthy habits.

We offer a safe and supportive space, free of judgment and stigma, where individuals can come and take the necessary steps toward recovery and leading fulfilling lives.

OUR STORY

Zia Recovery Center was founded by Ryan Brewer and Daniel Smead. Both have had personal experience in recovery, and they crossed paths. Upon meeting, the two quickly realized they had similar desires to serve others in a meaningful way and laid the groundwork for Zia's recovery program. Zia Recovery Center quickly grew from a small sober living home operation to a full scale, multi-level treatment center.

OUR MISSION

Zia Recovery Center strives to help those suffering with drug and alcohol addiction to achieve long-term recovery. Long-term recovery isn't just measured as continued abstinence from substances being used as unhealthy coping mechanisms. It is also measured by improvements in one's social, cultural and spiritual capital and the ability to be happy, joyous and free in one's daily affairs.

We are inspired when we see the transformative power of our program realized and the connections we've made throughout the years.

Our team is special and truly cares about the work we're doing to positively impact the lives of those struggling with substance use.

Over 90 percent of our staff have personal recovery experience and are in recovery themselves. Many of these individuals went through the program at Zia Recovery Center.

This offers a unique shared experience and deep understanding with current clients, enabling our staff to support them in meaningful ways.



Established in 2017



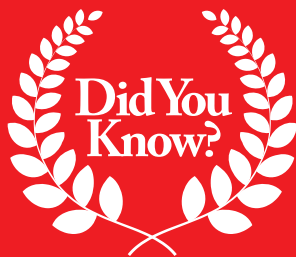
A Bite of Belgium has exceptional food, from authentic Liège waffles to homemade soups, sandwiches and gluten-free options. Brunch favorites along with beer, wine, mimosas and a full liquor bar to choose from.

Most people who haven't come to A Bite of Belgium don't realize that we are not a Belgian restaurant. While we are known for authentic Belgian Liège waffles, we have a lot more to offer.

We make fresh, unique food as well as a full range of beverages.

The Yorks say they love food and a great guest experience, and want to offer that for their guests. A great day is one with dining rooms full of happy, smiling patrons thankful that A Bite of Belgium is in Las Cruces.

Business founders: Jodie and Jim York • Established in October 2012



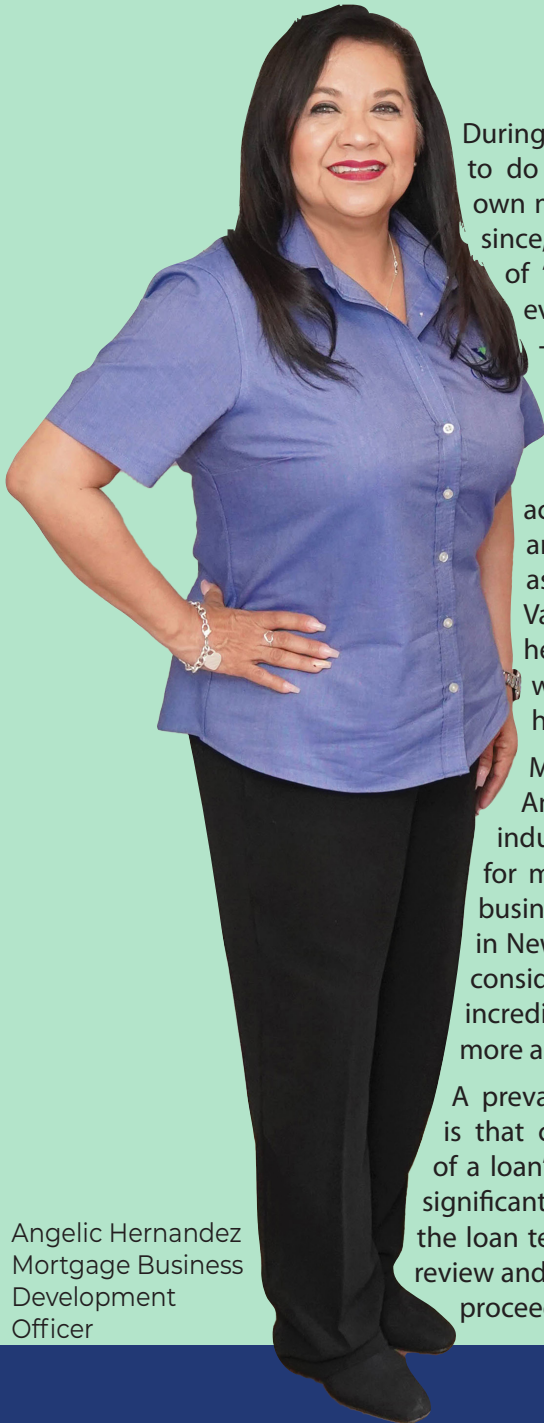
A Bite of Belgium is now open for dinner 4 p.m. to 9 p.m., Wednesday thru Sunday



741 N Alameda Blvd #16, Las Cruces, NM

GECU[®] MORTGAGE

Established in 1932



Angelic Hernandez
Mortgage Business
Development
Officer

During the Great Depression, 11 people came together to do the impossible. They each gathered \$5 of their own money to help their neighbor in need. In the years since, GECU's mission has been to keep the philosophy of "people helping people" at the forefront of everything that we do.

Today, our credit union provides a variety of financial products and services, including mortgage loans.

"It's my passion to assist individuals in achieving their dream of homeownership and guiding them toward their financial aspirations," says Mortgage Loan Officer Vanessa Gonzalez, who was inspired to help others after her own parent's struggle with default and regaining eligibility for homeownership.

Mortgage Business Development Officer Angelic Hernandez has been in the financial industry for over 30 years and the mortgage field for more than five. "I'm passionate about building business relationships to help individuals and families in New Mexico achieve their goal of homeownership. I consider it a privilege to get to meet and know so many incredible real estate brokers, homeowners, agents and more as part of my job," she says.

A prevalent misconception about the mortgage industry is that consumers often assume to the sole determinant of a loan's cost is the interest rate. However, various factors significantly influence the overall cost of the loan, including the loan term, type and closing costs. It's crucial to carefully review and compare all aspects of your mortgage loan before proceeding.



Vanessa Gonzalez
Mortgage Loan
Officer

***"The only limits that exist are the ones we set for ourselves.
Dare to dream big and believe in your abilities.
When you tap into your true potential, the possibilities are endless."***



HANSEN AUCTION GROUP

For over two decades, Hansen Auction Group has set the standard for excellence in the auction industry. We're a premier full-service company, offering tailored services for diverse assets and specializing in real estate and heavy equipment. Evolving from traditional live auctions to modern online platforms, we ensure impactful results with our innovative marketing approach. With a commitment to exceptional experiences, owner Bryce Hansen and his family infuse family values into our operations, fostering a legacy of excellence. As we continue to grow, we're grateful for the opportunity to serve the Las Cruces community and eagerly look forward to future endeavors. We're committed to exceptional service and client satisfaction, making us your trusted partner in the auction process.

It's a great day for Hansen Auction Group when we bring together a buyer and seller on a specific item and both parties walk away happy.

Join us on this journey to achieve greatness together!

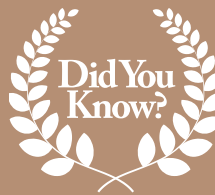
475 Bataan Mem W, Las Cruces, NM



Las Cruces Office Managers

Mark & Lisa Killam

"If you got a dream, chase it, 'cause a dream won't chase you back."



We are the only online auctions here in Las Cruces. We respect people's time and allow the public to come inspect the items we have for sale and then to go home and place their bids on their computer or phone.

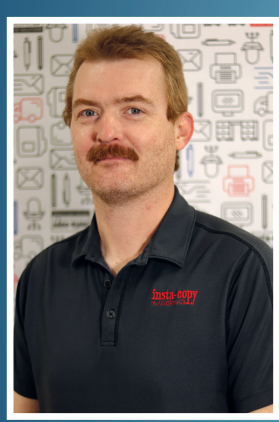
This way a bidder doesn't stand around waiting for an item, as at a live auction. Also, no one needs a license to come bid on our auctions! We are open to the general public.



Business Founder

Bryce Hansen

“We are way more than just a print shop”



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insta-copy.com

Founded by: Parry 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,” says Insta-Copy’s owner, Joshua Lyon.

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 setup and everything in between,” says Josh. 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.

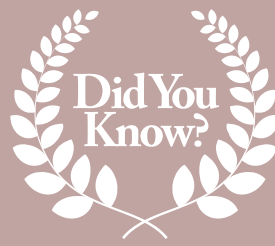
Insta-Copy offers prompt turnaround on the services it provides, to ensure its products and services get into its customers’ hands in a timely, professional manner. Insta-Copy is proud to partner with other local businesses to meet its clients’ needs.

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

BILLY THE KID



• Gift Shop & Express-o •



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

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

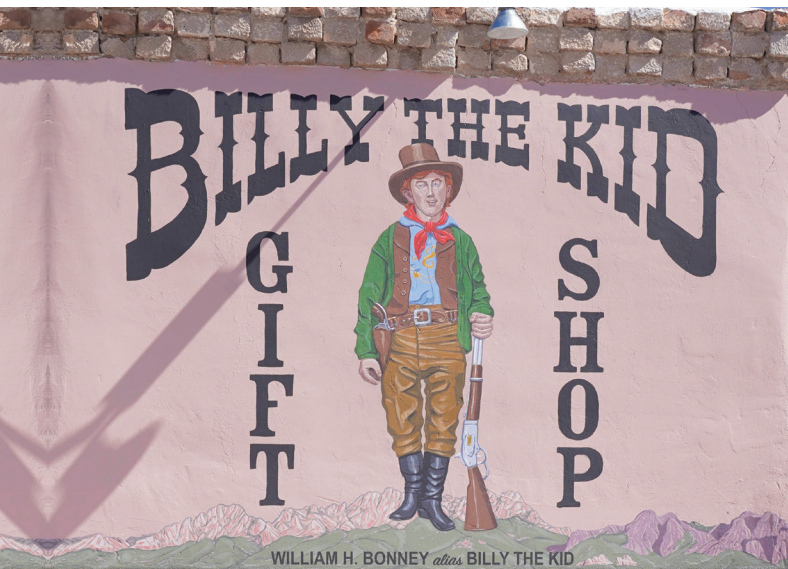
During the Covid shutdown, the shop took advantage of the closed time to completely renovate and opened with a new flair.

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

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

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

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





DOUBLE EAGLE
THE CROWN JEWEL OF HISTORIC OLD MESILLA



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



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

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

The restaurant gets some of its

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

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



Business Founder: C.W. "Buddy" Ritter
and his wife, Margaret
Established in March 3, 1850
2355 Calle De Guadalupe, Mesilla, NM

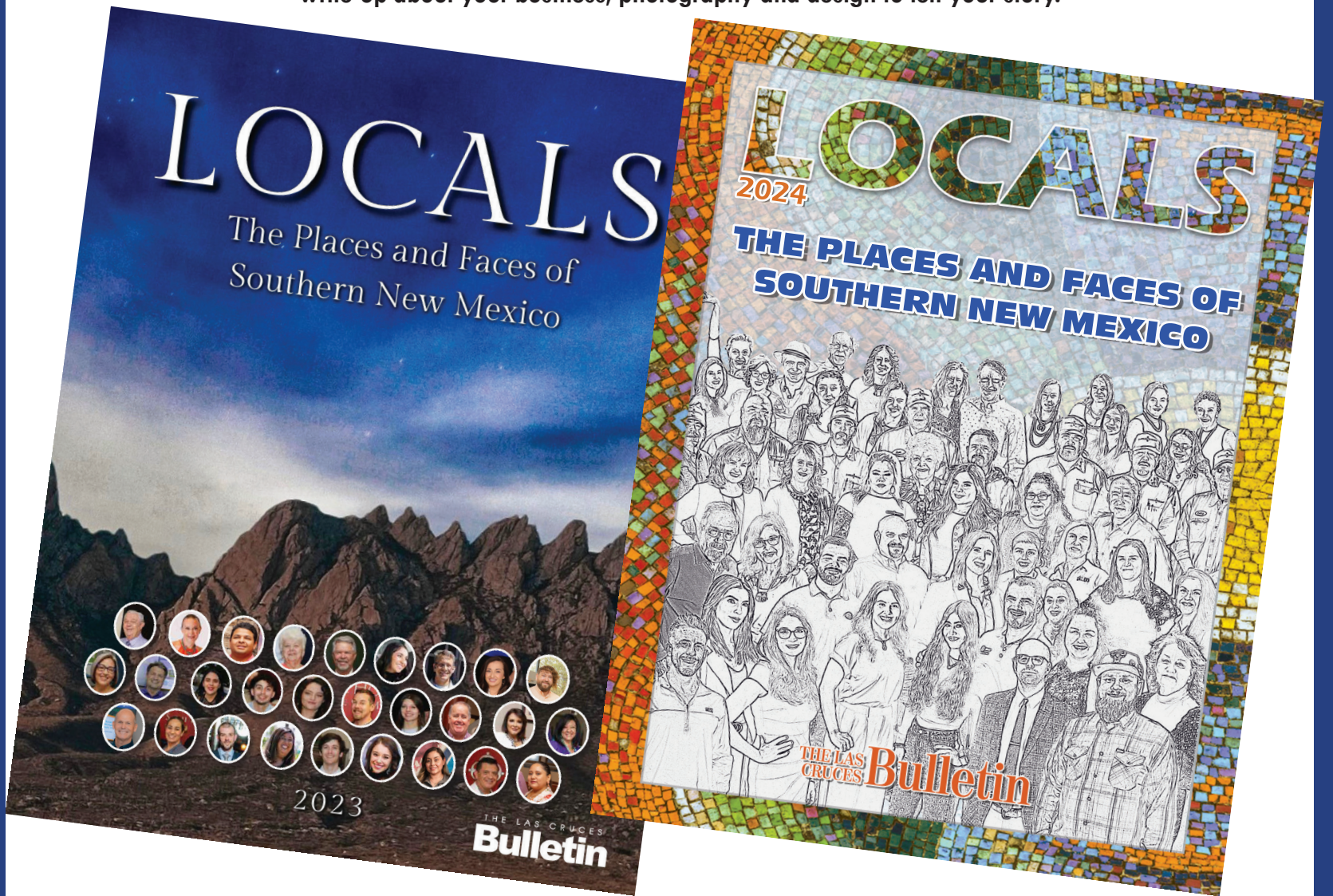


Do you like what you see?

Would you like yourself or your business featured in the Locals magazine next year?

LOCALS - People and businesses to know in southern New Mexico is a behind-the-scenes look at people and local businesses in Doña Ana County. It is a high-quality magazine with all glossy, full color pages with a perfect bound seam.

We print 15,000 copies and distribute them to high traffic pick up locations throughout Dona Ana County. Plus, each business is featured with a professional design and editorial which includes a professional write-up about your business, photography and design to tell your story.



THE LAS CRUCES **Bulletin**

506 S. Main St., Ste. 250
Las Cruces, NM
575-524-8061

**Give us a call and we will put you on the list for the
Locals 2025 edition.**

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



Zia Natural Gas Company is a leading natural gas distribution and transmission utility serving over 35,000 customers in the state of New Mexico. We take great pride in delivering natural gas, a clean-burning and cost-effective source of energy, to homes and businesses in Lea, Eddy, Lincoln, Doña Ana and Colfax counties. Our team of 55 highly skilled employees are dedicated to providing exceptional customer service, ensuring a safe and reliable operating system. We take great care to maintain our natural gas system to the highest standards, utilizing the best and most effective technology available.

We are fully committed to promoting energy efficiency and conservation, both at the individual and national levels. We are an active member of the community, with local offices or pay centers in all the communities we serve. We also participate in local organizations and events.

We have a clear vision for the future of energy and the environment. Our goal is to ensure a safe, reliable, affordable and environmentally healthy future for the next generation. With our strong commitment to excellence, we are confident that we will continue to be a leader in the field of natural gas distribution and transmission.



ZIA NATURAL GAS COMPANY



The Association
Las Cruces

The Association Women’s Group, a dynamic organization dedicated to empowering women through professional and business development, is thrilled to announce its third year in business. With over 200 members and 40 community partners, the group has made significant strides in fostering confidence and growth among women in the Las Cruces business realm.

Empowering Women, One Event at a Time

Since its inception three years ago, The Association Women’s Group has been committed to providing a supportive and nurturing environment for women to thrive. Through a series of monthly events and workshops, the organization equips its members with the tools they need to succeed in their careers and businesses.



Monthly Events and Workshops

1. Professional Power Hour: Tailored for the professional woman, this luncheon concentrates on leadership, corporate climbing, and strategic growth.
2. Fempreneur Breakfast Club: Designed with the female business owner in mind, this event showcases an entrepreneur sharing her story and key takeaways others can use to scale their own businesses.
3. Leaders Panel Luncheon: Discussing business concepts pertinent to women, this luncheon hosts both a female professional and entrepreneur sharing their viewpoints on specific topics.
4. Strong Coffee with Strong Women: Our monthly open event allows for meaningful connections as well as casual discussions and business development tips.

achievements and milestones reached so far. Some highlights include:

- Membership Growth: The organization has seen a steady increase in membership, attracting women from diverse backgrounds and industries.
- Positive Feedback: Members consistently express their gratitude for the support and encouragement they receive from the group. Testimonials highlight the transformative impact of the organization’s events and workshops.
- Collaboration: The partnerships community organizations and businesses have allowed The Association Women’s Group to extend its reach and make a difference beyond its immediate circle.

Celebrating Achievements

As The Association Women’s Group enters its third year, it reflects on the

“Every woman’s success should be an inspiration to another, we’re strongest when we cheer each other on.”

Serena Williams

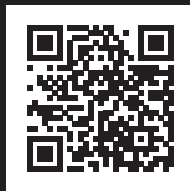
Looking Ahead

The Association Women’s Group remains committed to its mission of empowering women. As it embarks on its fourth year, the organization plans to expand its offerings, explore new partnerships, and continue fostering a community of strong, confident women.

For more information about The Association Women’s Group and upcoming events, visit www.AssociationWomensGroup.com.

Co-Founders:

Sumer Rose-Nolen, co-founder & CEO of The Association, owner SRN Marketing & Consulting, She Talks Money
 Marci Dickerson, owner, The Games I & II, The Game Billiards, Dickerson Group Real Estate, Dickerson’s Catering & Events, Founder, Revolution 120, Cancer Warriors & Warrior League
 Sylvia Washington, President & CEO of Tresco, Inc and owner, SW Gets Social
 Jennifer Blazer, owner, Top Shelf Services



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



ASC of The Heart Institute

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

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

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

Business Founder
Lookman Lawal, MD
Est. 2015



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



SouthWestern
Cardiac Arrhythmia Institute

DESERT exposure

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The Arts Hub of Southern New Mexico

A COMMUNITY
WHERE THE ARTS
THRIVE
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Envisioning a Community where the Arts Thrive
230 S. WATER ST., LAS CRUCES, NM 88001

OFFICE HOURS
MONDAY:
CLOSED
TUESDAY-FRIDAY:
10AM-4PM



WWW.DAARTS.ORG

About us

Established in 1971, the Doña Ana Arts Council is a nonprofit 501(c)3 organization created to enhance the quality of life in Las Cruces & Southern New Mexico by ensuring that the performing, visual, and literary, culinary arts are an integral part of education, economic growth, and community development. By staging memorable arts events, producing innovative arts education programs, supporting emerging and established artists, and leading the arts community with effective advocacy, the Arts Council continues to broaden the vision of the arts in the greater Mesilla Valley. Working with numerous arts organizations and arts-related businesses, the Arts Council is a focal point for arts activity in the region. The Doña Ana Arts Council is a keystone in the development of the regional creative economy. In December 2023, The Doña Ana Arts Council became the first cultural ambassador in the state of New Mexico for the National Hispanic Cultural Center's Cultural Ambassador Program. The Doña Ana Arts Council is on its transformation to becoming "The Art Hub of Southern New Mexico." The program is an effort by NHCC to identify historic areas in rural New Mexico and establish formal partnerships with those communities. It establishes a formal pathway for artists in Southern New Mexico to work with NHCC and develops community arts programming and engagement supported by the NHCC at sites across Doña Ana County.

MEET OUR TEAM

THE HEART OF
THE ARTS HUB OF SOUTHERN NEW MEXICO



Nikayla Rios
Event Coordinator
admin@daarts.org

Araceli Solis
Executive Director
director@daarts.org

Keslee Bennett
Gallery Manager
gallery@daarts.org

We love, serve, and care through the arts.

Follow us on social media:
@doanaartsCouncil

Letter from the Executive Director & Board

The arts have a significant impact on us, creating lasting memories and helping us understand ourselves and others. We are so grateful to all of our sponsors, donors, and members. Engaging in arts experiences cultivates empathy, compassion, grace, and hope, bringing joy and understanding. This year, there will be opportunities to be captivated by performances, participate in traditional festivals (Las Cruces Arts Fair, Renaissance Arts Fair), and interact with exhibiting established and aspiring artists, deepening our connections and transforming us. It is crucial to consider the future of the arts, especially now, and stay connected to the communities we engage with, not forgetting the underprivileged areas. The Doña Ana Arts Council focuses on making art more accessible and bringing joy and a sense of belonging to our community through love, service, and care. We aim to become "The Arts Hub of Southern New Mexico" and pave the way as the first National Hispanic Cultural Center cultural ambassador in the state of New Mexico. Our priority is supporting the creative economy through our partnerships with established local artists, serving the community's children and youth, empowering arts educators, providing arts education programs in collaboration with other organizations, to demonstrate that the arts are for everyone and ensure the organization's sustainability. Together we can make it happen. We look forward to your visit and support.

Much gratitude,

Araceli Solis & Board



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ASHLEY

The Ashley Furniture HomeStore of Las Cruces stands as a testament to the vision and dedication of its founders, Robert and Wanda Bowman, who established the business in 2003. At the heart of their operation lies a robust mission focused on elevating quality, streamlining costs, expanding their reach, maintaining profitability and ensuring an enduring presence in the market. A lesser-known fact about them is that they are proudly locally owned, with deep-rooted ties to the Las Cruces community.

Embracing change and evolution, Ashley recently underwent a revitalization phase that saw the transformation of their 67,000-square-foot physical space with freshly painted walls and upgraded flooring. This modernization effort underscores a commitment to creating a welcoming and aesthetically pleasing environment for their valued customers.

As Ashley Furniture gears up for their Grand Re-Opening extravaganza, running from March to Memorial Day, they are delighted to announce a special giveaway—a car symbolizing our gratitude for the unwavering support of their patrons. The guiding principle, “We are the Gorilla of the furniture industry,” encapsulates an unwavering passion and commitment to excellence in everything they do.

A staple presence at the store is owner Wanda Bowman, who leads by example by actively engaging in day-to-day operations, from assisting customers with their needs to showcasing furniture on the showroom floor. Her infectious enthusiasm, epitomized by the phrase “I love selling sofas!” underscores the belief in the importance of loving what they do and the impact it has on customer satisfaction.

Drawing inspiration from a “dirty fingernail” work ethic, Ashley Furniture goes the extra mile to ensure that every customer’s journey with them culminates in a space that truly feels like home. What sets them apart is the ability to offer luxurious furniture without the premium price tag, a rare combination that has resonated with their clientele.

Having earned accolades such as the best furniture store, top mattress store, and leading in retail customer service, the Las Cruces Ashley Furniture HomeStore is not just selling furniture. It is crafting experiences, building relationships and creating homes that reflect the unique style and personality of each customer served.



**3299 Del Rey Blvd.
Las Cruces, NM
575-523-3933**



THE LAS CRUCES Bulletin

We are your local newspaper

The Las Cruces Bulletin has been a trusted source of news, information, entertainment and marketing for the Mesilla Valley since 1969.

And as daily newspapers wane under conglomerate ownership, the Bulletin, family-owned and staffed entirely locally, stands as the leading producer of regional news through our beautiful weekly newspaper, our daily web site and numerous special publications like our widely read annual legislative guide. Our monthly arts and culture publication, Desert Exposure, is approaching its 30th year covering our part of the state.

If you like a fine newspaper thick with news prepared by an award-winning reporting staff in addition to bonus sections, why not subscribe and bring our paper to your doorstep? If you like to peruse online, LasCrucesBulletin.com features all of our work in a curated web site with bonus content appealing to a variety of interests.

"I believe what we do is important. This community deserves a local source of news and information produced by their neighbors who

understand southern New Mexico. We are excited to now provide the most advanced digital marketing solutions available that keep in step with our ever-changing world and give us the opportunity to help our local businesses grow," said Belinda Mills, Southwest Regional Publisher.

We are your digital advertising solution

While 10,000 copies of the Bulletin and 11,000 copies of Desert Exposure circulate in print, we are also your best local option for digital marketing. We are a full service digital marketing agency with expertise to help your business grow through a wide variety of tactics including geofencing, retargeting, advanced email targeting as well as video and streaming solutions.

Our twice-weekly local email newsletter, the eBulletin, reaches 24,000 subscribers. LasCrucesBulletin.com is a gateway to reach our wide-ranging digital audience. What works best for you? Come and talk to us. Our team will listen to you and recommend the most sensible marketing approach, based on your business or organization, your budget and your message

Located in downtown Las Cruces
506 S. Main Street, Suite 250 • 575-524-8061
LasCrucesBulletin.com

