

Joy Gutierrez

Joy M (Baca) Gutierrez is a native of Albuquerque, NM, where she was born and raised. Joy has always been around music, events and performing arts since the age of three. Joy has been a professional musical entertainer since the age of sixteen performing with the band Crossroads, and planned her first event, a public event, in February of 1998.

Joy obtained a Bachelor's degree in Business Administration from the University of Phoenix in December 2008 and a Master's of Science in Accountancy in June of 2010. Joy was very pleased to have been awarded a \$5,000 Scholarship from the Albuquerque Hispano Chamber of Commerce towards her M.S.A. degree in April 2009. Joy is currently enrolled in a Masters of Business Administration (M.B.A.) program, to be completed in November 2011, also with the University of Phoenix.

Joy co-founded CR music & entertainment in September 2004 and as she assists with the overall business operation, she oversees all the Accounting and Marketing operations. As part of the responsibilities with marketing CR music & entertainment, is when Joy became a member of various organizations including the Association of Bridal Consultants, the Albuquerque Hispano Chamber of Commerce, the Albuquerque Convention and Visitors Bureau, the Academy of Tejano Artists and Musicians, the Academy of Recording Arts and Sciences Texas Chapter.

By June 2007, is when Joy founded New Mexico Event & Wedding Planner Magazine. The creation was due to Joy receiving several inquires from various individuals with assistance in planning weddings and events.

Joy was recognized in the community for her efforts to assist local musicians and obtained the President's seat of the New Mexico Hispano Entertainers Association in November 2007. By June 2009, Joy's continued efforts in the community gained the recognition of Governor Richardson that she was appointed as a commissioner for the New Mexico Music Commission.

Joy is one of the original co-founders and partners of Crossroads Enterprises, LLC a Limited Liability Company that is registered in the State of New Mexico. Joy continually challenges herself to reach for higher goals and accomplishments in her efforts to assist her family business and to make a difference in her community.