

my LAS CRUCES Neighborhoods Downtown

Numbers tell a story

By Jeff Barnet
MY LAS CRUCES

Everett & Boetticher may sound like a folk music duo from the '60s, but in real life, they are certified public accountants.

Accountants are not dull, they said. That's just a stereotype.

"People tell me, 'You don't act like any accountant I've ever known,'" said Jeff Everett, 52.

Wendy Boetticher, 39, said she thinks about skydiving.

In 2009, their accounting firm made the bold move of renovating a building at the corner of Las Cruces Avenue and Main Street.

"The only thing left standing were the outside walls," Boetticher said.

The building at 116 W. Las Cruces Ave. once belonged to the legendary Henry Gustafson, one of the most influential city leaders of his time.

Everett & Boetticher made the decision to come downtown in the summer of 2009. Before that, the firm they had been a part of had been up on Telshor Boulevard for more than 30 years.

"Jeff had a lot of faith in the decision, but I was a little more apprehensive," Boetticher said. "Now I am ex-

tremely happy with the decision. Our client feedback has been incredible."

The old adobe has been given a red-themed facelift with a red awning, red-lined windows and a red entrance-way facing Main Street. Along the western wall runs a brick path to a red door. A patio facing Las Cruces Avenue was converted into an office. Inside, everything was gutted and the rooms rearranged for better flow. Several skylights make the tiled hallways bright.

The renovation project took the better part of a year. Everett & Boetticher moved into the building in February 2010 and final touches were still being added within the past two months.

Being part of the revitalization of Main Street was not their primary purpose for moving into the building, Everett and Boetticher said. However, now that they are here, they find that they are enjoying the location.

"I love the activity," Everett said. "The Arts Ramble, the Farmers Market."

"There is so much going on down here," Boetticher said. "I believe that it's going to continue."

In 1984, Everett joined the firm that would eventually morph into Everett & Boetticher. He has been a public accountant in Las Cruces since 1980, when he graduated from Texas Christian University.

Boetticher, a graduate of New Mexico State University, joined the firm in 2000.

Everett became a partner in 1985 and Boetticher in 2003.

Both Everett and Boetticher said their love of accounting is based on a love for math.

"I love what I do, I love

Focus

the analysis," Boetticher said. "I like interpreting the numbers and helping people understand what they mean. Numbers tell a story."

The story of Everett & Boetticher is one of accountants who are anything but dull, but instead make bold moves, bold designs.

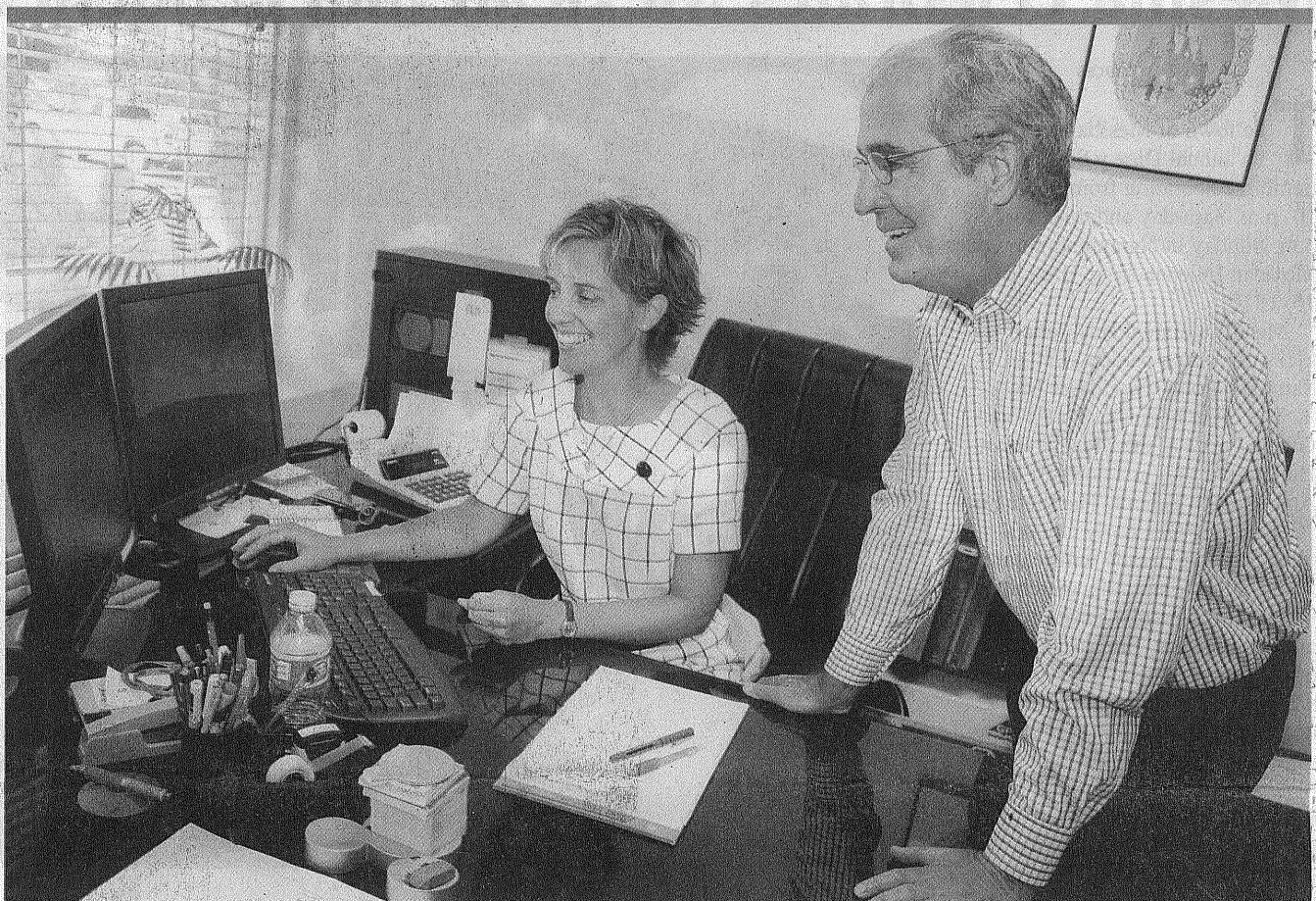
Maybe it's journalists who are dull?

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Steve MacIntyre photo

Accounting business partners Wendy Boetticher, 39, and Jeff Everett, 52, stand outside their building on Las Cruces Avenue.



Steve MacIntyre photo

Boetticher and Everett work on a client's financial statements inside Boetticher's office.

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