

## FEATURES



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## MOM & DAD

Are you caring for your parents, a family friend or other relative? Are you facing challenges for which you are ill equipped?

Southwest Senior Publications knows many of us need help and support in caring for our parents. That's why this fall we're launching a new publication, *Mom & Dad*.

It will be filled with insights, tips, and support for those of us taking on a tough combination of jobs: medical assistant, personal care aide, legal and financial advisor, protector, guardian, chauffeur, chef, advocate. This list goes on.

Watch for this new publication this fall. You'll find it wherever *Southwest Senior* is available.

In the meantime, share your tips on our Facebook page: [facebook.com/SouthwestSeniorLC](https://www.facebook.com/SouthwestSeniorLC).

## New local company to distribute indy films

By Bud Russo  
SWS Writer

Independent filmmakers need a few things to make a film. They need a script, a production company with cameras and tons of gear, actors, and a distribution channel. Until now, independent filmmakers have faced an often insurmountable hurdle when it came to getting their work in front of audiences — finding a distributor who would promote the film to buyers.

That hurdle has been cut down to size with the formation of Borderlands Media, southern New Mexico's first, full-service film distribution company focusing on the independent filmmaker.

When asked why a distributor for indy filmmakers was necessary, David Salcido, marketing manager for Borderlands

Media, said, "The biggest complaint of so many filmmakers we know is 'We make these films and we can't get anybody to distribute them for us.'"

There are a number of reasons, Salcido explains. The filmmaker can't get his or her work accepted by

the Sundance Film Festival, which Robert Redford established in 1985. Distributors tell filmmakers they only handle films accepted by Sundance. They may also require the film to have won a certain number of awards, have big studio backing, or a "name" attached to the project: a well-known actor, producer, or director. Perhaps the most frustrating Catch 22 is a distributor who tells the filmmaker his work has to have been

screened in X-number of theaters but, of course, he can't get it to theaters without the distributor.

SEE "BORDERLANDS" PAGE 5



Las Cruces filmmakers prepare to shoot a scene from the suspense thriller, *Truth*, filmed in Silver City during the fall of 2013. Photo courtesy PRC Productions.

## Empty Bowls fundraiser returns for 23rd year

SWS Report

Throughout the summer, members of the Las Cruces Potters' Guild have been busy crafting new bowls for this year's Empty Bowls fundraiser event to benefit El Caldito. The event, now in its 23rd year, is being held Friday, October 16, at St. Paul's United Methodist Church located at the corner of Griggs and Alameda. The hours are 11 a.m. – 2 p.m.

Long time guild member Cally Williams brought this idea to Las Cruces from Michigan in the early 1990s. Other guild members shared her enthusiasm for using this project to spread awareness of the issue of hunger around the world. They brought it closer to home by dedicating the proceeds from the event to support El Caldito, the soup kitchen located at Community of Hope that has been serving free meals for 34 years.

"What we liked about El Caldito," Williams says, "is that so much of the community is involved in the success of this volunteer organization."

Forty area restaurants donate the soups that are served at Empty Bowls. There is something for every taste bud on the day's menu. Besides deciding what soup they will eat, patrons have the challenge of finding "that special bowl" from the 1000 handcrafted bowls potters create every year for this event.

"We love to see friends and neighbors who return each year to enjoy this event," Williams added. "Since this is our



Potter's Guild volunteers creating pots for this year's Empty Bowls event.

23rd year, they may already have a cupboard filled with soup bowls from previous years. Of course, the bowls do make nice gifts, too."

Members of El Caldito's volunteer board of directors are quick to point out that this event is the major fundraising event supporting the soup kitchen's work. In recent years around \$20,000 has been raised through the one-day Empty Bowls event.

El Caldito is now serving lunch Sunday – Friday and a sack lunch Saturdays. As many as 250 individuals may come through the door on any given day. Everyone who comes is welcome to a meal. The total number of meals served in 2014 was close to 100,000 and around 300 individuals volunteer regularly throughout the year.

Tickets, which are \$18 in advance and \$20 at the door, are available at several local businesses.

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**"BORDERLANDS" FROM PAGE 5**

If you want to know how frustrating the problem is, ask Mark Medoff or Rod McCall, both notable Las Cruces filmmakers whose work has been swallowed up by the typical distributor and never — or rarely — seen again.

Borderlands Media, in a sense, is blazing a trail for independent filmmakers in southern New Mexico. "Obviously, there are more independent filmmakers per capita here than there are big studio filmmakers," Salcido says. "We're not Albuquerque, and we're certainly not Los Angeles. We have two award-winning film schools here cranking out filmmakers. Most of them have to move to get job, but those who choose to live here and ply their trade here are running into this problem, where they've created really wonderful work but nobody wants to look at it."

Borderlands Media came into being when Salcido, Troy Scoughton — an independent filmmaker who owns PRC Productions — and Rebecca Reeves put their heads together to solve the distribution problem.

Reeves had moved to Las Cruces to care for an aging father. "She's like a gift dropped into our laps," Salcido says. She has years of experience and hundred of contacts in the distribution side of the film industry — contacts including Netflix and Red Box, big-box stores like Walmart, Target, and Best Buy, and the independent movie theater association.

It's an interesting time to try to get independent films on the big, silver screen. The industry — as is much of the communications world — is in the midst of a digital revolution. Film distributors not only try to book films into theaters, they are having to meet a growing demand for video-on-demand (VOD).

"You can go to a theater to see a film or pay your two bucks and stream it in your home," Salcido says. "Of course, you have to supply your own popcorn, but you can watch in your pajamas with your dog curled at your feet."

Film distribution is on the cusp of this rapidly

changing technology, and Borderlands Media is positioning itself to succeed. The people involved with the company are attending conferences to take advantage of seminars addressing the new technologies. "They're telling us not just how things are now but how things will be in five years," Salcido adds. "We need to anticipate how to position our business so we'll still be viable when demand shifts more from theaters to in-home VOD."

Salcido says they will not just circulate films to theaters. "We'll help filmmakers produce movies that meet very exacting quality standards." He explains, if the filmmaker has been savvy enough to bring a sound engineer on set to record the film and hired an editor who knows how to get the most out of the footage, Borderlands Media will have less to do in getting the film out. A lot of filmmakers don't do this, or don't have the funds to. Then the distributor will work with them to make sure the end product meets the quality standards.

Borderlands Media will also be involved in producing a dynamic trailer and exciting artwork — both of which contribute considerably to a film's success.



Fred Espinosa interviews Johnny Tabor, one of the stars of *Truth*, on the red carpet in front of the Rio Grande Theatre during the premiere event in February 2015. Photo by Marcos Reyna.

The next step for Borderlands Media is actually to begin distributing films. Troy Scoughton and his production company have created a film entitled *Truth*. "We were planning to distribute it this fall," Salcido says, "but Rebecca [Reeves] said we should wait."

She reasoned, all the big studios are releasing their latest work in the third quarter for the Christmas season. Buyers won't show interest in independent films. Instead, Borderlands Media is now planning to roll out *Truth*, along with two other films, in the first quarter of 2016.

It may be, now Borderlands Media is here, filmmakers in southern New Mexico can finally get over that final hurdle and have audiences here, across the country, and around the world see and appreciate their creative efforts.

**"MUSEUMS" FROM PAGE 3**

will be held on Saturday, October 17, and Saturday, October 24, from 9 a.m. to 11 a.m. The \$20 fee includes both sessions.

Have a hauntingly good time with friends and family as you create Halloween characters with instructor Patrick Shaffer. Build your creations out of air-dry clay (October 17) and decorate them with acrylic paint and touches of mixed media (October 24).

If you need an accommodation for a disability to enable you to fully participate in this event, contact the museum 48 hours prior to the event.

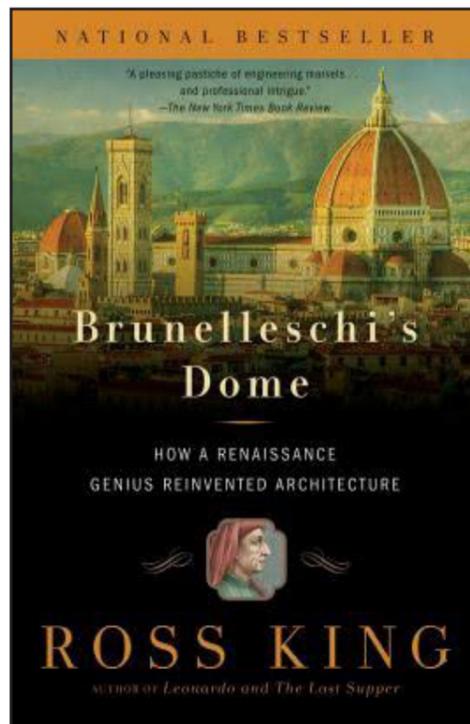
**Reading Art Book Club**

The Reading Art Book Club meets next on October 14 at 2:30 p.m. in the Las Cruces Museum of Art. The book club will have an open, group discussion on the book *Brunelleschi's Dome: How a Renaissance Genius Reinvented Architecture* by Ross King.

*Brunelleschi's Dome* is the story of how a Renaissance genius bent men, materials, and the very forces of nature to build an architectural wonder we continue to marvel at today. Denounced at first as a madman, Brunelleschi was celebrated at the end as a genius. He engineered the perfect placement of brick

and stone, built ingenious hoists and cranes (among some of the most renowned machines of the Renaissance) to carry an estimated 70 million pounds hundreds of feet into the air, and designed the workers' platforms and routines so carefully that only one man died during the decades of construction. All this was achieved while defying those who said the dome would surely collapse and battling his own personal obstacles that at times threatened to overwhelm him.

Reading Art Book Club meetings are free and open to the public.



Attend even if you haven't read the book. For more information or for details on book selections, contact Stephanie Abdon at 541-2217 or e-mail [sabdon@las-cruces.org](mailto:sabdon@las-cruces.org).

**Museum of Art: From the Ground Up**

*From the Ground Up XXVII*, a regional, juried ceramics show co-hosted by the Potters' Guild of Las Cruces and the Las Cruces Museum of Art, continues through Saturday, October 24. This year's show features 32 artists exhibiting a total of 54 sculptural and utilitarian ceramic artworks.

The museum is located at 491 North Main Street and is open Tuesday through Friday from 10 a.m. to 4:30 p.m. and Saturday from 9 a.m. to 4:30 p.m. For additional information, visit the website at [las-cruces.org/museums](http://las-cruces.org/museums) or call 541-2137.

## Local cancer organization plans enchilada-themed event for 2016

**SWS Report**

Local non-profit organization, Cancer Aid Resource & Education, Inc. (CARE) is planning to hold a large-scale event honoring the former whole enchilada fiesta. The event is being planned for the last weekend of September in 2016 in the Las Cruces downtown mall.

CARE President/Executive Director, Yoli Diaz, says the idea is to honor the life-long commitment of the whole enchilada creator Roberto Estrada, while carrying out the mission of the Whole Enchilada Fiesta. The mission stated that the event be a celebration of southern New Mexico's traditions,

people and great food.

The idea is to have local vendors, local music including mariachis and entertainment with folklorico dancers, an enchilada cooking contest, quilt-making contest, a tractor show, games, carnival, possibly a parade and other ideas the committee plans.

"We want to include everything our region has to offer, from the New Mexican food, to our cotton industry, farming industry of chile and pecans and especially our culture," says Diaz. The event will also be free to enter.

The local community will also be responsible for naming this new event. "We know we want 'CARE' in the name of this new event. We will open it up

to Las Cruces and Doña Ana County residents and get their ideas on what to name it. We will have a committee narrow down the names and then vote on which one to go with," says Diaz. "The idea of this event is two-fold. One is to raise money to help with cancer services in the local community, which includes financial assistance for non-medical needs for cancer patients residing in Doña Ana County who are in active treatment for any type of cancer. Two, is to create this community-wide event that everyone can be a part of, whether you just attend, or are instrumental in helping plan and get it going."

For more information contact Diaz at 649-0598.