



Joyce Montoya -bio

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 28 employees. We have been in business for 22 years. 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 the 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 18 months now. My youngest son is Kevin. He graduated from UNM with an Exercise Science Degree. He opened his own Gym K-FIT. He does cross training, TRX, personal training, and Yoga. People just love him and his team of trainers. Kevin recently got married and will go to Physical Therapy School at UNM this fall for his doctorate.

I have been active all my life. My high school senior year the softball team took the NM State Championship. My volleyball took 3rd also my senior year. I still play softball locally. I play on a senior women’s 50+ age team. The senior women’s 50+ team plays in tournaments around the country. We won the US Senior Women’s 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 in Rio Rancho. I kind of invited myself to play with them because they so laughed and enjoyed playing pickleball. After playing twice I called my 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. We won many golds together and our skill level has improved immensely, I have been playing for 5 years now.

I love sports and being a part of this senior sports organization is a win-win for me! I get to be a part of senior sports ideas, topics, clinics, and great people.

