

STATE OF NEW MEXICO
County of Luna

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Commissioner, District 2



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Media Release

Under new leadership and with a new name, Luna County Youth Football is three weeks into a season focused on developing players into Wildcats of tomorrow.

Cesar Moreno — who was named 2015’s “Father of the Year” by the local Home Visiting Council — is at the helm as commissioner in the first year of a revitalized and rebranded league, bolstered by the generosity of private citizens, community organizations and businesses, to supply players with much-needed new uniforms and equipment.

“This is the first time in a long time that teams are really close to each other,” he said on the shift in league culture. “With these youth players, Deming High School is going to be in good shape.”

This season, the league is serving about 160 players in three age brackets from five to 12 years old. Each bracket has four teams. The youth play weekly on Saturday mornings at the football fields off Country Club Road.

“A lot of this has to do with the coaches. The coaches do a great job teaching the fundamentals of the game,” he explained. “It’s a grind, but at the end of the day, to see the kids happy and playing football makes me proud.”

Aside from running the league, he also coaches two teams. Commissioner and coaching duties keeps him extremely busy, especially on Saturdays, but he believes creating a successful feeder program into Wildcat athletics will make the hard work pay off. He hopes to approach Deming Public Schools to ask if his league can use Memorial Stadium for playoffs and the league’s Super Bowl. His logic is to not only give young players an experience of playing at a higher level as encouragement, but to also entice more community members to watch games. He wants to build league games into enjoyable events for players, their families and the community at large.

“I’ve been in awe to see how Cesar has picked up league operations and ran with it,” Charles “Tink” Jackson, Luna County manager, said. “Luna County is proud to support a league that has a positive impact on the community under the leadership of such a hardworking man.”

Moreno humbly denies taking credit for any of the league’s success so far, instead pointing to his wife, Jessica Moreno, for her help. He also credits the support of the county and the numerous private individuals and businesses who have helped keep the league going. The sponsors are: Luna County, Juvenile Justice Continuum of Services, Peppers Supermarket, Karl’s Embroidery, Kelly Kuentsler, June Gebert, Moose Lodge No. 2088, Ken Gebert, 1st New

Mexico Bank, Sisbarro Automotive, Deming Optimist Club, Mizkan, Solitaire Homes, Emilia Mendoza, Do It Best, Bryan Reedy, Luna County Starmax, Deming Dental and the Deming Lions Club.

“Supporting this league is one of the highlights of my service to the county,” Joe “Oleo” Milo, Jr., Luna County Board of Commissioners chairman, said. “I encourage the community to head out for a Saturday of games to support our youth and this wonderful program.”

As Moreno explained, Saturdays are merely a small portion of the work players and coaches put into the league. He says “you’ll be surprised” to see how hard the players and coaches work in practice between games. Players and coaches have been doing an awesome job, he added.

“My main goal is to get kids away from being in the house all day playing video games and watching cartoons,” he explained. “If we can have fun and prepare our players for a future as positive members of our community, then our work is done.”

Games are open to the public and there is no charge for admission. A concession stand is available on site for snacks and refreshments.

PHOTO CAPTION

At left, Charles “Tink” Jackson, Luna County manager, is shown flipping the coin to open a Luna County Youth Football League game. Coach and league commissioner, Cesar Moreno, looks on.

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