

Joyce Montoya-Helgesen

I am 55 years old. I am an Albuquerque native.

My first “real” job was with Mervyn’s Department Store. I grew up in retail and worked there for 21 years. I was a part-time employee working my way up to a Regional Manager of Operations.

I then left Mervyn’s to join Alliance Audio Visual. I am the president and own the company. We are the largest AV company in the state. We currently have 30 employees. We will celebrate 20 years of business in 2015. I am blessed to have good people working for the company in all levels.

I have two sons Matt and his wife Alexandra. Matt was in the Army Special Forces and loved the Green Beret brotherhood. He left army in 2014 and was Army National Guard. In the Guard he was deployed in July 2015. He got to see the birth of his son Oct 21, 2015. Matthew was killed in action in Afghanistan 1-5-16. He leaves behind his wife and son Declan Cade who is 1 year now. My youngest son is Kevin. He graduated from UNM with an exercise science degree. He opened up his own gym K-FIT. He does crossfit training, TRX, personal training and yoga. People just love him and his team of trainers. Kevin became recently engaged and will go to Physical Therapy school for his doctorate at UNM. I workout there and feel my overall health is good because of sports and maintaining a healthy workout schedule.

I have been active all my life. My high school senior year my softball team took the NM state championship. My volleyball took 3rd also my senior year. I still play softball locally and then have a senior women’s 50 age + team. The senior women’s 50+ team plays in tournaments around the country. We have won the US Senior World Championship when I was in my 40’s and now recently in my 50’s.

I found pickleball thanks to a couple of softball players who were playing it in Rio Rancho. I kinda invited myself to play with them because they so laughed and enjoyed playing pickleball. After playing twice I called my softball friend Suzie and said you HAVE TO PLAY THIS NEW SPORT. We fell in love with it and immediately ordered a net/paddles and started playing. I have been playing it for 5 years now.

I am excited to have new permanent courts in 2017. I have played in many outdoor venues and would like ABQ to become another destination for tournament playing and of course for our own pickleballers in Albuquerque and surrounding cities to have facilities to call their own. As well as keep the interest and participation in pickleball growing in our community.