

NORTH BANDERAS BEAT

By Cindy Bouchard

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I'm forever in awe of folks who do what seems a zillion things in a day, not only to make a buck but because it ignites their passions. The recipients receive the best care and many great services in the North Bay.

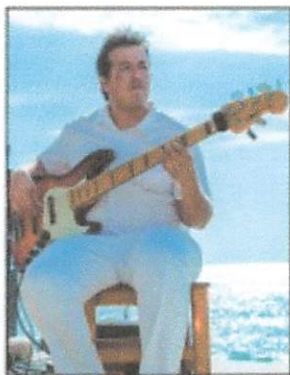
Daniel

Thirteen years ago, my hubby was asked to sing a few songs with Tatewari, a trio of three young musicians who formed their band after an expat musician took them under his tutelage and inspired their musical talents. Bass player Daniel Marquez Ortega still plays with Tatewari and sits in with many other bands. Chef was Daniel's next calling and we've been blessed with his culinary expertise many times at our boutique hotel, where he can cook for two or 22 with equal grace, serving delectable delights.

Over the years, Daniel embraced his talent for helping other bands to create their best concert as he orchestrates the sound behind the scenes. That led to him creating a sound studio where he helps musicians record. Daniel met his love, Karina, at culinary school. Together, beyond cooking, they've created a fabulous video and photography company, creating memories for their clients' weddings, parties, birthdays and more. Read about Tatewari at villamordelmar.com/characters-tatewari. Contact Daniel at 322-173-9968 or danielmo.9009@gmail.com.

Luis

While working as a teacher, Luis Martinez slept on the floor at a small school in a rancho about ten minutes away from La Cruz. He was a hero to the children in his care. At that time, Luis was 18 and an inspiration to speak with — so young yet somehow worldly.



Daniel Marquez Ortega, the bass player with so many other talents!

He cares deeply about people and children especially. His mentor, Edd, impressed with Luis' English language skills and intellect, quickly saw more in him and asked Luis to help him navigate full time living in Mexico: issues such as paying bills, signing up for bank accounts, untangling legal issues, interpreting, etcetera.

"Forget teaching," Edd says he told Luis. "You need to get into law and make money for all you do for so many!"

Luis agreed. "Knowing Luis

has been a positive adventure for me, so much so that my cousins and I supported Luis through law school," says Edd, beaming with pride.

Luis learned how to take care of Canadians and Americans as he commenced his entrepreneurial ventures. Initially, he was all-around, helping expats cleaning, maintaining, and looking after their computers.

Luis decided that La Cruz was where he wanted to call home, since he loved the area and already had a friend and customer base here. "I'm now a lawyer, having graduated from Universidad del Valle," he says. "I consider my specialty is fixing hard cases. I like to find solutions, always considering myself an entrepreneur."

Luis has started various businesses and now has many employees. His businesses include ShareCar, which he started before Uber came into the area. "I thought taxis were too expensive, so we specialize in affordable rentals through ShareCar, offering long and short-term rentals, airport transfers, day-trips, private driver services and a service called "Rent-as-you-go."

With this service, clients buy 30 days of rental car service at a



Refuge of Hope students learn to make tortillas.

good discount for them to use over six months. They can use two days at a minimum and any days as maximum.

"We pick and drop off a reliable, clean vehicle at their home," Luis says.

For now, this service is available in La Cruz and Bucerias, but there are expansion plans. One of the highlights of this service is the ability to upgrade to a bigger vehicle if it's avail-

able at no extra cost.

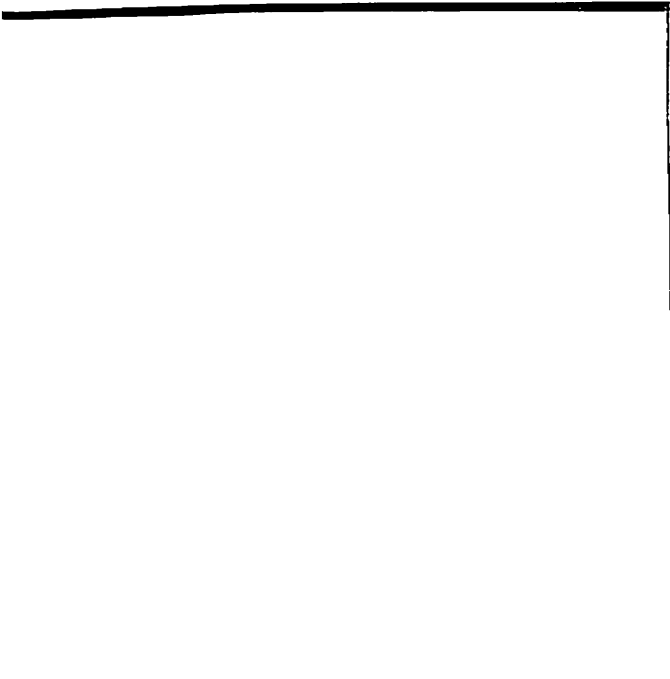
"If you need a small car, a pick-up truck or a seven-seater, no problem. If folks need something bigger, we can accommodate, for example when family comes."

Luis' maintenance company, PCE Mantenimiento, basically does everything within a home. "This is proudly run by my employees. As I delegate, I can

See Banderas on 22



Kids club of La Cruz learning Ukulele donated and built by La Cruz expats.



RELAXATION

Banderas from 21 move forward on other enterprises and philanthropic endeavors. Their services include plumbing, electrical, solar, air conditioning, painting and minor concrete work. I'm proud to say they're doing well."

Luis latest endeavors include

ShareCar Pet Relocation where he delivers folks furry-family members and ShareCar Cargo and relocation services; both helping folks in Canada, the U.S. and Mexico. What he enjoys most is "that not one day is the same, no routine. When I lived in the United States that

is what I hated the most. In Mexico every day is different. I enjoy helping my employees start their own businesses. Our main hub is in La Cruz and we have offices in Nogales and Chetumal." Contact: Luis@pcegroup.com.mx.

For the kids

Many folks in La Cruz support the La Cruz Kids Club, which helps the wee ones to advance their education, learn English, dance, music, hang with friends and more. Recently, through generous community support, a permanent home was purchased where educating and loving the children is the sponsor's priority. The next step is upgrading the classrooms, adding a sports field and a second story to include a dance studio, classroom, office and storage room.

The fifth annual "Dig Deep for the Kids" is the Kids Club's major fundraiser of the year and it's fun! Enjoy live music, tequila tasting, tacos al pastor and other great food, a silent auction, drinks and fabulous folks in a private garden on Thursday, March 16. For more information see amigoslacruz.org or contact Amy at amywelchpdx@comcast.net.

Refuge of Hope

My friends Cindy and Ross are a couple of the most generous people I know and give to many causes in the North Bay. They recently shared their passion for the Refuge of Hope in Bucerias, a children's shelter for at-risk children. February 11, they kicked off their "One Square Foot Building Campaign."

Says Karen Swanson, director of Refuge of Hope: "The outpouring of people donating from Mexico and abroad has been incredible."

The center has four classrooms, a kitchen, common areas, showers, laundry facilities and a playground. The refuge employs teachers, a psychologist, a van driver, a cook and a cleaner. The children at the refuge are some of the most vulnerable children in Bucerias, and the program provides school, meals, and enrichment activities during the day so their caregivers—primarily single moms or grandmothers—can work. The capital campaign to raise \$US85,000 equates to approximately 500 pesos, or \$US25, to pay for one square foot of the 3,400 square foot building. Refuge has a donor that will match donations made by April 15 up to \$US42,500. To learn more, see refugeofhopebucerias.com or contact refugeofhopebucerias@gmail.com.



day in the life of
Luis Martinez.