



Dave Peters

What's the most fun thing you've done as a volunteer?

Building and selling Aggie House for the MS Society

BY DENNIS DOMRZALSKI | SPECIAL TO HMBW

Dave Peters knows it's a little crazy to start thinking of a legacy at his age, but, in a way, he has no choice. The entrepreneur who started Crescent Financial Solutions, a mortgage brokering business, in October 2001, might not have as much productive time left as most people do.

In July 2005, Peters was diagnosed with Multiple Sclerosis, an incurable disease that eats away nerve endings and can leave a sufferer debilitated. Peters remembers the diagnosis as a frightening moment in his life.

"I got a call from my doctor who had done an upper thoracic MRI on me and they found lesions on my spine," Peters recalls. "I was taking my mother to Las Vegas to see Elton John for the weekend. We were going through the security gates and the doctor said they had found the lesions and that I needed a brain scan. We were going through security, and I couldn't get hold of him after that.

"So I went that weekend not knowing. I didn't know if I had cancer or what. I was scared. That certainly brings you back to reality."

The disease is under control, and it hasn't stopped Peters from excelling and beginning new entrepreneurial ventures.

He is the chief operating officer of Twilight Homes, a company that builds 60 homes a year in the Las Cruces area, and a co-founder of Monterey Diversified, a construction and development company.

"At 37, it's probably a little too early to start thinking about a legacy, but it is something that is in the back of my mind," Peters says. "My time has been shortened somewhat by my disease. If I have 10 or 15 good years, I have to use them to do what I want to do."

Peters has used the time well so far. Crescent has grown to 10 people and does about 300 personalized mortgages a year. He has also used his time and money to build Aggie House in Las Cruces, a charitable effort that raises \$35,000 each for the Multiple Sclerosis Society and the Happy Jack Foundation.

Susan Lawson of the National M.S. Society says Peters "encourages employees to have passion for their work and for the clients they serve."

Peters, who played soccer for more than 20 years and who was captain of UNM's soccer team, knows he has an edge in the workplace.

"You will not outwork me," he says.

Age: 37

Hometown: Tucson, Ariz.

Current employer/Job title: President, Crescent Financial Solutions

Education: B.A., communications

Previous three jobs: Mortgage loan officer, First State Bank, 1996; financial planner, Cue Financial, 1994-1996; life insurance salesman, Mony, 1993-1994

What was the most important worldwide event in your lifetime?
September 11

In which presidential race did you first vote? 1988

What's been the greatest invention of your lifetime? E-mail/Internet

What's been the best new technology you've been able to use in your job? E-mail

If you could invent something to help you in your job, what would it be? More time

If you could return to college, all expenses paid, what degree would you go for today? Economics