

# From the Boardroom to La Buena Vida

In the southern most reaches of Dona Ana County and nestled in the Rio Grande Valley are 5 perfect acres, aptly named La Buena Vida ("The Good Life"). And so it is for Bruce & Jeri Beatty who bought the place in Oct. 1998 so they could fulfill their dream of living with and raising Alpacas. A retired banker and a business woman, Bruce & Jeri love working together, bringing their respective skills to their alpaca business. After 30+ years in the banking industry Bruce now delivers newborn alpaca's instead of delivering banking services to municipal entities. Tending your herd or fighting traffic, dealing with unhappy customers or hungry animals, which sounds like more fun to you? The income and tax advantages are great, too!

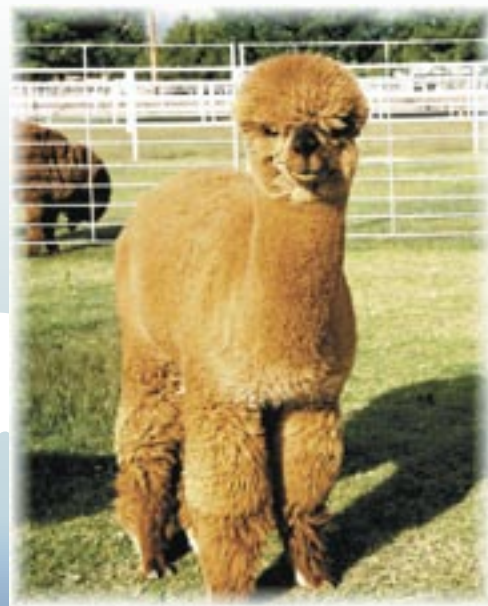
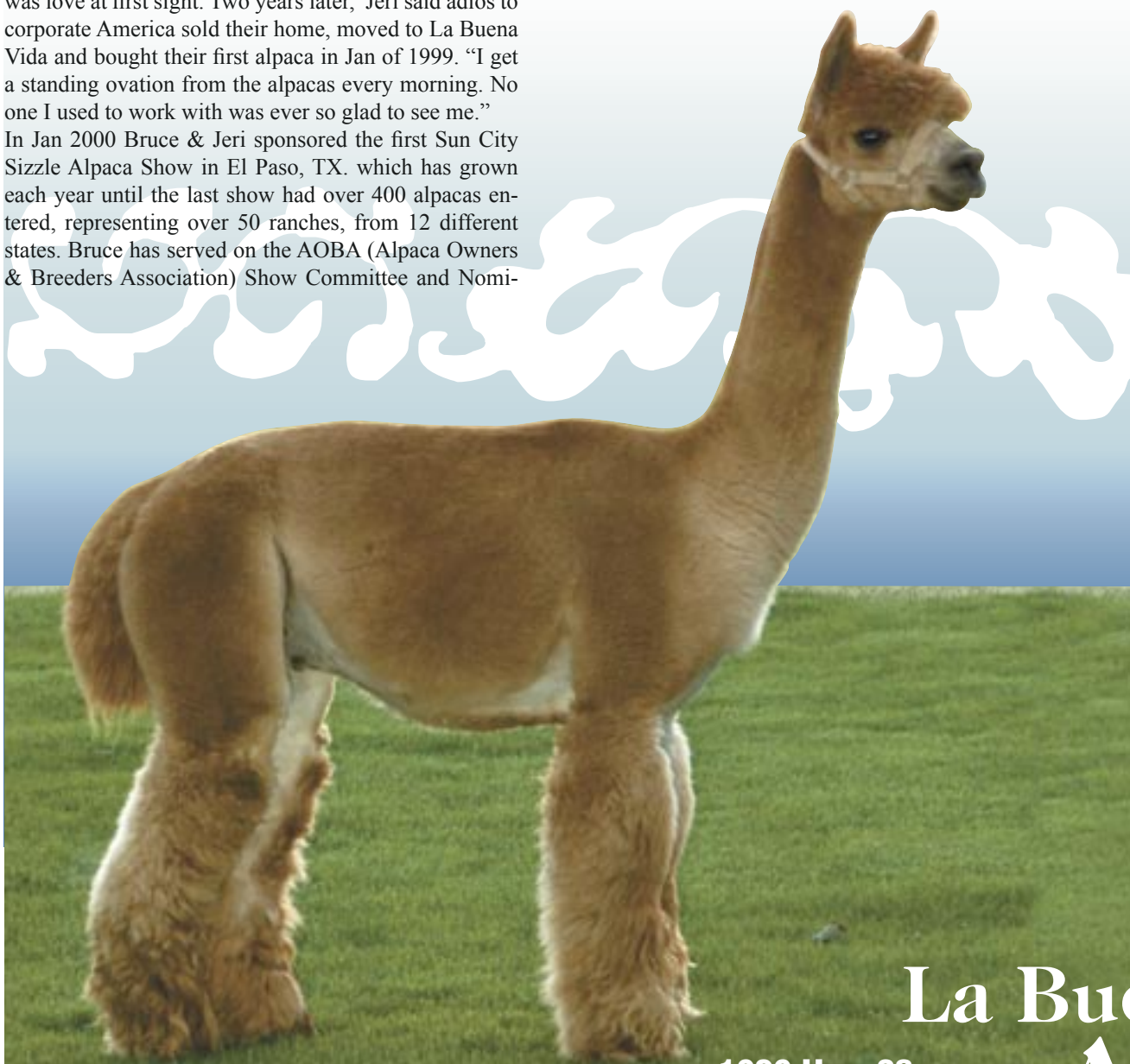
Jeri always knew she wanted to be surrounded by animals in a more rural lifestyle but had never heard of alpacas. Then she saw a picture of one in a magazine. It was love at first sight. Two years later, Jeri said adios to corporate America sold their home, moved to La Buena Vida and bought their first alpaca in Jan of 1999. "I get a standing ovation from the alpacas every morning. No one I used to work with was ever so glad to see me." In Jan 2000 Bruce & Jeri sponsored the first Sun City Sizzle Alpaca Show in El Paso, TX. which has grown each year until the last show had over 400 alpacas entered, representing over 50 ranches, from 12 different states. Bruce has served on the AOBA (Alpaca Owners & Breeders Association) Show Committee and Nomi-

nation Committee, and served as Volunteer coordinator for several National Conferences, as well as the Board of Directors of TxOLAN (Texas, Oklahoma, Louisiana, Arkansas and New Mexico), a regional affiliate of the AOBA. Bruce currently holds the position of President of the ARI (Alpaca Registry, Inc.) Board of Directors. The Beatty's love to share their "Good Life" with others and often have individual as well as school & tour groups visit La Buena Vida. In addition to alpacas there are goats, horses and a dromedary camel named Sara, so it is a fun & beautiful place to see and feel what all the excitement is about.

They also will soon have a wonderful showroom full of unique alpaca products, yarn, sweaters, teddy bears and more.

Come see, feel & learn what these wonderful animals are all about. Bruce & Jeri have frequent training workshops on all aspects of the Alpaca business. They have a colorful variety of pet and show quality alpacas for sale or lease. They also board and care for alpacas and take pride in the health, beauty and good nature of their herd.

From the moment someone buys an alpaca from us our goal becomes making them comfortable, informed and successful in the alpaca business. We are a small ranch and sell less than a dozen animals each year, so our focus has to be on doing the best that we can for our clients. Let us do our best for you!



La Buena Vida  
**Alpacas**

1090 Hwy 28  
Anthony, NM 88021  
(505) 589-4323