



CONCIERGE HIGHLIGHT

HENDERSON CITY LIFESTYLE MAGAZINE



CITY LIFESTYLE

HENDERSON | SOUTH VEGAS | RED ROCK

SEEN | HEARD | VALUED

BY LAURA LONG

The strongest network you can build is formed by relationships you genuinely care about. This belief is at the core of Diazo and my entire marketing philosophy.

If I had a nickel for every strange look I've gotten when telling others my "marketing budget" is zero and instead I have only a "client appreciation bucket" – well, let's just say you'd probably have a different advisor and I'd be living out my dog-rescue-in-retirement plan.

In truth, Diazo has grown 98% by referral only. Cared for clients and employees are the foundation of this business, and I've let our reputation take it from there. I vowed not to expand our traditional marketing unless I found a media outlet who aligns with my passion for people and community.

This month, Diazo highlights Henderson City Lifestyle, a local magazine, content and publishing partner.



ABOUT HENDERSON CITY LIFESTYLE

Henderson City Lifestyle Magazine is a locally focused lifestyle publication dedicated to celebrating the people, businesses, and experiences that make Henderson such a special place to call home. With sister publications in the South Vegas and Red Rock communities, we are passionate community connectors and storytellers.

The monthly magazine highlights inspiring residents, community stories, nonprofits,

local entrepreneurs, dining, events, and more neighborhood culture and targets affluent homes in our community. Through print, digital, the Sit Downs with City Lifestyle podcast, and social platforms, we connect residents with meaningful, joyful ways to dive deeper into what makes Henderson home for all of us.

We LOVE THIS CITY and feel honored to share your stories each month!

MEET CRISSIE BOWN: PUBLISHER & COMMUNITY CONNECTOR

Crissie fell in love with Southern Nevada over 20 years ago when she arrived to attend UNLV. What started as a student job at The Rebel Yell Newspaper blossomed into a lifelong career in media. She launched her professional career in 2009 with what turned out to be a successful 14-year run at **FOX5 Television**- first as an account executive mastering strategic media planning, followed by 7 years leading a high performing sales team in revenue growth, strategy, and relationship building. While her time in broadcast taught her the "how" of marketing, her heart was always in the "why" - the people and stories that make Henderson feel like home.

In 2023, she shocked the media community and resigned from her leadership role to follow her heart! She purchased Henderson City Lifestyle Magazine and serves as **Owner and Publisher**. For Crissie, this magazine isn't just a business; it's a love letter to Henderson. She spends her days connecting with local business owners and creatives, ensuring her community's voices are heard and celebrated.

When she isn't putting the finishing touches on the next issue, you'll likely find Crissie giving back through local volunteering and Henderson Chamber events, traveling with her husband, Tanner -the Head Golf Coach at College of the Desert, and their 14 year old yorkie, Stella, or hanging with her big, loud, and crazy Greek family.

