

# The Historic

Mesilla Valley

Tips from a  
Socialite

Preservation  
within the Mesquite  
Historic District

Join us for  
**Bourbon N' Business**

# AmadorLIVE Eatery & Entertainment District

Come Enjoy the Summer Night Vibes

- Dancing
- Delicious Food
- Cold Drinks
- Great Bands
- No Cover

Scan For  
Upcoming Events



302 S. Main St. Las Cruces, NM 88001  
575-541-7417



Suite #5



Sage Spices

RUBS • BLENDS • OILS  
VINEGARS • COMFORT FOODS

575.642.7601



sagespices.com

Suite #4



**The KITCHEN**  
EDIBLES THAT HIT  
575-202-1865

Suite #1



Suite #6



Balance - Strength - Flexibility

Life in Balance

PILATES STUDIO

Offering private and group Pilates and Spinning classes with certified instructors in a friendly studio

575-639-3027

lifeinbalancepilates.net

Monica V. Guidi, Owner

Suite #9



**Bluebird**  
— RUNNING CO. —

Shoe Brands: Altra, La Sportiva, On, Saucony, Topo Athletics & Xero

**20% OFF**  
ORDERS OVER \$200



runbluebirdrun.com



**SOL**  
c a n n a b i s



523 East Idaho Ave, Las Cruces, NM, United States, 88001 | (575) 323-3485 | [solcannabismn.com](http://solcannabismn.com)



# ENCHANTED SUN

REALTY

*1424 E Lohman Ave • Las Cruces, NM 88001 • 575.532.5406*

[enchantedsunrealty.com](http://enchantedsunrealty.com)



**Collective Co.**

*211 N Water St • Las Cruces, NM 88001 • 575.532.5406*

*Be flexible with our flex  
community office spaces!*

*All Sizes • Daily and Long Term*

# Letter from the Publisher

The Historic Mesilla Valley Magazine is a legacy publication founded by a fourth-generation media producer. Our monthly publication focuses on literacy through the written word



by providing the reader a look at the Mesilla Valley's history and our communities' current influence on the State of New Mexico. We understand the value of reading and the impact it has generationally on people both young and mature, that's why we are meeting our consumer base with on-the-go digital access. Digital access ensures our sponsors continue to see a return on their investment and guarantees our publication can be read without access to the hardcopy. The Historic Mesilla Valley can be read by our great state's economic drivers such as tourists and brought with them on the go or accessed by people located within remote regions of Southern New Mexico.

The Historic Mesilla Valley Magazine is extremely lucky to have some of newsprint medias leading field operators. Our editor Jackye Meinecke ensures our content is, modestly said, well-groomed. Our graphic design expert Courtney Lewellen Hernandez works with our clients directly to build world class ads and ensures our publication maintains a readable format as well as a timelessly structured body.

The Historic Mesilla Valley Magazine welcomes you to our June Edition of Historic Preservation within the Mesquite Historic District. Join us as we step back in time and examine some of Las Cruces' oldest homes, ride with us along the El Camino Real as a horse drawn trolley transports us down Mesquite St. and read about the valley's leading industry experts as we enjoy Bourbon N' Business. Continue your dive into this marvelously crafted read as we take you with us on a journey like no other, see the world through the lens of our politico opinion pieces and immerse yourself in society as a Southern Socialite gives you tips on mannerisms and gossip.

Copyright: The Historic Mesilla Valley Magazine | 804 S. San Pedro St. Unit 1 | Las Cruces, NM 88001 | (806) 240-5481  
Daniel@thehistoricmagazine.com |  
Thehistoricmagazine.com

**Publisher's Notice:** Neither the publisher, the listing agent nor advertisers will assume responsibility for typographical errors, misprints, etc. contained in this publication. All information contained herein deemed reliable though not guaranteed by agent, broker nor publisher. The publisher does not accept responsibility for unsolicited articles and photography. Any article or photography may not be reproduced without the written consent of the publisher. Query letter may be sent to daniel@thehistoricmagazine.com

## Submissions

To suggest a story or profile idea, email jackye@thehistoricmagazine.com. The editor reserves the right to edit submissions.

## Advertising

The Historic Mesilla Valley offers clients the most effective way to connect with residents of southern New Mexico and El Paso. Contact Publisher G. Buck at (806) 240-5481 or daniel@thehistoricmagazine.com

## Publisher

Daniel Gordon Buck

## Editor

Jackye Meinecke

Jackye Meinecke has lived and traveled in New Mexico for more than three decades. She earned a PhD in Rhetoric and Professional Communication from New Mexico State University. Meinecke has been a writer, editor and publisher for a variety of newspapers and magazines in New Mexico and Texas. She created, wrote and edited Getaways, a monthly publication of the Las Cruces Sun-News, that featured travel in southern New Mexico. She is a recognized local and regional author.

## Production and Design

Courtney Lewellen Hernandez

## IT Services

Rusty Pearce

## Editorial Contributors

Jackye Meinecke, G. Buck, Irene Oliver Lewis, David Chavez, Faith Hutson, Carolyn Cole, and Sara Boothe.

## The Historic Magazine

804 S San Pedro St. Las Cruces, NM 88001  
thehistoricmagazine.com



# Viewing the Valley through a Wider Lens Independent Opinion Pieces

## Take Care when allowing 'Nostalgia' to shape our narrative

by Sara Boothe, Local Business Owner

*"Nostalgia casts a powerful spell by immersing you in the past"*  
-unknown

In recent years, it seems as though society has become increasingly obsessed with nostalgia. There is a growing fascination with recreating the past that can be seen in movies, television, music, and clothing trends. We yearn to live in antiquity.

Nostalgia often serves as an anchor, pulling people toward the safety and comfort of their childhood. Childhood represents a time of innocence; a carefree existence absent of real-world responsibilities and adulthood pressures. Most importantly, safety and security is a dominant component of a child's reality. As we grow and change occurs, anxiety and malaise often follows.

The transitions we make collectively as a society are the same transitions that seem to be putting us on opposite ends of the spectrum; creating hostility and uncertainty. As we focus on nostalgia and finding a pathway back to the 'good ole days', we restore sentiment that shaped our societal norms. While we long to restore society to a 'better time' where chivalry existed and we could frequent the local drive-in to watch a black and white movie on the big screen, we forget that better is a subjective term.

When we think of a 'better time,' we might think of the romanticism of the Sadie's Hawkins dance; music that was crafted about love and peace; the lore of Casablanca. While the past had a lot to offer, the 'olden days' were also plagued with inequality, racism, and lack of personal liberties and protection. Multiracial marriages were illegal; schools and neighborhoods were segregated; members of the LGBTQA lived the heterosexual life society expected of them; women weren't allowed to work; men went off to senseless, expansion-driven wars in the name of freedom; the list goes on.

I don't believe we have any malicious intention as the whole of society to return to a time where the a-fore-mentioned are the status quo. However, our societal obsession with nostalgia could be tied to feelings of dystopia and dissociation with the current status quo and social-political climate. We are in a purgatory of uneasiness where we don't know how far to swing the pendulum or who should define the status quo. Conflicting generational norms and ever-changing cultural environments lead us to seek a place of safety; the comforts we long for to feel happy and normal — like that of our childhood.

When people are transitioning from one environment culture into another different from its own, an imaginary surrounding encloses them down into the feeling of alienation. Suddenly, their traditional values turn into something powerless and meaningless while their everyday living becomes an experience of isolation, detachment, distance and separation. They then look to society and government to act on behalf of the parent figure to find solutions for them. We give society and government the power to start shaping the narrative. The narrative is how we survive the unknown and the unpredictable. The narrative in recent years is Nostalgia.

He who controls the past, controls the future; he who shapes the narrative, controls the people. Society is governed by the notions crafter in our narrative; it is imperative that we are very selective and wise in choosing who is the author of our narrative. There is nothing wrong with nostalgia itself; it can be soothing and restorative. However, as a society, we must practice caution when restoring a past that hinders progress for our future.



## How a Southern Socialite survives the desert

by G. Buck, Publisher

*A Tip from a Socialite: If you ever attend an event where food is served buffet style remember to remain seated until the line reduces. If you join the masses in lining up, you are simply deploying bad social practice and turning what could be a nice buffet into a "Calvary Charge." If you're attending an event and one solicits you to join them simply respond "I'll wait, this isn't a Calvary Charge."*

I was born in Naples, Florida, a place unlike anywhere

in America. Its staple economic factors are exclusivity and the fact it's a place where 90 percent of its residents flock to their fifth and sixth homes only for the winter.

In Naples names such as Briggs & Stratton, Anheuser-Busch, and Scripps are commonalities

associated with our social structures. My father was the Vice President of Operations at the Naples Daily News — you know, back in a time when newspapers were equivalent to gold bricks, and no one ever thought the internet would begin to choke an industry known for fashionable lifestyles that included jets, yachts and multi-generational legacies.

My mother was the quintessential "mommy". She spent her days with my sister and me, while her evenings were filled with promoting my father's career at social events and business functions. On a given day you could see our matriarch amongst the other mothers doing committee work at the school, running us around to endless activities, or out shopping — a team sport in our family.

In Naples it's not unusual that your classmates' grandparents were delayed for the snowbird migration because their yacht inhaled debris in New York Harbor. When you get to high school, you'll drive your dad's Ferrari; it's kind of like initiation.

Our Papa and Grandma were both born Floridians in their past life. My Papa's family flocked to Florida from Louisville every winter and returned to sell the hell out of Real Estate, so they could spend the following winter along the magical beaches of Florida. My Grandma's family had been going to Fort Lauderdale since before they had drained part of the Everglades and built a highway. In our family album you can see my two times Great Grandmother and three times Great Grandmother on a steamboat navigating the remote territories of the Everglades dressed in furs and millinery on an excursion most could only dream of. My grandma always told my sister and me we were lucky to be born in Florida for the simple fact

she wasn't meant to have been born or lived in Michigan.

Having been born in America's wealthiest city life is sheltered, one might say. Our beaches are covered in sugar sand and accessed through pay portals or beach clubs, our "Downtown" is known as Third Ave. South and Fifth Avenue, which are bounded by Gordon Drive, where the average vacant lot is 28 million dollars.

Naples is the place where I learned the value of being a socialite, a talent fostered by great networking and a dotting family. We spent our evenings after school on our Papa's boat fishing the Cocohatchee River. When not at Riverbend with our grandparents, one could find us departing our dance studio headed for the estates to hop on our four wheelers or canoe on our family's private lake.

Our grandmother once told my sister: "You're a lady and ladies don't do that". Morgan's counter response was 'I don't want to be a lady.'

In the American South manners, good breeding, and socialization are the priority. These common practices are the things we took with us regardless of where the next company or endeavor took our family. They're the skills that have allowed this Southern Socialite to survive the desert.

Once we left Naples full time for an opportunity to grow my father's career, we ended up in the mountains of Colorado and then the high desert of New Mexico. In Las Cruces, I have managed to build a reputation based on networking, fundraising, parties filled with silver serve, and intellectual endeavors. Join us next time for an expansion on how a Southern Socialite Survives the Desert. This is only a tease on the flamboyant lifestyles of society and the desert.

**LAISANO CAFE**

1740 Calle de Mercado  
Las Cruces, NM



# An Historic Garden

by Jackye Meinecke, Editor

The Emma B. Heske Community garden situated in the historic Mesquite District was designed to be a cool, welcoming respite in the desert. This community garden welcomes everyone with no gates, fences or walls. Benches in the shade of the cottonwoods surrounded by the perfume of roses encourages visitors to linger with friends or family — or just enjoy the soothing sounds of birds and a breeze in the leaves.

Creating a sense of community space was the intent of Emma B. Heske. According to a 2003 Sun-News article:

“She designated the funds be used to build a park or garden where people could “sit and meet other people and talk, enjoy trees, flowers and grass.”

Connecting people was a lifelong practice of Heske. In 1954, news highlights of The American Journal of Nursing reported Captain Emma B. Heske received a Certificate of Achievement for her activities in promoting

closer associations among the women officers of the Army Nurse, the Women’s Specialist and Women’s Army Corp. at Brooke Army Hospital.

In addition to her military service, Emma B. Heske, born in 1902 in Connecticut, pursued her education, receiving a B.S. from the University of Connecticut; a M.N. from Western Reserves University; and a M.A. from the University of Pennsylvania.

Heske, who lived more than a century, bequeathed more than \$500,000 in a trust fund with the City of Las Cruces to build and maintain this community garden.

In 2011, the garden, located at 750 S. Espina Street, next to the Munson Senior Center, was recognized with an award of merit by the New Mexico American Society of Landscape Architects. The Design Awards book described the garden as:

“The revitalized, re-designed park/garden features passive recreation, colorful and textured plants, water harvesting, and custom hardscape

features. Through a unique public/private collaboration, a garden was designed in Ms. Heske’s memory to follow her intention for the park while initiating sustainable design practices for future nearby developments.”

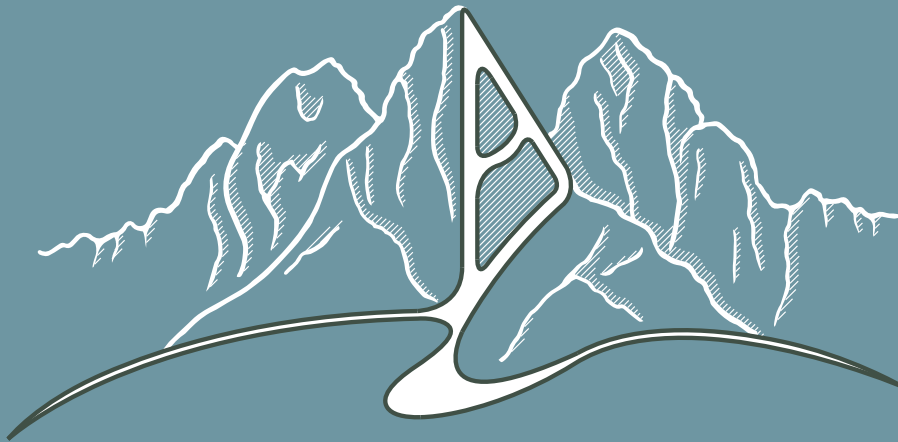
The Emma B. Heske Community Garden, designed by Consensus Planning, Inc. of Albuquerque, was built by The Greenhouse.

In 2015, the Las Cruces Tour of Gardens included this garden on the annual tour through the two downtown historic districts: the Alameda Depot District and the Mesquite Historic.

Sadly, the Emma B. Heske garden is poorly maintained at this time. Yet, the magnificent cottonwoods still shade benches where visitors can relax and enjoy the wind in the leaves and the chatter of birds. Roses still scent the air. The garden still provides a welcoming place for friends to gather.







# DESERT PEAK ARCHITECTS

desertpeakarchitects.com | 575-528-0021

## BALANCED FUNCTIONAL MEDICINE



Holistic Health • Nutritional / Regenerative IV therapy • Nutrient Injections • Hormone / Sex Education  
Bio-identical Hormone Replacement • Medically Supervised Weightloss • Exosomes • Stem Cells  
Peptide Therapy • Aesthetics • Nutritional Counseling • Full Panel Hormone Testing • Supplements

## WE ARE LOCATED IN MESILLA

2470 Calle de Guadalupe, Suite C | Las Cruces, NM 88005 | 575.556.9954 | [www.b-wellclinic.com](http://www.b-wellclinic.com)



Albert Eugene Van Patten

# Behind the Gate

by Faith Hutson, Historic Preservation Commissioner

An historic house with quite a pedigree stands at 639 South San Pedro Street. It is built in the Mission style, influenced by the 1907 Loretto convent (now demolished) and the 1909 Las Cruces railroad depot. The sinuous character of the undulating parapets of this house resembles the Loretto Convent parapets. The Spanish-Pueblo style portal was later added at one corner of façade and rear. Former owners of this house include Albert Eugene Van Patten and more recently Joyce T Macrorie. This property is listed on the National Register of Historic Properties (1985) and the Las Cruces Cultural Properties list (2022).

In 1911, Van Patten purchased the house at 639 South San Pedro from Juana Uritiago and Ignacio Gujalva. According to local oral legend, Piro tribal dances were held at the San Pedro property, presumably before the chapel was completed in Tortugas. Van Patten was influential in the history of the Mesilla Valley.

Albert Eugene Van Patten was born November 10, 1839 (another source suggests 1841), in Oneida, New York. Details of his early life are murky and often contradictory. According to his obituary, he attended West Point for two years and spent two years traveling around the world with his uncle, Admiral Bushnell Stevens, before going west.<sup>1</sup>

In 1857 (a different source suggests 1859), another of Van Patten's uncles, John Butterfield, hired Van Patten and his three older brothers to help set up the El Paso link of the Butterfield Overland Mail Company. They arrived in El Paso on December 23, 1857. Van Patten was engaged in various types of work for the Company, including driving coaches and serving as station keeper at the Picacho Station.<sup>2</sup>

On February 9, 1860, while serving as a conductor of a stagecoach traveling from Tucson to Mesilla, Van Patten was ambushed by Apaches in Cooke's Canyon. During the long standoff all but one of the coach's mules were killed. Van Patten, the driver, and the six passengers had to

abandon the coach and fortify themselves behind rock outcrops. Eventually they were rescued by scouts of a merchant party who had heard the gun shots.<sup>2</sup>

When the civil war started, Van Patten joined the Confederate Army, participating in the battles at Val Verde and Glorieta Pass (known by Union troops as Apache Canyon).<sup>3</sup> The close of hostilities found him in command of a hospital at Fort Bliss in El Paso, Texas. For the next several years, he was in the merchandising business in El Paso and Juarez, served as sheriff of El Paso and served as a U.S. Marshall.<sup>3</sup>

In 1865 Van Patten married Benita Madrid Vargas, a Piro Indian of the Guadalupe Mission. Because of this connection (even though Benita died in 1877), he remained involved with Los Inditos de Las Cruces for decades. He became the president of the newly formed Los Indigenes de Nuestra Señora de Guadalupe corporation in 1914.<sup>4</sup>

Van Patten moved from El Paso to Las Cruces in 1872, where he spent the rest of his life. He served in many offices, including county sheriff from 1884 to 1888 and deputy U. S. Marshall from 1889 to 1896. He also joined the local militia to fight Apaches and cattle rustlers under the leadership of Major Albert J. Fountain. As a commissioned officer, he raised Company D of the New Mexico National Guard. After the disappearances of then Colonel Albert Fountain and his son Henry, Van Patten led a posse to the murder site in an effort to find the bodies and track down the killers. He was a major witness at the trial, in which the accused were acquitted.<sup>2</sup>

Van Patten was a very close friend of General Lew Wallace, the territorial Governor, as well as being a good friend of Theodore Roosevelt. Van Patten was instrumental in organizing the New Mexico contingent of Roosevelt's Rough Riders of the Spanish-American War of 1898. Frank Brito, a Rough Rider, later married Van Patten's sister-in-law, Concha.<sup>1</sup>

In 1893 Van Patten built a luxurious mountain resort at Dripping Springs in the Organ Mountains 14 miles outside of Las Cruces. It was a two-story 14-room hotel with dining and recreational facilities constructed of native rock from the canyon, which attracted many notable guests, including famous lawman Pat Garrett and famed Mexican revolutionary Poncho Villa, among others. In 1904, Van Patten leased land near the resort to Dr. Nathan Boyd for a sanatorium. Within a short period of time the two became entangled in a prolonged and bitter dispute and litigation primarily revolving around land and water.

A long period of financial difficulties particularly impacted by the legal battle with Dr. Boyd left Van Patten almost destitute. He spent the remainder of his years living with his only surviving child, Amelia Ascarate. He died on February 28, 1926, in Las Cruces and is buried in St. Joseph's Cemetery in Las Cruces.

Joyce T. Macrorie was born in Vicksburg, Michigan, in 1931. In 1955 she earned her Master of Fine Arts in Painting from the Cranbrook Academy of Art. She was a professional artist for more than 60 years, excelling in painting, printmaking, gold and silver jewelry making, bronze casting, weaving, photography, and fiction writing. During her adult life, she lived in Michigan, Germany, Mexico and lastly New Mexico.

In 2002, Macrorie moved from Santa Fe to Las Cruces, New Mexico, where she purchased the Uritiago/Van Patten house and became a well-known figure in our local arts scene. She turned part of her home into her gallery, exhibiting her pieces as well as work by other local artists.

Macrorie magnanimously donated her art to benefit our community; in 2012, 41 of her paintings and prints went to Dona Ana County, where they hang as part of a permanent collection on the second floor of the Dona Ana County Government Center. Later, she donated other pieces to the Dona Ana Community College permanent art collection. Joyce Macrorie passed away on December 27, 2021.<sup>5</sup>

1. Las Cruces Citizen, Obituary of Col. Van Patten, March 6, 1926

2. <http://www.vanpattenancestry.com/evpbio.html>

3. History of New Mexico: It's Resources and People, Pacific States Publishing Co., 1907

4. 1990%20Beckett%20And%20Corbett%20Tortugas.pdf

5. <https://www.lcsun-news.com/obituaries/tnm057515>



Every Student learns differently, Aha-Learning helps give each student the knowledge and tools to succeed.



[www.4AhaLearning.com](http://www.4AhaLearning.com)  
**(240) 372-5192**



**MESA VISTA  
WINERY**

**Meticulously  
Handcrafted  
Wine**

**Mesa Vista Winery**  
Tasting/Tap Room  
3200 Hwy 28 • Anthony, NM 88027

[www.mesavistawinery.com](http://www.mesavistawinery.com)



**Nessa's Cafe**  
901 W Picacho Ave • Las Cruces NM 88005  
(575) 222-0081  
[www.facebook.com/nessascafe](http://www.facebook.com/nessascafe)



**COYOTE TRADERS**  
**RUSTIC FURNITURE**

1024 W Picacho Ave, Las Cruces NM 88005  
(575) 524-0040  
[www.coyotetraders.com](http://www.coyotetraders.com)



### El Sombrero Express

115 S Roadrunner Parkway, Suite 2  
Las Cruces, NM 88011  
(575) 323-3322



### Spending Time with Culture

1732 Mesquite St.  
Las Cruces, N.M. 88001

[trailsendgallery.net](http://trailsendgallery.net)  
575-649-2951





Photo Provided by New Mexico State University Library, Archives and Special Collections

# The Price of Urban Renewal

## A Living Legacy

Reflecting on how Main Street, the surrounding historic neighborhoods, and the Las Cruces Arts and Cultural District are evolving into viable downtown areas with desirable places to live, shop, and play, takes me back to my childhood — and to a lifestyle that many people are seeking to emulate today.

I live in our family compound that dates back to 1901 in what is now called the Mesquite Street Historic District. It wasn't called a District when I was a kid. It was just my neighborhood. A neighborhood filled with family stories dating back to when Las Cruces started in 1849.

My earliest recollection of peace, love, nurturing and family was at our kitchen table in the early 1950's with my mom and dad. I was three years old and I was called La Niña. My brothers and sisters were gone. Their energies of sharing one bathroom for seven people, of packing school lunches, of grabbing misplaced homework for the teachers at Holy Cross School on Main Street had walked out the front door. What remained was serenity, my time, because I was La Niña, I had the honor of staying home in the warm and delicious smells of breakfast and homemade tortillas.

Mom was the best cook in the neighborhood. Her taquitos, bischocos, and red chili were favorites at family gatherings. She would give away her red chili as presents because it was so delicious. Dad was a carpenter, a woodworker and a folk artist. He could fix, make or build anything.

When urban renewal in 1967 destroyed our downtown and most of our neighborhood, my mother's cousins and sisters sold their properties and moved away. They told her she was foolish to stay in the old neighborhood. But my mother loved the property we lived on. It had been her parents home and they had given her the land. So she refused to leave.

Dad watched the destruction of the adobe homes and businesses in the seven blocks from Main Street to Campo where we lived. He became more determined to maintain our adobe homes on our compound because of urban renewal. As a teenager he made adobes in his hometown of Mesilla. So the destruction of the homes held a personal aspect for him. Sixty-two

of the 84 original townsite blocks were destroyed in urban renewal. Every day as I cherish my home, I thank my parents for their wisdom not to move from the neighborhood, no matter what ridicule they sustained.

My neighborhood's architecture included small to medium sized adobe homes with flat or tin roofs. The homes are right up to the sidewalk with large areas of lawns and gardens in the back of the homes. When I was young, the yards were dirt with lots of flowers and natural plants, like ocotillos, mesquite bushes, and succulents. Many households had a vegetable garden.

We didn't have paved streets, and most of the homes displayed the adobe bricks without plaster. The children loved it when it rained because we were on the path of the arroyos that came down from the mountains where Telshor and Sonoma Ranch are now. The water would fill up in front of our homes and we immediately had a large swimming pool to play in with the other neighborhood kids.

Every block in our neighborhood had a specialty mom and pop home business. They had what we now call live/work space with the families living in the back of the house and the business in front rooms of the house. Everyone knew where to go to buy your underwear, pan dulce, vegetables, watch repair and other goods and luxuries. Our favorite was a candy store where all the children loved to spend their pennies.

Our neighborhood maintained the multicultural population that started in the original townsite. I played mostly with Hispanic/Mexican friends. But I also had friends that were African American, Jewish, German, Italian or Anglo. As La Niña, I felt everyone was welcome in our neighborhood. The only thing we worried about was La Migra, what we called the Border Patrol. They would unexpectedly show up looking for the Mexican workers that were our neighbors and who worked in our homes as cleaning ladies, cooks and home health caregivers.

The Alameda Neighborhood on the east side of town, and the second historic district, looked very different from our area. The houses were bigger, made of brick or wood with fancy,

pitched roofs and windows. But, to me, the most interesting aspect in Alameda was their lawns. We had dirt; they had green grass. Our houses were built right up to the sidewalks but in Alameda, the houses were away from the street sidewalks. And there were no businesses in the homes like in my neighborhood.

Separating, yet joining, the neighborhoods was Main Street or downtown. It was a neutral space in the city where everyone went to shop, to enjoy one of the three movie theaters with one showing only Mexican cinema, to eat at a specific restaurant, to complete your banking or to do business at City Hall.

When I was a teenager, Main Street was the place to be on Friday nights. We would "cruise" up and down Main Street and finish the evening at the Shamrock Drive-In or the A&W Root Beer Drive-In for a soda and a hamburger.

The most important buildings on Main Street for La Niña were Saint Genevieve's Catholic Church and my elementary school, Holy Cross School. Everyone in my family went to Holy Cross. My cousins were there. I was a cheerleader. I was so proud that my school and church were on Main Street.

With my cousins and friends after school we would walk home on Main Street and would window shop. If we had extra cash, we would stop for a Coke and fries at the Rexall drugstore. Most of the store owners knew our parents or our relatives worked in the stores. We walked everywhere. Anything I needed was in my neighborhood or on Main Street.

I sleep in the room where my 96-year-old grandmother and my 91-year-old dad died. My home is filled with spirits and memories — mom singing Mariachi songs; dad building our furniture; my grandmother planting her garden. Family stories are like shadows, a part of you, wherever you go. They echo our lives and ensure that we remember from generation to generation.

These and more stories and memories echo in every family in our Mesquite Street Historic District. It is a living legacy of 174 years of history.

# Inspired to Activism

by David G Chavez  
Historic Preservation Commissioner

I was a teenager living a normal late 60s life in my neighborhood. Unaware that my belief system would be shaped by a quest for activism that would help me understand, acknowledge, and learn to distrust persons and institutions that affected my daily life in what is now called the Mesquite Street Historic Neighborhood.

Activism occurs in many cases because an injustice has been done to an individual or society. False information is presented to camouflage true intent or actions. I had a strong feeling that something was terribly, terribly wrong — a lie masked actions that physically changed the landscape of my beautiful Main Street and in my neighborhood.

This is the story of my birth of activism toward institutions that find it advantageous to manipulate the population. Activism became the foundation of my personal work in architectural design and historic preservation.

I lived in the center of the original townsite of our historic Mesquite district — though this was way before my neighborhood was designated an historic district. I was a carefree teenager going to Court Junior High located in what is now called the historic Alameda District. I walked through town on my way to class. Walking on those sidewalks and viewing all the businesses, homes and people was my daily routine.

There were no vacant shops on Main Street. I would walk up Court Avenue, east from the school to Main Street on the way home. The F. W. Woolworth Company was on the corner. Depending on whether I had a couple of quarters and I had permission, I could stop to purchase an ice cream soda with a juicy cherry on top at the counter.

C.R. Anthony's dry goods was across the street from Woolworth's. I kept walking to the State Theater currently home of the Las Cruces Community Theater, where I stopped to read posters advertising current movies. Then I arrived at Dunlaps department store on the corner of Maine and Las Cruces Avenue and the location of the most important building on Main Street and in our community: St Genevieve's Catholic Church and the private, parochial Holy Cross School.

Also on the corner was the Red Wing men's shoe store and Mott's five-and-dime store.

Another beloved building on Main Street was the Rio Grande Theatre. I loved the theater; it was a place of dreams, adventures and my way of discovering other places in the world I wanted to visit and explore, which eventually I did.

Finishing off the block was a JC Penney, the Gutierrez pharmacy, the Herndon Hotel built in 1921, the United Fashion store and the Rexall drug store on the corner of Griggs and Main Street. The beautiful old post office occupied the corner of Griggs and Church Street.

The pride and respect I had for my community was soon to be shattered by the dark clouds of secret deals and negotiations made by powerful business owners and religious and political leaders. The public was not aware of how damaging and destructive the actions of a few scheming men would be in destroying our hometown.

It started with the demolition and destruction of the heart of the city: St Genevieve's Catholic Church. Lies about how dangerous the building

was and that it was near collapse were started by the small group of leaders who made a deal for the sale of the church with the Catholic bishop in El Paso.

A group of engineers from White Sands Missile Range decided to assess the structural damage at the church. They determined the historic building, built in 1887, could be saved and went to the bishop to discuss saving it. The bishop's response was that he didn't want to hear any more about saving the building, and if they didn't stop their inquiry they would be excommunicated. A trusted religious institution was lying to its congregation.

The demolition was like a domino effect; this was the first building and it wouldn't be the last. I was an impressionable teenager who could not understand how this could be happening. It was a horrible awakening to see greed and lies overpower the community to destroy its architectural and cultural history and heritage. It was systemic racism, a word that was not used then.

The shock of urban renewal added to the disappointment, the anger, the sadness, the disillusion and the betrayal of the loss of our Main Street and Mesquite Street neighborhood businesses and homes. What had the citizens done to deserve the destruction of their heritage, their culture and their past?

I asked questions, but no one had answers for me. You are a kid. You will understand later when you get older. No, I understood that everything I loved and appreciated about my hometown was disappearing. Some powerful

men decided that a few million dollars was worth wiping out our town's past and destroying people's lives.

My mother was selected for the grand jury for urban renewal — a group who would help in putting value to properties. I overheard her telling my dad how horrific the jury was with elderly people fighting to keep their homes or businesses, offering pennies on the dollar. I remember people coming to our house and talking about the situation with anger and hurt voices and crying not able to understand and not having a foot to stand on to fight against urban renewal.

There was never a plan, but we were told developers would be building a new city. That never happened. The destruction looked like Hiroshima, but this was not a bomb. This was man-made destruction, which wiped clean the neighborhoods and businesses that had stood for more than 120 years.

From that point on, my interest in history increased. I still feel the ghost of urban renewal haunts our city. It still is too easy for city officials to approve permits to destroy historic structures. Who cares about those old adobes? Better to build something new instead of restore.

There are a tremendous number of citizens in this city who believe in historic preservation and believe in saving our heritage, our culture, our past. As I do, since my activism was awakened in my teenage years.

## Peddlers Pavilion has something for everyone!

Antiques • Arts & Crafts • Jewelry  
Mexican Souvenirs • Great Food  
Roasted Corn & Mexican foods

**PEDDLERS PAVILION**



2400 W Picacho Ave, Las Cruces, NM 88007



Photo Provided by New Mexico State University Library, Archives and Special Collections



Photo Provided by New Mexico State University Library, Archives and Special Collections

# Mesquite Memories

These personal recollections of growing up in the Mesquite District capture the times of the writers. They recall a community where neighbors shared everything from vegetables to time; cared for children and elderly within their community; and celebrated and played together. The stories are excerpted from the Newsletter of Las Esperanzas, Inc.

The Value of 41 cents and a generous spirit  
By Elizabeth Holguin Lannert

The Mesquite Historic neighborhood is a special neighborhood. My early memories are of a caring people, a clean neighborhood, good schools, and a fun place.

I look back 65 years and remember with gratefulness a special lady, Mrs. Bradley, who taught me at Grandview School. As a fourth grader, I was required to have a workbook. My mom, a widow, did not have the tiny amount of 41 cents to pay for it. Without a moment's hesitation, and with no discussion, this beautiful lady paid for my workbook! What relief! What happiness to a little fourth grader!

Besides the valuable lesson learned in getting a workbook, there were many other examples of generosity and kindness in the neighborhood. In that same difficult period, my Mom lost her purse in a taxi cab in El Paso where she had gone to a doctor's appointment. She lost all the money she had, including rent for that month. I was very young, but I remember the eviction and sitting outside with my mother wondering where we could go and what we would do. My mom found housing within hours. Doña Beatriz Apodaca gave my family free housing for a few months.

Jesús Gutierrez, owner of Valley Drug Store, made an impact on my life. Mom needed an operation, and in order to pay for it, my sister and I found it necessary to leave high school. Two of my teachers helped me with typing and shorthand on their own time. Jesús gave me a job, with flexible hours. As a business owner, it may have been a small thing for him, but it was of huge importance to me!

I cannot leave out Mrs. George Frenger who went to see my mother. She wanted to tell her



Photo Provided by New Mexico State University Library, Archives and Special Collections

about a house for sale. She encouraged Mom to go ahead and take the big step — to become a home owner, her first home as a widow! This is the house I returned to and presently enjoy .

Mom came to this neighborhood from Old Mesilla as a young widow with children and these beautiful people impacted our family in a very positive way.

Who cares about involvement with a neighbor or with a newcomer? One never knows the impact made through a thoughtful act, a word of encouragement, a friendly smile or the value of 41 cents!

Memories of the Rio Grande Theater  
by Leticia Duarte-Benavidez

The Rio Grande Theater brings back so many fond memories of when I was a young child of eleven or twelve.

In the late 1960's every Wednesday during the summer months, Prices /Medal Gold Milk Company gave all the school kids a chance to see movies at the Rio Grande Theater. All you had to do was bring two empty milk cartons to see the movie. All week my brothers, sisters and I would gulp down as much milk as we could in order to have the two half gallon milk cartons each. My mother could not keep up with us!

We would also go to some of our neighbors who had grown children and were not interested in going to the movies with a bunch of little kids, and asked them if we could have their empty milk cartons. I also remember my brothers and some of the neighborhood kids rummaging through the trash cans looking for the Prices/Medal Gold milk cartons! This was before plastic trash bags —ugh, what a mess. But come to think of it, nobody ever got sick. I guess all that trash improved our immune system and made us stronger kids. Or maybe God was watching over us.

All the kids in town would walk to the Rio

Grande Theater. Back then most of the families only had one car, and usually the father would use it to go to work. We walked everywhere. We lived a good three or four miles from downtown so walking was very natural for us. All the neighborhood kids would walk together.

If you were lucky your mom would give you 25 or 50 cents for popcorn. Most of the kids were poor so we didn't expect any money from our moms. We all knew how things were at home and we never begged our parents for money either.

I remember one of our neighborhood friends who was walking with our group (there were about six of us that day) was only able to collect one Prices/Medal Gold Milk carton so he decided that he would insert a different carton inside the Prices carton making it look like he had two cartons. As we were in line we were all praying that the man collecting the cartons would not notice that one of the cartons was not Prices. We were all holding our breath — the man separated the cartons and saw what the kid had done. He hesitated and saw all of us kids looking up at him with worried eyes (you know like the cat puss-in-boots from the movie Shrek) he then smiled and let him go through. Whew, what a relief!

We got inside the theater and boy what noise with all those kids inside happily excited and anticipating the start of the movie. That day we watched the movie Jungle Book. To this day when I watch the Jungle Book movie with my kids I have to smile at all the fond memories I made as a kid at the Rio Grande Theater.

# Travel the Camino Real in horse-drawn trolley

by Jackye Meinecke, Editor

Once upon a time, horses, carts and wagons rumbled the dirt track of an historic trade route from central Mexico to Santa Fe. Today, the Camino Real cuts through the Mesquite Historic District on a smooth asphalt road named Mesquite Street.

At the Mesquite Historic District First Friday Art Ramble, visitors can step back in time by stepping onto a horse-drawn trolley to travel from Trails End Gallery at the north end of Mesquite street to the south end of the district — and back. Along the way, hop off to explore galleries, view historic adobe homes and take the time for a drink and a bite in one of the local restaurants.

Pete Paulson of Frontier Adventures began his transport business in the Mesilla Valley in 1988. He has a variety of transport options, including a hotel surrey, several carriages and the trolley. He usually purchases horses from the Amish because they have been well-trained for carriages and street traffic. He is available for holiday events, parties, weddings and quinceañeras.

"It's what I do! I realized horses were going to be my thing," Pete said. "I do what I do because I love my animals."

He discovered at a young age he wanted to work with horses. He grew up on a farm in Wisconsin near the Fort Dells Theme Park. His father built and sold stage coaches. The family worked summers providing stagecoach rides at the resort.

"I worked in summers taking tickets, loading [the coach] and shoveling manure," Pete recalls. As an adult, he worked as a farrier shoeing horses.

"I've worked my whole life to make it easier for my horses," Pete said. His horses often are his companions and working team for up to 20 years. When the horses no longer should work, he places them in retirement homes where they can graze or be a gentle ride for children. The hardest part of his business is quietly bearing the cruel judgment of people at events who accuse him of being cruel to his horses.

After decades of transporting residents for weddings or to admire the luminarias in Mesilla Park, he is proud of his safety record. He estimates he has provided rides for "tens of thousands of people" safely.

To reserve his services, call 575-644-0716.



## Gallery 925

925 N. Mesquite St. — Friday 1 p.m.-5 p.m., and until 8 p.m. on First Friday; Saturday-Sunday, 11 a.m.-5 p.m.

Presents local Las Cruces artists and artists in the surrounding area, and hosts monthly art shows and periodic workshops. June features a show by Gretchen Blais, who creates graphite pencil drawings and collage, and Julia Masaoka, who creates assemblages with found objects.

## The Mandrake Fine Art & Botanical

501 E Hadley Ave. — Wednesday through Friday, 10 a.m. to 5 p.m.; Saturday and Sunday, 11 a.m.-4 p.m.

Features the work of painter Michael Ponce and herbal products created by herbalist Trisha McCaul-Ponce. Discover art and antiques along with herbal products.

## Mesquite Art Gallery

340 N Mesquite St. —(575) 640-3502  
Photography, painting and 3D art from selected national artists. Mel Stone professional photographer who specializes in beautiful photos of the southwest owns the Mesquite Art Gallery which is also in an adobe house that was built in 1898.

## Trails End Gallery

1732 N. Mesquite St. — Tuesday through Friday, 10 a.m.-4 p.m.; Saturday, 10 a.m.-3 p.m.

Featuring local artists Gary Biel; Armando Garcia; Robert Highsmith; Penny Simpson; Victor Whitman; and others. Also visit the artist studios next door.



# First Friday Art Rambles

According to Gary Biel of Trails End Gallery, First Friday Art Rambles are a national movement to promote art. The Mesquite Historic District has been active in this movement since before Covid. Join artists and art lovers at the Mesquite district's First Friday Art Ramble on July 7.

The Mesquite District's ramble includes galleries and restaurants, including La Nueva Casita Cafe, all located between the north and south ends of Mesquite Street, which was once part of the Camino Real trade route. Ramble all evening long and grab some food from one of two local eateries!

For an engaging evening, begin your ramble at Trails End Gallery to discover outstanding local artists. Visit the artist and craftsman studios to see works in progress as you sip and nibble. Then hop on the horse drawn trolley to ride along historic Mesquite Street stopping at several galleries along the way.

Michael Ponce a local artist and co-owner of The Mandrake & Botanical said the revitalization of this historic district gives the community and visitors a place to visit, shop and learn about art and local culture.

The trolley turns around at a restaurant, where you can dine or take the trolley back up the street — and maybe visit the galleries one more time to make your final purchases.

The Friday Night Arts Ramble is sponsored by the Picture Frame Factory Outlet and Ebbs, Roberts, Head and Dawn, Inc.

You can visit and browse these captivating galleries during the ramble or on your own. As a self-guided tour, visitors are encouraged to explore the galleries and restaurants. With refreshments and entertainment along the way, this event is a great Friday night out.

# Bourbon N' Business Thrive in Downtown

by Jackye Meinecke, Editor

The Amador Live Eatery & Entertainment District is a testament to the vision of owner Max Bower. He, on the other hand, acknowledges a successful partnership with the City of Las Cruces and others involved in downtown development.

When he initially purchased the property at 302 S. Main Street, which had been the My Brother's Place restaurant, he had intended to demolish the building, sell the lot and the liquor license and move on. His plans changed.

After purchasing the property, he became aware of the historic Amador Hotel next door and the historic preservation work of the Amador Hotel Foundation Board. Las Cruces was in a phase of re-developing the downtown district. The combination of these activities inspired him to build the complex that bars, restaurants and ongoing entertainment in multiple venues.

"The plan developed organically," Bower mused. The property houses the Amador Pub & Grill, the Broken Spoke Tap House, the 575 Cruces Crafted Cocktails and Jax, a rooftop bar with a view of the city skyline and the Organ Mountains.

The green lawn and outdoor stage were an afterthought, which has become a favorite venue. The lawn also entices visitors to linger on the patio to enjoy drinks and entertainment.

Bower has known and partnered for more than a decade with Lonnie Klein, the former Las Cruces Symphony music director and conductor. Results of that partnership include the recent performance at the outdoor venue of the original band Chicago pop band, The Buckingham, accompanied by a full orchestra led by Lonnie Klein.

"Every venue has found its footing, its character," Bower said of the expansion of the property. Bower's intentionally put in place a plan for the next 10-years of growth..

After demolishing the old restaurant building, he accepted the challenge of joining the efforts to develop the downtown area with a vision of creating a destination, creating a draw. As the project developed and matured, he focused on providing a good night out and entertainment to serve our community.

First, however, his businesses had to survive the pandemic. The Amador Live opened in March of 2019 and was closed by the pandemic in March 2020. Many enterprises would have difficulty recovering from such a blow — and many did not.

With his family history and experience, Bower was in a position to survive the pandemic. Bower grew up in El Paso in a family that was involved in real estate, property development, banking and finance. After earning a business degree at New Mexico State University, he worked for the Las Cruces Home Builders Association. When working with the association, he handled golf tournaments, shows

and events. His varied experiences with project management provided knowledge and expertise to nurture his business venture — even through several years of shut downs.

Bower notes that essentially being a local who knew and understood our local history and culture, was an additional benefit when collaborating with the city.

"I understand the pace of the town," he said. "Everyone had good intentions here. We all want to see the best for the city."

As his business recovers from the lean years, he is looking at the next pieces of the downtown development puzzle. He credits the Las Cruces Tax Increment Development (TIDD) that had been established for the downtown redevelopment in the late 1990s for driving downtown development. The funds were used to build major infrastructure, such as the new streets and plaza.

"This [the TIDD] allowed more potential and access all the way around," Bower stated, noting the traffic flow for his business was positively influenced by access created by the return to two-way traffic.

The number of homeless in Las Cruces is a major concern to downtown businesses and throughout the city. He sees this as a complex problem requiring cooperation among many city, state and federal agencies, as well as residents and businesses.

"The next piece is housing," Bower said. He proposes more housing needs to be built in the downtown area. The new downtown apartment complex, The Lofts at Alameda, has stayed fully rented since its opening, he said.

He also supports an efficient transport system, especially between the university corridor and downtown, as important to the growth of the district.

As the Amador Live district continues to draw and attract people to the downtown, our community and city will experience the benefits of a Bowers vision.

## Bourbon Aficionados Impact Bourbon Selection

Bourbon aficionados Kelly Fort and Eric Bransford collaborated with the beverage manager Homer Valerimo to enhance the bourbon selection at Amador Pub and Grill. The two bourbon fans were impressed that Valerimo was so receptive to their requests for a more sophisticated bourbon selection.

"We have taken it upon ourselves to lead the bourbon revolution," Bransford said. "We feel like bourbon is becoming a growing market," Fort said.

Valerimo and Max Bower, had discussed



**A sip on the Amador Live 575 patio with (from left to right) G. Buck, Max Bower, Kelly Fort and Eric Branson. Photo by Ally Bower.**

having an alcohol of the month type of promotion. So their interests coincided with the desires of Fort and Bransford. In addition, to stocking bourbons requested by their patrons, they also are planning a bourbon dinner with a special guest from the Bourbon community. The chef's menu will be designed to pair with bourbon. Watch for notices on a variety of social media sources, including [PLACE LINK HERE](#) for the dinner planned in late June.

Fort and Bransford are enthusiastic promoters of the increasingly wide choices of bourbons in every price range. They compare bourbon tasting and evaluating as being a lot like a wine tasting: the nose, the taste on the palate, the mouth feel, the finish — and the Kentucky burn/hug, which is the evaluation of the burn in the throat.

"It's a growing community, like a hobby," Fort said. "We want to share it with people."



## Melissa's Mixology 101: *El Conquistador* the Drink of Downtown (A Bourbon Infused Dream)

by **Melissa Serrano**

23 years experience, Head Mixologist, Bar Manager at Amador Live

### Ingredients:

2 ounces Pursuit Bourbon (or one of choice)

¾ ounce pineapple juice

¼ ounce simple syrup

¾ ounce lemon juice, preferably freshly squeezed

Sprite & Club Soda

1 strawberry for garnish

Glassware and Tools:

Old Fashioned Glass

A swizzle stick or sturdy spoon

Bar Shaker

Strainer

**Step 1:** combine bourbon, pineapple juice, simple syrup, lemon juice, and ice into a bar shaker. Give the ingredients a good boot scoot as you infuse the cocktail.

**Step 2:** fill the glass with new ice, strain the contents of the shaker into the Old-Fashioned Glass over the fresh ice.

**Step 3:** top with sprite and club soda in equal quantities to the brim. This infusion

will balance the sweetness of the cocktail's profile while adding effervescence.

**Step 4:** take your swizzle stick and give the contents of your cocktail a good stir. Don't be modest. You must be sure to evenly distribute the press from step 3.

**Step 5:** slit the strawberry and slide it onto the rim of the glass and enjoy.







**Public House 28 Brewery**  
10092 S Highway 28  
Anthony, New Mexico

[www.hwy28brewery.com](https://www.hwy28brewery.com)




[www.hwy28brewery.com](https://www.hwy28brewery.com)




## REGENERATING HEALTH

TIC DISORDER INSTITUTE




[www.regenerating.health](http://www.regenerating.health)




## CUSTOM FRAMES

### BY CURTIS

Now At :



**FRAME AND ART SUPPLIES**



**(575) 526-9113**

144 Wyatt Dr  
Las Cruces, NM 88005



# The Role of Designers in Preserving History with Style

by Carolyn Cole

A remarkable movement is sweeping across Southern New Mexico as passionate individuals and entire communities rally to restore historic properties to their former glory. These architectural gems, from adobe haciendas to Victorian mansions, not only tell captivating stories of the past but also serve as vibrant reminders of the region's diverse cultural heritage.

Historic home renovations serve as an invaluable bridge between the past and the present, ensuring that future generations can appreciate and learn from the architectural and cultural heritage of Southern New Mexico. By preserving these homes, we honor the stories of those who came before us and contribute to the unique character and identity of our communities.

Inspiring Renovation Projects in Southern New Mexico:

**The Fountain House:** Located in Mesilla, the Fountain House is a stunning adobe dwelling that dates back to the mid-19th century.

A dedicated team of architects, historians, and craftsmen came together to revive this architectural gem. By meticulously preserving original elements such as the hand-carved wooden doors and plasterwork, they were able to soundly restore the Territorial style residence while staying true to its historical significance.

**The Silver City Mansion:** Constructed in the late 1800s, the Silver City Mansion is a remarkable example of Victorian-era architecture. Over the years, neglect had taken its toll on this grand residence. However, a passionate couple with a love for historical preservation undertook the monumental task of renovating the mansion. Their efforts to restore intricate woodwork, stained glass windows, and ornate detailing have transformed the property

into a majestic landmark.

**The Hatch Adobe Home:** Nestled in the heart of Hatch, this adobe home is a testament to the area's rich agricultural heritage. A dedicated team of preservationists recognized the importance of this dwelling and embarked on a renovation journey to honor its history. By employing traditional adobe construction techniques and using locally sourced materials, they successfully revived the home's original charm, highlighting its significance in the region's farming history.

These projects have the power to unite communities, foster a sense of pride, and ensure that future generations can celebrate and cherish the vibrant history and rich cultural heritage that these architectural gems represent.

In the heart of Las Cruces, the Mesquite neighborhood stands as a testament to the city's identity, with its adobe structures dating back to the early 1800s. However, like many historic neighborhoods, it has faced challenges of neglect and changing urban landscapes. Restoring these historic homes requires a blend of architectural expertise, historical understanding, and an unwavering commitment to maintaining authenticity while embracing modern comforts.

Restoring a historic home is a labor of love that requires specialized knowledge and a profound appreciation for its historical significance. Alongside history experts and preservation guidelines, the residential designer plays a pivotal role in meticulously planning the renovation. They meticulously plan the project, sourcing authentic materials and engaging skilled craftspeople to preserve unique features like intricate plasterwork, original adobe walls and hand-carved wooden doors.

In the realm of historic home renovations, designers ensure that the craftsmanship of the past is celebrated while seamlessly integrating modern amenities and safety standards – a delicate balance that allows the home to retain its authenticity while meeting the needs of contemporary living.

A residential designer with a deep appreciation for historical significance curates a collection of furniture, textiles, lighting and art that breathes new life into the home while reflecting the dreams, desires and spirit of its new stewards. By combining beauty, functionality and a profound understanding of the past, these designers create living spaces that honor history while inspiring the future.

While design alone may not save the world, it possesses the remarkable power to evoke positive emotions and articulate the stories of well-lived lives.

So, as the historic homes of Southern New Mexico undergo a renaissance, consider the invaluable role of residential designers in preserving the past and shaping the future. Together, we can honor the architectural heritage of our communities, create timeless masterpieces, and celebrate the beauty of well-designed spaces that stand as testaments to history and inspire generations to come.

C3Designs, LLC

At C3Designs, we believe that design should be accessible, enjoyable, and deeply satisfying. Our team possesses extensive knowledge of applied design, including material use and construction processes, ensuring that each transformation of space is as functional as it is aesthetically captivating. We collaborate closely with clients, empowering them to co-author their homes' narratives and infuse their unique vision into every detail.

At C3Designs, we are passionate about creating spaces that go beyond mere aesthetics, fostering a deep sense of satisfaction and inspiration. Our goal is to make the renovation process enjoyable, creative, and deeply rewarding for our clients.

Contact Carolyn Cole at 719-371-6228 or carolyn@cthreecom.com @c3Design&Decor

**AmadorLIVE Eatery & Entertainment District**

**Come Enjoy the Summer Night Vibes**

**Scan for Upcoming Events**

**302 S. Main St. Las Cruces, NM 88001**

The Association

## LAS CRUCES'S ONLY WOMEN'S PROFESSIONAL DEVELOPMENT GROUP



Join Us Today!

Scan to Be Our  
Guest to an  
Upcoming Event



### Events, Trainings & Workshops

#### Monthly:

Expert Power Hour  
Fempreneur Breakfast Club  
Leader's Luncheon  
Strong Coffee with  
Strong Women

#### Quarterly:

Success is Sexy Mixer

#### Bi-Annually:

Collaboration over  
Competition:  
Speed Mentoring

#### Annually:

January Kick Off  
Fall Keynote Speaker

#### Contact Us/ Follow Us:

575-640-2014 Sumer

Sumer@theassociationlc.com

@theassociationlc

Las Cruces & Alamogordo, NM

www.theassociationlc.com

@theassociationlc

2060 Calle De Parian, Mesilla, NM 88046

# 575.554.3638



# dutchie.com

**The Fort Construction, LLC**  
**(575) 640-3607**  
**7960 Inca Dove Ave. Las Cruces, NM 88012**  
**www.webuildforts.com**



**ROLLING  
STONE**  
**COUNTERTOPS**



**Excellence Set in Stone**



**RollingStoneCountertops.com**

1191 Fort Sumner, Las Cruces, NM 88005