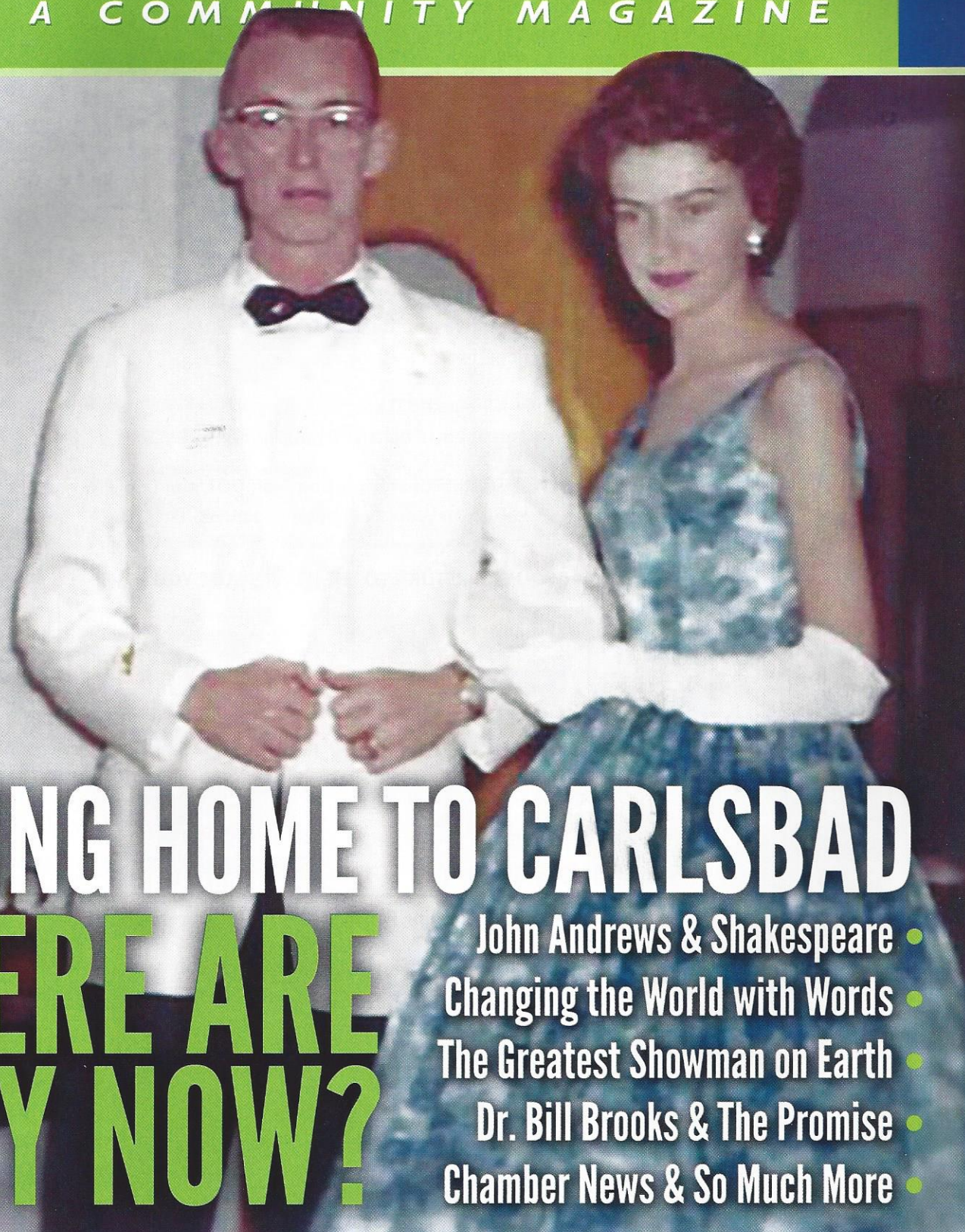


FOCUS

ON CARLSBAD

A COMMUNITY MAGAZINE

FALL 2016



COMING HOME TO CARLSBAD

WHERE ARE THEY NOW?

- John Andrews & Shakespeare
- Changing the World with Words
- The Greatest Showman on Earth
- Dr. Bill Brooks & The Promise
- Chamber News & So Much More

FOCUS ON CARLSBAD

A COMMUNITY MAGAZINE

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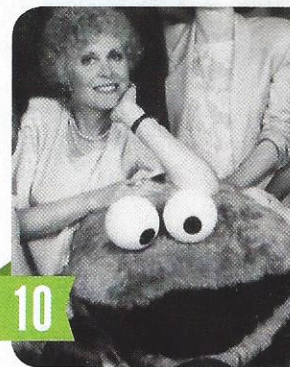
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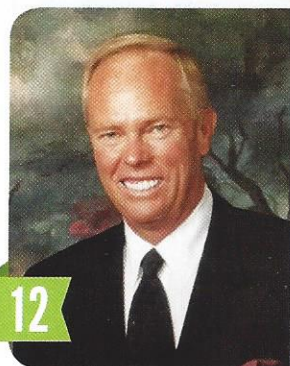
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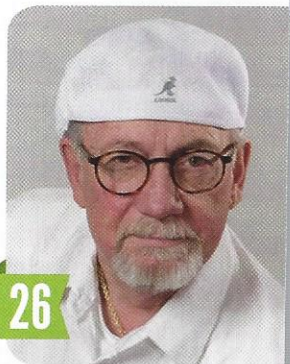
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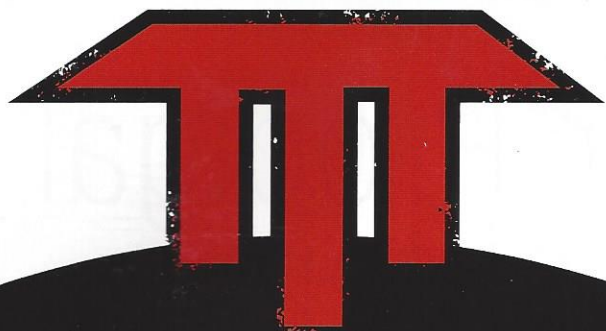
Renowned Shakespeare expert John Andrews attended the junior-senior prom with Linda Cozby, who would become one of the nation's leading radio journalists.

Kyle Marksteiner, Editorial Director - Rachel Hughes, Advertising Photography by Kyle Marksteiner, Special Contributors & Submitted Special Contributors: Sharon McIntire, Tiffany Owens, Staci Guy, Karla Hamel & The Carlsbad Chamber of Commerce

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KYLE MARKSTEINER
Editorial Director
FOCUS ON CARLSBAD

YOU CAN'T GO HOME AGAIN, UNTIL YOU DO.

Homecoming 2016 will, I suspect, have many of the usual entrapments of previous years. There will be a football game against a beatable team, because nobody wants to watch a homecoming loss, as well as the traditional fare of mums, a parade and a dance.

It is also during this time that many of the folks who wore mums and waved in the parade decades ago will return for a few days, ideally to watch a football victory over the aforementioned beatable team.

And, it being 2016, many of the present-day mum wearers and parade participants will also use the time to scan for Pokémon GO! characters on their smart phones. So it goes.

The fall edition of *Focus on Carlsbad* is "Where Are They Now?" with a twist. We're taking the traditional "local boy or girl makes good" story and adding a bit of a focus on that person's current connection to Cavern City.

Truthfully, we had quite a bit of a head start this year.

Many of the individuals featured in this edition are active participants on the Mayor's Cultural Development Council, which formed this spring. The council is basically a Dean's List of former Carlsbad residents who would like to give back to their hometown. They're a pretty neat bunch of men and women.

Other members of the Cultural Development Council not highlighted in this edition include Claire Wilson Brandenburg, an artist and author who lives in Taos; Jean

Maitin Broday, a prominent Chicago-area artist; policymaker and health science expert Mary Gant; James Fron "Sonny" Throckmorton, one of the music industry's most successful songwriters; NASA scientist Jim Tucker; and, finally, NPR's Linda Wertheimer, unquestionably one of Carlsbad's most accomplished natives.

Mr. Throckmorton, I understand, will be holding a concert in Carlsbad this fall.

There's a high concentration of graduates from the Class of 1961, and truthfully it seems that it was an exceptional year, but Carlsbad boasts accomplished or famous citizens (who were either born here or who grew up here) from all decades, ranging from actors Bruce Cabot and Dan Blocker to baseball greats Cody Ross and Shane Andrews. We also have a number of rising stars, including a few that we feature in this edition.

Special thanks to John Andrews, the chair of the Mayor's Cultural Development Council, for his extra assistance in helping me track down many of this edition's special individuals. While my interviews

typically last 15-20 minutes, most of the sessions for this edition lasted over an hour. You just can't run out of questions to ask men and women of this caliber.

A recurring theme throughout each interview was nostalgia. Carlsbad was (and, I believe, still very much is) a special place. How do we take the best of what it was and mix it up with the best of what it is? And is that a realistic goal? We're pretty proud of our water park right now, but a kid who lived here in 1961 and then moved away just wants to see that darn small train back, because that's how it was.

As you are looking through this edition, please take a moment to check out a picture of a truck parked in front of the Flume. Even that truck has a unique story, as told by local Cars Club member Miles Caddell. It's a '66 Ford F-100 pickup, which Caddell's uncle purchased new in Carlsbad. He drove it on his honeymoon then it served as his hearse many years later when he passed away in 2009.

Paging Sonny Throckmorton... have I got a country-western song idea for you!

Enjoy the magazine. ■

ABOUT THE EDITOR

Kyle Marksteiner is the editorial director of Focus on Carlsbad. He can be reached by email at editor@ad-venturemarketing.com.

PHOTO: Pictured is the season one cast of *Sesame Street*. Read about how Carlsbad native Anna Jane Hays influenced and served the children of the world through *Sesame Street* books and programming - page 10.
Image by Tom Simpson, Flickr Creative Commons



In Love with Shakespeare

by Kyle Marksteiner

If all the world's a stage, then former Carlsbad resident John Andrews just might be the director.

For decades now, Andrews has been considered perhaps the world's leading expert on William Shakespeare. Researchers from around the world, even from the Bard's home court of England, consult with him regularly. "Shakespeare guy" doesn't even begin to do John Andrews justice, but it also isn't entirely inaccurate.

It all started, of course, right here in Carlsbad, where Andrews was a rising star from a young age.

His father, Frank Andrews, was born in Hope, New Mexico, on January 7, 1912, potentially making him the first baby born within the Land of Enchantment after it became a state. Frank and his family then moved to Carlsbad. As the oldest of five siblings, he had to assume many parental responsibilities when his mother passed away when he was only 12.

Frank met his wife, Lucille, at a business college in Lubbock. She ultimately worked as a real estate agent. Frank was an electrician who, during his many years at the



International Minerals and Chemicals potash plant, was also the financial secretary of IBEW local 703.

"I remember Carlsbad as being a wonderful place to grow up," recalled Andrews. "In my early years, you could always depend on the Cavemen to win the state championship in football and quite often in basketball, baseball and track."

Andrews pitched and played shortstop for the Little League Pirates. Weekends, summers and

PHOTO: Former Carlsbad resident John Andrews is considered one of the world's leading experts on Shakespeare.

afternoons were spent at baseball practice, swimming, riding bikes, playing badminton at Smith Park and captaining a few misadventures.

"I can't imagine my parents approving us climbing the cliffs near Carlsbad Caverns," he shrugged. And then there was the time he and a bunch of friends climbed a local radio tower that was hit by lightning during the expedition.

"I remember Carlsbad as being a wonderful place to grow up."

Nearly being electrocuted apparently had no negative impact on John's academic abilities, however. He enjoyed writing in junior high and high school but really wanted to be an artist or architect. After completing an artist correspondence course, he earned some extra cash painting signs for grocery stores. Influential teachers during his formative years included Barclay Wheeler and Harry Tatarian.

This was pre-pre-internet, so Andrews found a way to reach out to the rest of the world by hooking his radio antenna up to nearby guy wires. This admittedly dangerous modification gave him access to all of the nation's 26 radio stations. He recalls writing letters to stations in Boston and New York City and receiving postcards as a response.

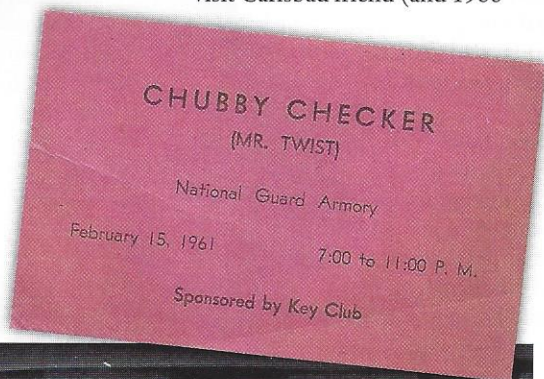
Andrews also helped bring culture to Carlsbad, even as a teenager. He organized fundraisers that landed hot musical acts, including the Champs, Johnny Burnett and Chubby Checker. It was during one of these visits that Glen Campbell, a singer for the Champs at the time, likely met local girl Billie Jean Nunley, who would become his second wife.

Carlsbad's Chubby Checker dance took place on Ash Wednesday in 1961 at the National Guard Armory. "The Twist" had already established Checker as a star, and "Pony Time" was ninth (and climbing) on that week's Billboard Top 100.

"Chubby's real name was Ernest Evans, and he was one of the nicest young men I ever met," Andrews revealed, remembering that the musician agreed to record promos at the local radio station after the dance wrapped up. "But before that, he walked around and picked up all the paper cups."

In 1961, Andrews graduated as valedictorian from Carlsbad High School and was accepted to Princeton University. He wasn't the only Ivy Leager from New Mexico. In fact, that was the same year that Jeff Bingaman, who would later serve in the U.S. Senate, began attending Harvard. Back at Princeton, it was the era of Bill Bradley basketball and a trip to the Final Four.

On weekends, Andrews might visit Carlsbad friend (and 1960



PHOTOS: A 1961 ticket to the Chubby Checker dance • John Andrews and Michael Rosenberg are among the baseball standouts pictured in this 1955 photo.

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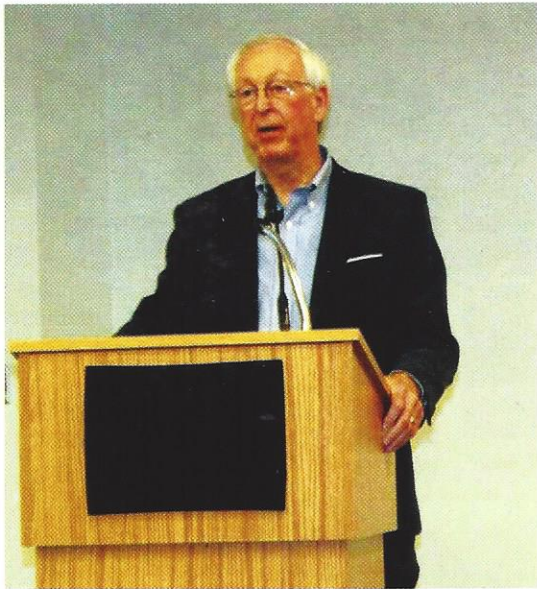


PHOTO: John Andrews addressed Carlsbad residents during a meeting of the Mayor's Cultural Development Council.

prom date) Linda Cozby at Wellesley College. This was before she became Linda Wertheimer and prior to the start of her career as a radio journalist for NPR (National Public Radio). Another friend, Mary Gant, attended nearby Vassar College and would later become a legislative affairs specialist in environmental health issues. It was, for Carlsbad, a season of giants.

Andrews originally planned to major in architecture, but he had an extremely dynamic English professor during his sophomore year and traded majors. He made the swap at about the same time that a young professor named Michael Graves began teaching architecture at Princeton. Graves would go on to become an American legend in architecture, and Andrews occasionally wonders where life would have led him had he stuck with his original major.

Graduate school was next, and that's where Andrews formalized his commitment to Shakespeare. There was a Master of Arts in teaching at Harvard to work on, and then his doctorate at Vanderbilt University, which took three more years.

Why Shakespeare?

"One main reason was that I ended up being assigned to being a graduate assistant to the editor of a journal called *Shakespeare Study*," he related. "What really got me interested were the discussions about Shakespeare's

place not only in his time but in all times. Shakespeare is more than just a writer; he's a cultural phenomenon."

With a PhD to his name, Andrews began looking for a job in teaching. He accepted a position with Florida State University, where he taught Shakespeare, English and humanities courses from 1970 through 1974.

Then the position of Director of Academic Programs and Editor of *Shakespeare Quarterly* at the Folger Shakespeare Library on Capitol Hill opened up, and he jumped at the opportunity. He spent a decade there, editing the leading Shakespeare journal in the United States, overseeing other publishing activities and building up research partnerships with a number of universities. He worked closely with the BBC on Shakespeare productions and took frequent trips to New York City.

"My office on the second floor of the library had a clichéd view of Capitol Hill," he said. "I really enjoyed being there, and there were so many wonderful opportunities."

It is a source of pride that the United States, thanks to the Folger, has the largest Shakespeare collection in the world, "far larger than anything in England," Andrews reflected. "On an average day, you'd have people from London, Cambridge and Oxford coming to our library to use it."

Andrews then spent three years as Deputy Director of Educational Programs at the National Endowment for the Humanities, but he quickly returned to Shakespeare when Doubleday offered him a position as an editor.

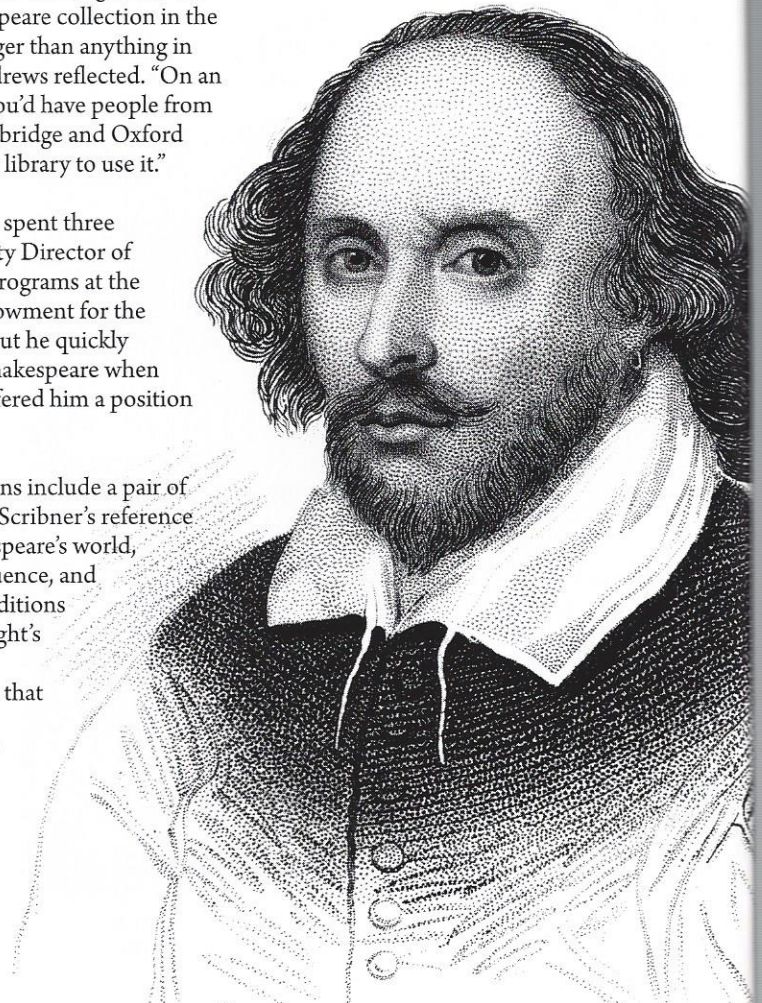
His publications include a pair of three-volume Scribner's reference sets on Shakespeare's world, work and influence, and two popular editions of the playwright's classics, a 19-volume set that was produced between 1989 and 1992 by Doubleday, and a 16-volume Everyman

Paperbacks sequel that was published between 1993 and 1999 by London's Orion House.

During this period of dedication to detail, Andrews became much more intimate with Shakespeare's works than ever before. He would use other modern editions of each play as a model but always tried to include as much of the original text as he could. In some former editions, he found places where typesetters had made mistakes or where modern "translations" simply didn't do justice to the author's original intent.

"Shakespeare was not a modern writer," Andrews explained. "I ended up producing a text that kept a lot of the early spelling and punctuation. I tried to give readers the experience of looking back at those texts in a new way that shed ... light on Shakespeare's works."

But Andrews' work on Shakespeare hasn't all been behind the scenes. Throughout his career, he's given talks and TV interviews, hosted benefit events and published papers and essays. He worked with the BBC in 2001 on a program called *Any*



Questions and again in 2005 to plan an award ceremony in honor of Alistair Cooke.

He has been featured on PBS's *MacNeil/Lehrer NewsHour*, on CBS's *Nightwatch* with Charlie Rose, and on such NPR programs as *All Things Considered*, *Morning Edition*, and *Sunday Weekend Edition*. His articles and reviews have appeared in *The American Scholar*, *The New York Times*, and *The Washington Post*, and he has been quoted in *The Christian Science Monitor*, *Time*, and *U.S. News and World Report*.

Notably, in 2000, Queen Elizabeth designated him an honorary officer in the Order of the British Empire.

But the faint call of his home state began to grow louder.

Andrews and his second wife, Janet, met at a Halloween party in 1993. She was a lobbyist from California but, like Andrews, originally came from New Mexico.

Years later, the couple began visiting New Mexico more and more. She was interested in returning to painting, and according to Andrews, "when she saw the art galleries of Santa Fe, it didn't take senior management (Janet) 28 seconds to inform me that we were moving."

They've lived in northern New Mexico since 2007 and continue to grow more and more fascinated with the state. Andrews hasn't let go of the Shakespeare bug, however, and as president of the Shakespeare Guild he remains a regular participant in programs in Washington, D.C., New York and London. The guild is a global nonprofit organization that seeks to foster a deeper

appreciation of the world's most influential writer.

"More and more, I really feel that New Mexico is where my heart is," Andrews shared.

Three years ago during a trip to Europe, Andrews and his wife visited the original Carlsbad, a spa town in the Czech Republic also called Karlovy Vary. Andrews noted that Carlsbad, California, was listed as a sister city, but not his hometown in New Mexico. He sent a picture of the sign to Carlsbad Mayor Dale Janway, then last year at a state museum conference in Carlsbad, he and the mayor spoke some more.

"A lot of us love this town. We feel that even though we no longer live here, we'd love to do anything we can to help," he emphasized. "Carlsbad was a very special place to grow up."

Patsy Jackson-Christopher, with the City of Carlsbad, and Elaine Mead-Murphy, owner of Candlewood, both provided tremendous assistance with getting the Mayor's Cultural Development Council started.

"Carlsbad has the potential to be anything," he added. "We just want to create more cultural amenities and help beautify the city."

Andrews cautioned against nostalgia, noting that "the past is another country. You can't revisit it, and you can't restore it," but stressed that it is certainly appropriate to find ways to treasure a community's identity.

"One man in his time plays many parts," declared Shakespeare himself, and Carlsbad is very fortunate to have John Andrews currently playing the part of a community supporter. ■

For more information, please visit ShakesGuild.org/background.htm.

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War Hero Returns Home

by Sharon McIntire

WAR IS NOT ALWAYS WAGED WITH GUNS. ANNA JANE HAYS WAGED WAR FOR 29 YEARS, ARMED WITH WORDS, PASSION AND A DESIRE TO CHANGE THE WORLD.

You could say it was inevitable. Her father, Jack Sitton, was editor of the *Carlsbad Current-Argus* during her formative years, and she spent a great deal of time in her father's company, working in the office and penning an occasional article.

By the time she went to Carlsbad High School she was determined to be an author and editor. She served as the editor of Carlsbad High School's newspaper and then of a literary magazine at Stephens College in Missouri. Graduating with honors in English from the University of New Mexico, she worked for a short time in California before moving to Washington, D.C. where she worked in the Office of Public Information at the Peace Corps, writing feature articles on volunteers returning from missions around the world.

"It was very mission-oriented," she said. "There were volunteers serving all over the world, and I would meet them as they returned from all these exotic places and sort of debrief them about their work and experiences in the field. I just loved it."

But as she was planning a trip to Africa to

experience their work firsthand, her life abruptly changed direction when she met her husband. She reluctantly left the Peace Corps and began a new life in New York City, wondering if she'd ever find anything as mission-oriented as the work she was leaving.

She needn't have worried. Joan Cooney had received a grant to create a children's television series and solicited advice from Hays' former Peace Corp boss, Robert Hatch. Hatch decided Hays' writing experience would be a natural fit and invited her along, but she was busy having a baby at the time, so she declined.

They were willing to wait, however, so when her son was six months old, Hays joined what became the

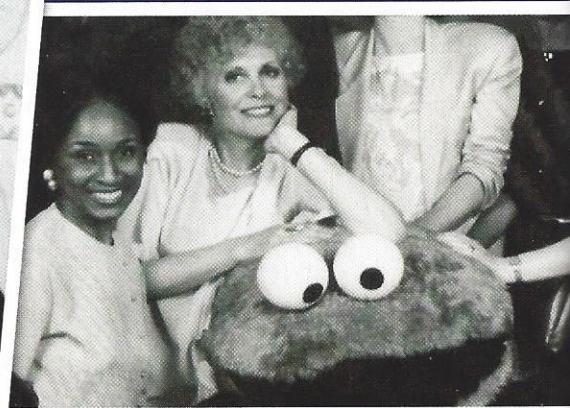
Sesame Street family, serving on the executive staff of Children's Television Workshop and as vice president and editor in chief of Sesame Street Books. She was the founding editor of *Sesame Street Magazine* and the author of numerous Sesame Street books.

And the revolution began.

"It seems hard to believe now," she admitted, "but no one had done anything like this before. It was truly a revolutionary concept." Concerned that children were growing up below grade level in reading, the founders decided to turn the educational system upside down by making reading inviting and entertaining. Enlisting the advice of Jerry Lesser, chairman of the Department of Education at Harvard University, they zealously inserted educational guidelines into their entertainment series.

"We looked at what children need to learn, then we had to figure out how to reach them—to make reading fun so that they would want to learn."

Hays worked closely with the *Sesame Street* television program, carefully ensuring that their magazine articles and books mirrored the guidelines and



PHOTOS: Author Anna Jane Hays, leader of a revolution in children's education • Hays, center, is pictured with one of her favorites, Cookie Monster.

goals of the popular TV show.

"We tried to do in print everything they did on the show," she explained. "The educational guidelines and aesthetics—the visuals—were very demanding. We had to include so many things like safety, diversity, children with handicaps—everything—and make it flow smoothly so that it all looked natural and was still fun."

"Sesame Street was an educational experiment," she stated proudly, "and it worked. It completely revolutionized early childhood education in this country." She was also proud of the fact that more parents watched *Sesame Street* with their children than any other show at that time, and that the revolution continued outside the United States, reaching audiences all around the world.

She noted with satisfaction that while most programs beg celebrities to spend a few minutes on their shows, *Sesame Street* was "so appealing that celebrities begged to participate." Many had children who wanted to be on the show, and she admitted that being a mother of young children herself made her work especially satisfying. "It was so much fun to take my kids to the set and watch my daughter swing on the tire swing in the *Sesame Street* neighborhood."

"It was such a revolutionary thing we did to construct a curriculum that would have such a positive effect, and it succeeded." One of her favorite memories is that of watching children get off the bus after school reading one of the many *Electric Company* books she had written.

As a grandmother, she continues to enjoy the fruits of her labor as she reads her books to her grandchildren or offers literary presentations in elementary schools. With no restraints on what she

creates, she now writes fiction for young children, including *Secret of Circle K Cave*, an adventure set in the Carlsbad area which concludes in the Carlsbad Caverns.

Hays has fond memories of her childhood in Carlsbad. "I practically grew up at the beach," she shared. "During the summer I lived at the beach. I even got my Red Cross certification there. Small towns are great places to grow up in. They're comfortable and fun. And it was wonderful to grow up in Carlsbad. Carlsbad has its own particular charm. I remember buying popsicles after school and we'd put the sticks in the little ditches and chase them all the way home to see which stick won."

"And then there were the teenage rituals," she laughingly added. "Everyone would drive back and forth from the Arrowhead to the Dairy Queen and then hang out in the parking lot there. Sooner or later you saw everyone you knew."

Her fondness for Carlsbad has drawn her back through the years, most recently at the request of Mayor Janway to serve on the board of the Mayor's Cultural Development Council.

"Carlsbad is a wonderful little oasis in the desert," she remarked. Although she greatly misses the "colonnades of cottonwoods" that used to embrace Canal Street, she is pleased that the courthouse remains as it was and that the family bank, which is now the Trinity Hotel, has been restored. She hopes that, as a member of the committee, she can help the rest of us realize and promote the uniqueness and charm of our little oasis.

If she tackles this revolution with the zeal of her last, Carlsbad is in for a treat. ■

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The Greatest SHOWMAN on Earth!

by Kyle Marksteiner

Michael Rosenberg once left the Senate to join the circus.

Aside from the obvious punchline there, those two career experiences alone might be enough of an adventure for many. For Rosenberg, however, such a transition was simply one small anecdote amidst a legion of them. During an adventurous career in talent management and promotions, Rosenberg rubbed elbows with and

procured contracts for the likes of Stevie Wonder, Aretha Franklin, Dorothy Hamill and Tonya Harding.

Rosenberg was born to Mike and Nadine Rosenberg in what was then Carlsbad's Memorial Hospital. He grew up on Hickory Street with a prominent attorney as a father and a

mother who remained active in the community. His father, well known for his many *pro bono* cases, was even appointed to a national civil rights commission by none other than President John Kennedy.

A sister, Maryann Rosenberg Weems, runs the successful Weems Gallery in Albuquerque. Another sister, Linda, ran several local businesses including an art gallery. She died of Alzheimer's in 2014 in a tragic loss that family members still struggle with.

PHOTOS: Promoter Michael Rosenberg flashes his Hollywood smile. • In Michael Rosenberg's entry in his 1961 yearbook, he declares a desire to "Do Something Fantabulous!"



Rosenberg attended Eddy Elementary School, and his close friend John Andrews lived a few doors down, as did Bob and Dick Forrest, "the greatest brother football team Carlsbad ever produced," Rosenberg beamed.

The Class of 1961 graduated from high school at what is now Carlsbad Intermediate School. "What was interesting to me was that my mother was in the first class that had ever graduated there," he reflected. "I was in the last class, and it was the prettiest campus building in the state."

He was extremely involved in school activities. "I think my claim to fame was that I was president of everything," he joked. "Look through the yearbook. I think I was president of seven or eight different clubs."

His two little sisters



experienced an early taste of fame through their friendship with Vivian Vance (Ethel from *I Love Lucy*), who spent her summers in Carlsbad.

After high school, Rosenberg spent a year at Lawrence University in Wisconsin, considered then and now to be one of the best small schools in the nation. He loved the college but hated the weather, so he flew back south to the University of New Mexico.

After college, he found himself in Washington, D.C. working as a legislative assistant to New Mexico Representative Thomas G. Morris. This was the mid-1960s, and the discussion everywhere was about the Vietnam War. Already a member of the New Mexico National Guard, he volunteered. He served bravely and was stationed in Da Nang, where he

received numerous combat medals.

Rep. Morris lost his election, so when Rosenberg returned home from Vietnam, he went to work for New Jersey Senator Harrison Williams. It was around this time that he met a young man named Jeff Diamond, who would later move to Carlsbad as an attorney.

“When I met Jeff, I told him all about New Mexico and Carlsbad,” Rosenberg recalled. “Years later, his family moved here.”

Rosenberg also became an outspoken critic of the Vietnam War, so much that he was contacted by Karen Feld with *Roll Call* magazine to assist with a piece about veterans working in D.C. At this point divorced, Rosenberg also asked Feld out on a date, not knowing that her father, Irvin Feld, owned the Ringling Bros. and Barnum & Bailey Circus.

POSTER: Rick James was a regular headliner for Summerfest, which Rosenberg promoted.

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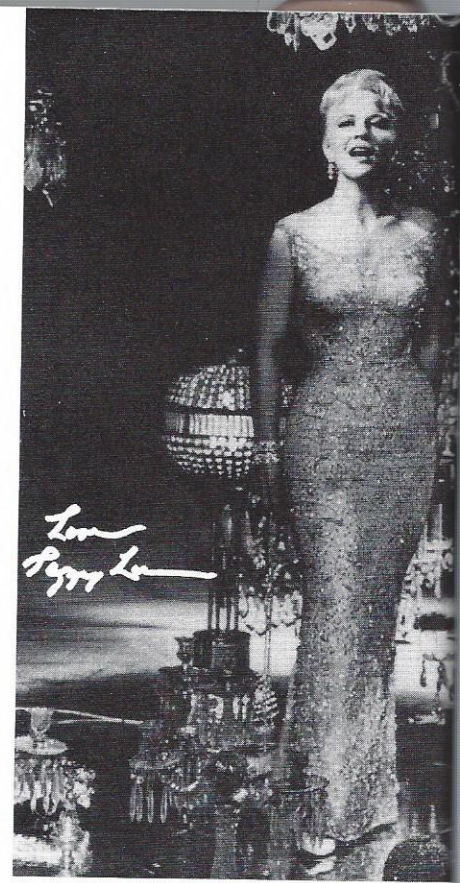


PHOTO: A promotional poster for singer Peggy Lee, one of Rosenberg's many clients

“Every time I would pick her up, her dad would tell me I should get out of politics and join the circus,” Rosenberg laughed. “That sounded like a line from a movie.”

The greatest show on Earth beckoned, and Rosenberg ultimately relented. Eventually serving as vice president of marketing, he spent five years there and helped the company set attendance records. “I loved marketing,” he insisted. “When we arrived in town, we’d just take over. We’d do all the publicity and promotion in the entire town.”

After the circus, he went to promoting the Playboy Jazz Festival as well as helping with

America’s 200th birthday celebration in 1976.

“One of the centennial promotions was the Freedom Train,” he remembered. “We had a train loaded with items from the museums in Washington that we brought across the country in an old-time locomotive.”

Then he moved to California and started MARCO Entertainment, promoting and managing some of the biggest stars in the 1970s. An early client was legendary skater Dorothy Hamill, and Rosenberg became the go-to business guy for the figure skating industry. “I had never ice skated. I was from Carlsbad!” he exclaimed. “But I could do contracts, and I could market people.”

He would work with more than 100 big-name skaters over the next 25 years. He even helped introduce figure skating to China, a nation that would go on to become a leader in the sport. He served as producer of three TV movies and four TV specials (winning one Sports Emmy award and earning nominations for two others). And yes, he managed notorious skater Tonya Harding for a spell back in 1991.

He ultimately severed their business relationship but later became one of the most vocal Harding supporters when she was accused of involvement in the attack on rival skater Nancy Kerrigan.

Figure skating is a winter sport, so when the ice thawed, Rosenberg represented other athletes, musicians and stars such as Aretha Franklin and Stevie Wonder. Summers were spent travelling across the country as his clients performed in front of crowds of 75,000.

During his storied career, Rosenberg worked with legendary singer Peggy Lee, rock star Johnny Rivers, Hall of Fame coach George Allen, football superstar John Riggins, TV Emmy Award winner John Berardino, PGA golf star Wayne Levi and Oscar winner Cloris Leachman, among many others.

Rosenberg sold MARCO Entertainment to Clear Channel in 1998. He and his wife, Nancy, returned to Albuquerque a few years ago to be closer to family. Daughter Whitney lives nearby and is behind the popular mom blog practicallyperfectbaby.com. Another daughter, Amy, is also a contributor to the blog and lives in Los Angeles where she works as a makeup artist to the stars. Rosenberg said he volunteers regularly at the local VA hospital and golfs when he can.

"It took me awhile, but I learned my way around Albuquerque," Rosenberg laughed. "I have dinner with my daughter

(Whitney) and her family every Sunday night, and my sister and I see each other three or four times a week."

Rosenberg and John Andrews have remained close friends throughout their life. They grew up playing baseball and double dating together, and even now they only live 45 minutes away from each other, "as opposed to 45 seconds," he pointed out, maintaining, "Johnny's contribution to society was just amazing."

Rosenberg remains very proud of his childhood in Carlsbad and is happy to serve on the Mayor's Cultural Development Council.

"We thought of ourselves as growing up in the Mayberry of New Mexico," he stated, referring to the fictional utopia from the *Andy Griffith Show*. "It was a little beautiful town in the middle of the desert."

Rosenberg fondly remembers the small train that went up and down the beach area, the Ferris wheel, the diving tower and the water ski area, "and across the way we had the Potashers playing baseball," he added. "It is 60

years later and I can remember the names of six players. We had two drive-in movie theaters to make out to and three more theaters downtown."

Michael Rosenberg's leap from politics to the circus began a lifetime in marketing and promotion, but it all truly began on the baseball fields and in the swimming holes of Carlsbad. ■

"We thought of ourselves as growing up in the Mayberry of New Mexico. It was a little beautiful town in the middle of the desert."



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National Parks Historian Had Musical Prelude

by Kyle Marksteiner

“Don’t know much about history,” croons the late Sam Cooke in the opening line to the 1960s hit “What a Wonderful World.”

It’s a statement that, amazingly enough, the 1960s version of Dwight Pitcaithley would have probably supported. This is all well before he would move up through the ranks of the National Parks Service, ultimately serving as that organization’s chief historian. This is also well before his term as a professor with New Mexico State University and status as one of the nation’s Civil War experts.

Pitcaithley grew up in Carlsbad and lived what he described as a fairly typical 1950s childhood. “We spent time down by the river. We watched fireworks on the fourth of July,” he maintained. Atypical, perhaps, were his remarkable parents.

Al and Lynne Pitcaithley moved to Carlsbad in 1943 when Al was drafted into the military. They were both in show business, and Al went from the circus to the service. Here, he served as the head of special services at Carlsbad’s air base where he arranged entertainment and even performed his own contortion routine. Lynne took a job at a local radio station. When the war was over, Lynne stayed home to raise their two children while Al went to work for the radio station. He was well known for his “man on the street” interviews around town.

“He was an announcer for one radio station, then he went with another one,” Pitcaithley revealed. “Then he

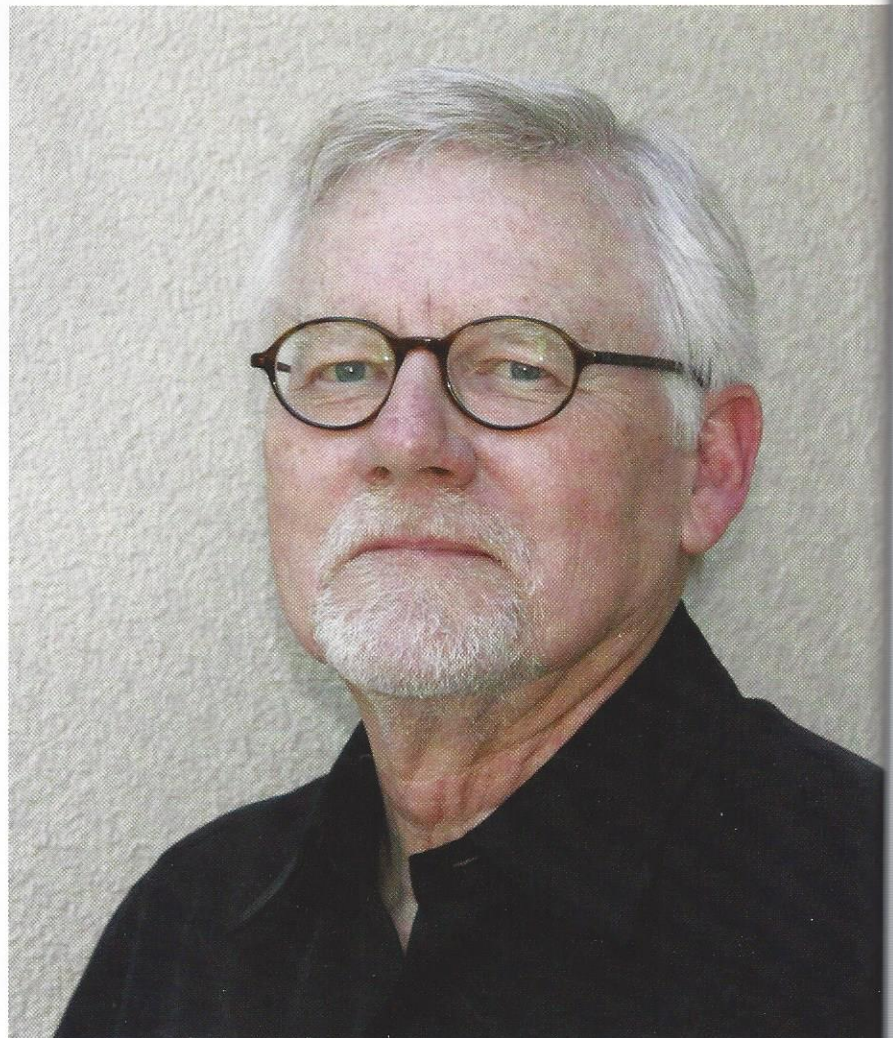
did a stint as a manager of the country club. That’s where he was forced to get a driver’s license. He was a terrible driver until the day he died.”

Al’s favorite job, however, was possibly

as a desk clerk at a local hotel. He’d been a world traveler and loved to talk with the hotel’s guests.

Lynne opened a kindergarten in a building next to the family home on Guadalupe Street. She took night classes and became a teacher at Eddy School. And teach she did. Lynne finished her career at Sunset

PHOTO: NMSU professor Dwight Pitcaithley



Elementary School at the distinguished age of 80, having taught in Carlsbad's schools for 50 years. She was a legend in the local theater, an author of a book about her own childhood and served as the face of the local Cat's Meow nonprofit. She now resides at Landsun Homes.

Also a talented musician, Al informed his son that, in the entertainment business, more talents meant more cash. Pitcaithley followed in his father's musical footsteps and played the drums in middle school and high school. He joined the track team his senior year and was proud of the fact that he never actually finished in last place, though he came pretty close.

He showed no special proclivity for history at the time, or even for academics in general. In fact, in his chapter in the compilation *Becoming Historians*, Pitcaithley reflected on a 2.44 GPA in high school and a D in history. "All in all, it was not an auspicious academic beginning," he mused.

He finished 280th out of a graduating class of 425, "having spent doing the least possible amount of intellectual work I needed to do to get by," he quipped.

He still loved music, however, and enrolled at Eastern New Mexico University in Portales with the intent of majoring in his interest. That didn't go so well. "It turns out being a music major is hard work!" So he dropped out to enlist the Marine Corps. It was 1964, and Vietnam was about to happen.

Pitcaithley spent seven months in Hawaii and then several more months in the Philippines before landing in Vietnam, where he served as a radio operator for an artillery unit. On a hill north of Chu Lai, according to his biography, he accompanied patrols as a forward observer. On August 10, 1966 during a forward sweep, his group was ambushed by the North Vietnamese and he was seriously wounded by

shrapnel from a 60 mm mortar. He went from a field hospital to a Navy hospital, then to Japan for surgery, and ultimately spent a year in and out of the hospital in San Diego.

In 1967, after recovering, Pitcaithley decided to return to college. He recalled one dean at ENMU who suggested he abandon academic pursuits and just go back to the Marines. That served as a motivator, and he resolved to teach himself to be a good student. He took several history courses and found them to be fascinating.

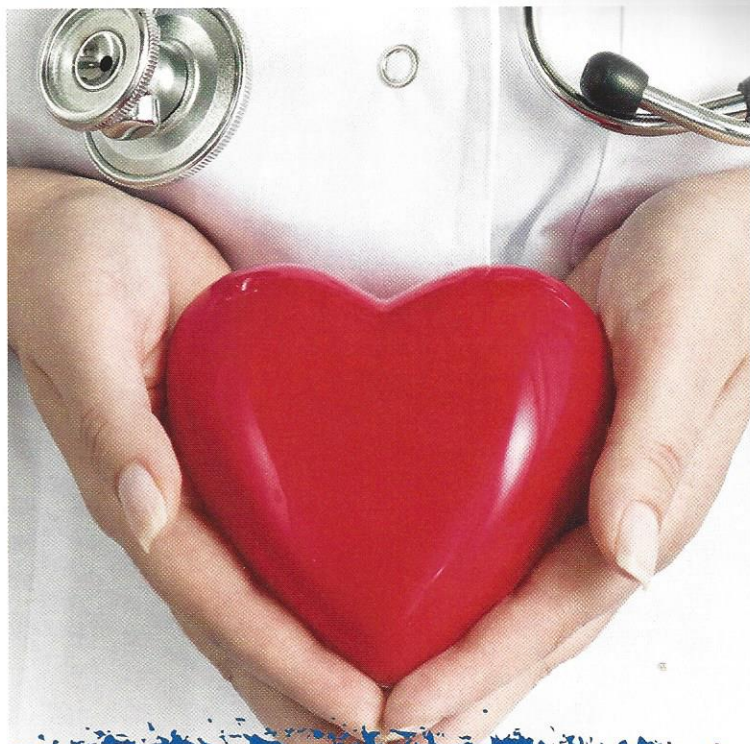
Supported by his wife, Sabette, who was a teacher, and the GI Bill, Pitcaithley pressed on toward a master's degree from ENMU in 1971 and then a doctorate from Texas Tech University in 1976.

Even then, he confessed that he had no idea what he was going to do with his life. While working on his doctorate, he'd worked on a contract with the National Parks Service (NPS) to inventory potentially historic buildings. It wasn't his first stint with NPS, however; like many Carlsbad kids, he'd worked at the Caverns as a summer job. After he obtained his degree, NPS offered another short-term contract, and the Pitcaithleys moved to Santa Fe.

Moving up from that position, he ultimately found himself serving as the research historian for the National Park Service's regional office. He spent three years in Santa Fe and then moved to Boston, where he continued to work as a regional historian for a decade.

"That was the period where the Statue of Liberty was renovated," he remembered. "I managed a lot of that contract and worked with historians to develop an interpretive program."

From there, Pitcaithley moved to Washington, D.C., where he served as chief of the Division of Cultural Resources. His wife worked for a financial institution



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downtown, so the couple would ride the train to work together, passing Thoreau's Walden Pond along the way. Their daughter, Catherine, was born during their time in D.C.

In 1995, he became the chief historian of the National Parks Service. In that position, he managed the agency's 200 historians scattered around seven regions and worked closely with other professional organizations.

"As chief historian, I focused on the educational aspects of history in the National Parks Service," he declared. "[I was] trying to make sure you as a visitor get the absolute best interpretation of the past that modern scholarship gives you."

Pitcaithley retired from the National Park Service in 2005. He'd been teaching night classes in D.C. and decided to pursue a "second life" as a college professor. He followed the thread to Las Cruces, where he'd originally planned to stay for just a few years. He has been there for 11 years now.

At New Mexico State University, Pitcaithley teaches three classes. He offers a non-military Civil War class focused on politics and constitutional law. There's also a course on interpreting historic places that ties in well with his background, and finally, there's a "Making History" class for freshmen.

"It changes their perception of what history is from," he explained. "We make a lot of distinctions between primary and secondary sources."

He has also been published in numerous scholarly journals. In a crossover moment that captures the contribution of Carlsbad natives to academia, he and John Andrews partnered together for a 2011 article in *The New York Times*.

The article, "Cry Havoc," focused on Shakespeare's role in the Congressional debates that took place during "Secession Winter," the months in late 1860 and early 1861 that followed Lincoln's election as America's 16th chief executive.

"I put them in context, and he (Andrews) interpreted the actual phrase," Pitcaithley recalled.

These days, his wife works as a certified yoga instructor. Their daughter, Catherine, completed college and now pursues the family's love for the arts as a photographer.

As the son of two actors, Dwight Pitcaithley didn't grow up thinking he'd become one of the nation's leading historians.

"My father, being in show business, loved it when I was a music major," he reminisced. "He pictured me becoming a band director nearby."

When I went back to school as a history major, he didn't get that at all." But then Al traveled to Lubbock and watched him teach a class as a doctoral student. "He realized that teaching was a lot like acting."

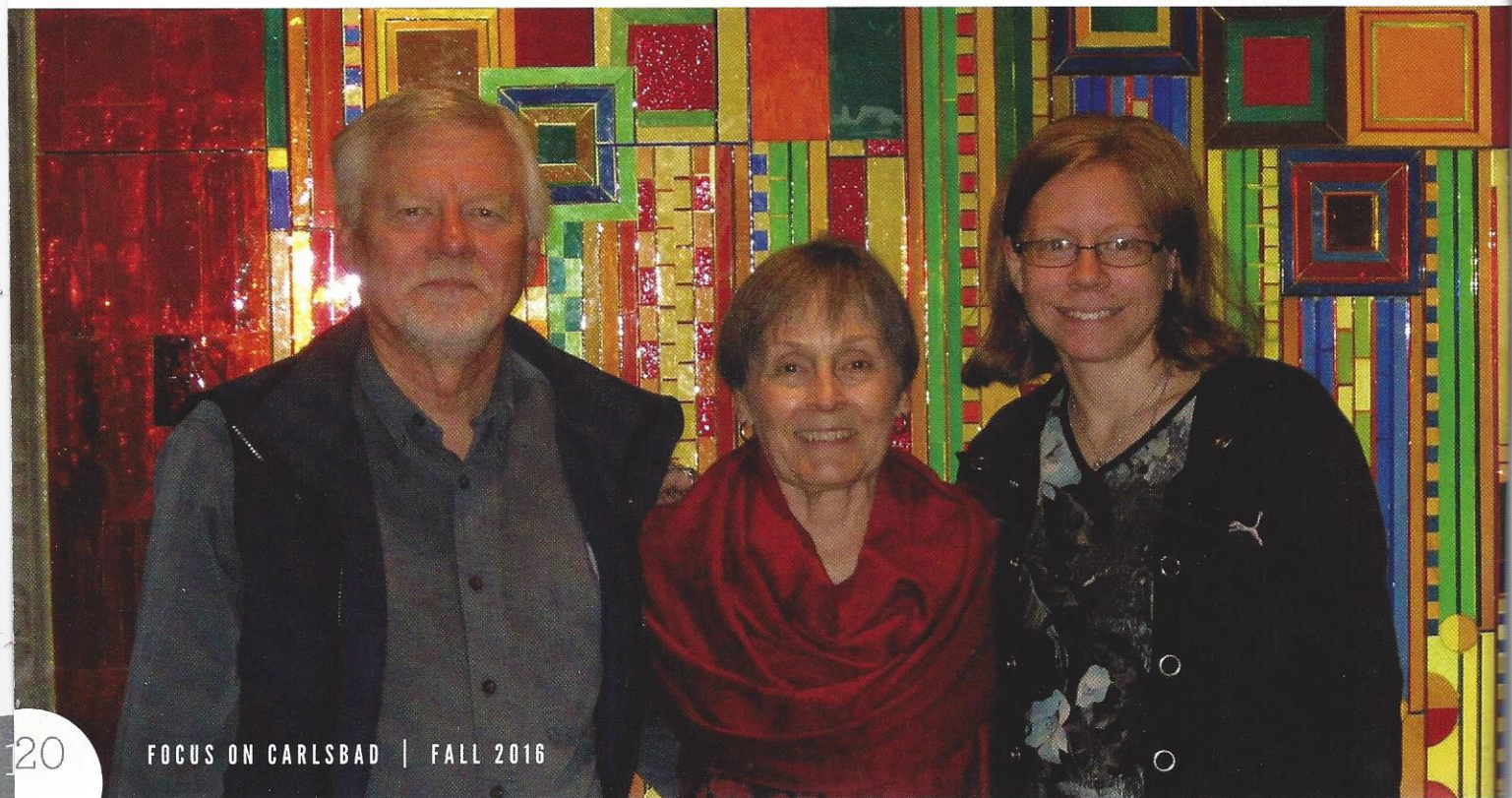
Al passed away in 1983, so he didn't live long enough to see his son become the main historian of the National Park Service, "but I think he would have been very proud... had he known I'd become chief historian."

That seems like a certainty, and all of Carlsbad is pretty darned proud as well. ■

MORE ABOUT DWIGHT PITCAITHLEY

Pitcaithley is a co-editor of *The Antiquities Act: A Century of American Archaeology, Historic Preservation, and Nature Conservation* (2006) and has contributed chapters to *Becoming Historians* (2009), *Slavery and Public History: The Tough Stuff of American Memory* (2006), *Preserving Western History* (2005), *Public History and the Environment* (2004), *Myth, Memory, and the Making of the American Landscape* (2001), and *Seeing and Being Seen: Tourism in the American West* (2001). A recipient of the OAH Distinguished Service Award, he also is an elected member of the American Antiquarian Society and the recipient of an honorary Doctor of Laws degree from the University of North Carolina.

PHOTO: Dwight Pitcaithley, his wife, Sabette and daughter, Catherine



THE VOICE THE PROMISE THE FAME

by Staci Guy

I reached out to Dr. Bill Brooks a couple of weeks before our interview took place. Unbeknownst to me, he was out of the country on business, but he replied via email as soon as he was back stateside. We set up a phone

interview since he resides in Fort Worth (and apparently our budget won't allow for me to travel that far!) for a Wednesday afternoon. When the 3:00 hour arrived, I sat down at my computer and dialed his number. After a few rings, the voice on the other

end sounded at first like a recording, or at the very least like I had called a radio station by accident and was about to go on air. I'd be lying if I said I didn't panic just a tad, but then I remembered the bio I had read prior to my call. Like a ton of bricks, it hit me—I was talking to Bill Brooks. The man has made a living off his voice! It *should* sound professional!

After regaining my composure, I began a very interesting and in-depth conversation with Brooks, a Carlsbad native who went on to enjoy an illustrious career in radio, theater, production, music, recording and announcing.

Born and raised in Carlsbad, Brooks realized early on that his voice was somewhat unusual, at least compared to other boys his age. In fact, he landed his first radio gig when he was only 16 years old. In school, his interests leaned more toward theater and choir, which he says kept him out of the circle of "popular" kids, namely the jocks. "Because I was not an athlete, I was not one of the more popular

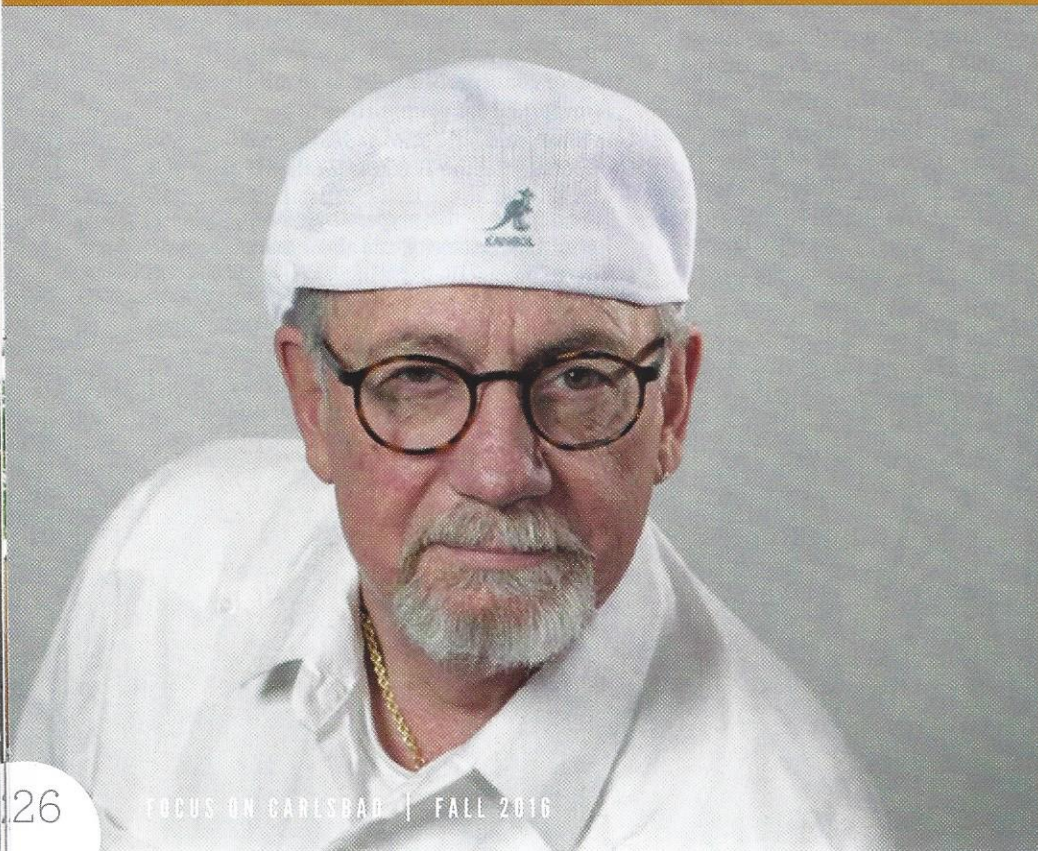


PHOTO: While growing up in Carlsbad, artist Bill Brooks was a founding member of the local band Radicle. He toured with his brother Randy as the Brooks Brothers throughout the 1970s.

guys, but I was well-liked," he admitted. "I was very, very busy, and I've stayed that way the rest of my life!"

So what did he do in high school that kept him so busy? In addition to being involved in theater and choir at school, he also acted with the community theater, worked and played in a music group called Radicle. Here's an interesting bit of information for the trivia buffs: Did you know that the Beach Band Shell at the Carlsbad beach was built for Brooks and his Radicle band mates? He explained: "We became extremely popular regionally and actually achieved some national attention... The City of Carlsbad built the band shell for our band to perform at in the summers." The group of high schoolers, who performed folk music back then, still keep in touch today. In fact, one of the men lives close to Brooks in Fort Worth and the two still perform together from time to time.

Radicle survived a couple of years before fizzling out. After high school graduation, Brooks briefly attended college at New Mexico State University Carlsbad and then attended seminary in North Dakota and Tennessee. He ultimately earned a doctorate degree in theology. Together with his brother Randy, he formed a country music duo aptly named the Brooks Brothers. The two men enjoyed lucrative success traveling the world and playing music with big name country artists until the need came for a break. "In 1977 I returned home (to Carlsbad) to chill for about three years," he shared. "Things had gotten crazy in the '70s. I needed some time to chill."

Not one to just "take it easy," Brooks found plenty to do at home to occupy his time. "I wound up helping Jim Hughes," he recalled. "I was the first announcer on KAMQ. I also sold cars at Ford Town, and I sang and played stand-up

bass in a band at the Flying X Chuck Wagon." The Brooks Brothers took a three-year hiatus during that time period, but by 1980, they reunited and took their act to Texas. "We moved to Fort Worth because we needed to be in a large city with a larger market to pursue our musical careers," he explained. During the same time period he also worked in radio because, as he put it, he wasn't making enough money to support himself with just his music. While the Brooks Brothers enjoyed lucrative success in the '70s, he said their success "went to another level" in the '80s, even landing three of their songs at the top of the country charts.

Getting back to his seminary training and his doctorate degree in theology... both Brooks brothers shared a love of the gospel and a deep-seated desire to bring as many people as possible to know Jesus. In 1989 they started a musical in Glen Rose, Texas, about the life of Jesus titled *The Promise*, a production that is still thriving today. About seven years after the musical began in Glen Rose, the brothers took their show to Branson, Missouri, where it ran for seven years. "Since then we've been touring it all over the world," he said. To date, they have toured in 89 countries, including more than two dozen times in Korea and seven times in Israel.

Currently, Brooks resides in Fort Worth and is the owner of a business in which he conducts voice-over work and coaches aspiring voice-over artists. In addition, he is president of the board of directors for the Artisan Center Theater, the largest community theater organization in Texas; he is co-minister of the Center of Unity Church in Grapevine, Texas, and he continues to tour around the world with *The Promise* musical. "I obviously stay pretty busy," he chuckled.

And it all started in Carlsbad, New Mexico. "There's

something unusually special about Carlsbad," he said. "It's hard to put a finger on it... but it's a culture that bred a lot of talent when I was growing up. Not just music and arts, but sports, too. Really, it's mind-boggling how many famous or noted people were born or grew up in Carlsbad." He attributes a lot of it to the teachers and mentors they were privileged to have studied under because, in his eyes, they were larger than life. "I always say that when I was growing up and in school, our teachers were our heroes," he confided. "Lee Komansky was my drama teacher in high school; Charles Smith was the Troubadour conductor; Harry Tatarian was my guidance counselor... Outside my immediate family, those three people had the greatest impact on my life that determined which direction it would go. Each one took a personal interest in me, and as a result I've been able to live the life I've lived."

Looking back, Brooks says he's grateful for the way his life has turned out and thankful that he didn't achieve the degree of fame he had initially set out to accomplish. "I've had the best of both worlds," he beamed. "One: I never became famous, so I never had to put up with all the crap famous people have to put up with; however, I have been personally acquainted and became good friends

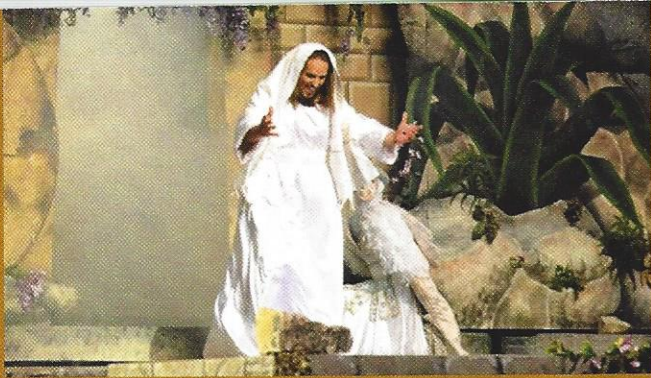
with some of the most famous people who have ever lived."

Topping his list of favorite famous people he got to know over the years was comedian and actor Bob Hope. He spent seven years producing Hope's charity events and said he was "everything you would expect and hope for Bob Hope to be."

Number two on his list? That's easy, he said: Tony Orlando. "Back in 1970 when I was working at KSVP in Artesia, Tony Orlando was getting famous, and I was his biggest fan! Later in life he became one of my best friends and to this day is one of the finest people that ever wore a pair of pants. He's exactly what you would expect him to be."

"I really have had the best of both worlds," he reiterated. "Looking back now, I wouldn't trade places with any of those famous people for anything, but I'm fortunate enough to call them my friends." ■





About *The Promise*:

The Promise utilizes an award-winning musical score, live animals, and a cast and crew of over 200 dedicated Christians. It offers breathtaking technology with its lighting and sound system as well as a 45,000 gallon moat and a rain curtain. *The Promise* is performed on weekends every fall at the Texas Amphitheater, a 3,250-seat venue in Glen Rose, Texas built just for this production.

The Promise is a realized dream that began in 1989. It was the dream of introducing to the world a loving, laughing, approachable Jesus in a casual but glorious outdoor environment. What started as a play born of passion became a powerhouse production and Texas destination. More than two decades later, it remains a major draw.

Narrated by a grandfather and his grandchildren, the story begins on the banks of the Paluxy River in historic Glen Rose, Texas. While hiking through the wilderness, the children come upon an old campsite that their grandpa visited as a child. Grandpa begins to share a story with them that his grandfather shared with him in that very spot about the Promised One. As the story comes alive, they find themselves among the prophets of the Old Testament foretelling the life of Christ. As the grandfather continues, the group is later present during the birth of Jesus in the midst of shepherds and kings. Straight out of the pages of scripture, the narrators and audience witness the birth, life, death, resurrection and triumphant ascension of Jesus Christ.

In 2016, *The Promise* will be celebrating its 28th season with performances on Friday and Saturday evenings throughout September and October.

The Venue

The Texas Amphitheater in Glen Rose is the largest permanent outdoor amphitheater in the state of Texas. It opened in 1989, built as the perfect home for *The Promise*.

The \$8.5 million venue, which is now available for outside rentals, has 3,250 fixed seats with the capacity to seat a total of 5,000 with its bleachers and lawn.

The Promise is the only outdoor production with a moat: a 45,000 gallon waterway, running the length of the structure and separating the stage from the seating area. The Texas Amphitheater stage has 40-foot walls and arches that tower above a 4,000 square foot tri-level stage. It is also the only outdoor theater in the nation with a rain curtain.

The venue consists of a 15,000+ watt sound system. The lighting system boasts over 850 individual instruments and more than two dozen special effect lights, fog machines, follow spots, winches, etc. (for you techies).

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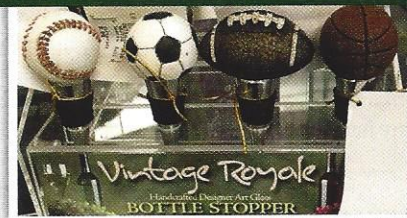
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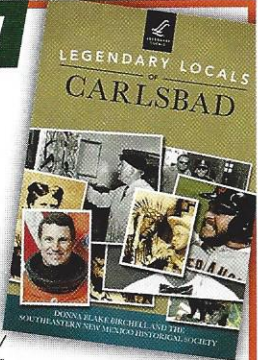
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