



Ruidoso Valley Chamber of Commerce Newsletter

Volume 7, Issue 3, March 2008

720 Sudderth Drive, Ruidoso, NM 88345 *Excellence Through Service*
(575) 257-7395 Fax (575) 257-4693
info@ruidosonow.com
www.RuidosoNow.com

In this Issue:

1. Business to Business Expo
2. Community Calendar
3. Business Statistics
4. Membership Corner: Be Involved--VOTE!
5. Greeters Corner
6. News & Notes
7. Member Renewals/ Profile: The Agency
8. Contact Info & Ponderosa Members

BAH SCHEDULE

★ March 20th: White Mountain Outdoor Store, Pinetree Square 5-7 PM

April 3rd: The Lodge at Sierra Blanca Hosts the B2B Expo BAH-Ruidoso Convention Center 5-7 PM

April 17th: Ruidoso Equine, 305 Bonito Lake Road, Nogal 5-7 PM

May 1st: Evergreen Manor B&B, 387 Hwy 37, Nogal, 5-7 PM

Sign up to host a Business After Hours Today!
Email rachel@ruidosonow.com

Business to Business Expo Planned For April 3

The Ruidoso Valley Chamber of Commerce will be hosting the first ever Ruidoso Business to Business Expo on Thursday, April 3rd, at the Ruidoso Convention Center. The event will be held in conjunction with Eastern New Mexico University, and the 2008 Economic Development Summit. The Summit is one of the Chamber Initiatives requested by the Chamber Membership in the 2007 Membership Survey.

This event will allow Ruidoso businesses, attractions, and organizations to showcase themselves to other local businesses, as well as the general public. The Expo will be a five hour event, from 12pm to 5pm on Thursday, and the Chamber encourages all of its members to participate. Organizations can participate at several levels, beginning with a very affordable \$100 Booth Sponsorship. With this sponsorship, members will have a 10x10 booth space at the Expo, a Business Listing on the official Business to Business Expo Website, they will receive a registration packet, including the official Economic Development Summit tote bag, notebook, and business directory, and admission to the Business After Hours which will be held that evening from 5pm to 7pm at the Ruidoso Convention Center. Expanded sponsorship levels include tickets to the April 4th Economic Development Summit, also held at the Convention Center, 10x20 booth spaces, and Expanded Business Profiles which can include 250 or 500 word descriptions and photos or logos, as well as Business representation on official Business Expo and Economic Development Summit promotional and advertising materials.



Businesses can participate by completing and returning the Registration form to: Ruidoso Valley Chamber of Commerce, 720 Sudderth Drive, Ruidoso, NM 88345 attn.: Rachel Weber, by faxing the form to 575-257-4693, or by email to rachel@ruidosonow.com. Please see the registration form in this month's newsletter.

Don't miss out on this opportunity to boost your local business and increase your local customer base. Sign up today!



ENMU-Ruidoso
Branch Community College

March 2008 Community Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Murder on the Trail Mountain Annies, 7PM George Thorogood IMG 8PM
2	3	4 Ten Tenors 8PM @ Spencer Theater VOTE!!!!!!	5 Adaptive Skiers Challenge- Ski Apache	6	7 Peter Pan 8PM @ Spencer Theater	8
9 Daylight Savings Time-Spring Forward	10	11 9AM-10AM Member Orientation RVCC Boardroom	12	13	14 Mt. Living Home & Garden Show-RCC(14-16)--Eileen Ivers@Spencer 8PM	15 Fireballs @ Mt. Annies7PM Smashmouth @IMG 8PM
16 Mt. Living Home & Garden Show-RCC	17 St. Patrick's Day 	18 Chamber Breakfast-Location TBD	19 Duke Ellington Orchestra 7:30 PM @ RHS Perf. Arts	20 Little Women 8pm @ Spencer Theater BAH @ White Mt. Outdoor Store	21 Little Women 8pm @ Spencer Theater	22 Easter Egg Hunts @ Ruidoso Downs All American Park&Cedar Creek
23 HAPPY EASTER! 	24	25	26	27 NM Taxidermy Assn. @ RCC (27-30)	28 Fungi Mungle @ Mt. Annies7pm (28-29)	29 Parsons Dance @ Spencer 8pm
30	31					

Save the Date!

Tuesday, March 11th
9:00 to 10:00 am

Membership Benefits Orientation
Take advantage of this opportunity
to learn how to make your

Chamber Membership Work for YOU!

Big Brothers Big Sisters of Lincoln County is in need of mentors! Please give us a call today to find out how you can enrich the life of a young boy or girl in our area. 575-258-4185



Big Brothers Big Sisters

Little Moments. Big Magic.™

Community Business Statistics

Village of Ruidoso Actual Gross Receipts Tax Distribution

Fiscal Year	2007-2008	2006-2007
January	\$908,826.08	\$922,071.24
FYTD	\$6,623,241.00	\$6,346,169.00

GRT: These figures represent a 1.46% decrease for the current month, and a 4.18% increase year to date.

Historical Lodging Revenue and Actual Lodging Revenue were not available at press time, and will be reported in April's newsletter. We apologize for any inconvenience.

Village of Ruidoso Building Permits: No. of Permits: 61 Value:\$4,138,905.00

Visitor's Center Statistics

January	2008	2007
Walk - Ins	569	691
Phone Calls	996	1,419
Mailings	4,989	1,424
Totals	6,554	3,534

Visitor's Center Question of the Month:

"Could you help me find a place to stay for myself, my husband, and our two small goats?"



Weekend Only

January	2008	2007
Walk-Ins	101	145
Phone Calls	33	62
Totals	134	207



Congratulations to Werner and Rita Sternitzke, of Stephenville, TX who were married in February on the Chamber's River Deck!

Membership Corner-Be Involved: VOTE!



The Ruidoso Valley Chamber of Commerce was proud to host a Candidates Forum for Village of Ruidoso Councilor Candidates on Tuesday, February 19th, 2008 at the Ruidoso Convention Center. The event was well attended, and provided the opportunity for Chamber Members and local residents to meet the six candidates in the running for the three available Village Councilor positions. The candidates were asked a series of eighteen rotational questions, and were given 1:00 minute and :30 second intervals to answer. In addition to the questions asked at the forum, the Chamber also produced a Candidates Brochure, which can be found online at www.RuidosoNow.com (click on the "Chamber Info" Button), which gives some brief biographical information about the candidates and their answers to some additional questions pertinent to the Ruidoso business community. I strongly encourage each and every Chamber Member to download the Candidates Brochure, research your local candidates, and show up to vote on Tuesday, March 4th, from 7:00 am to 7:00 pm at the Ruidoso Convention Center, 111 Sierra Blanca Drive. Ruidoso is facing some serious issues at the present time: the Waste Water Treatment Plant, Water Conservation, Tourism Issues, Parking Issues, Economic Development, Transportation, Streets, and many others that will impact our personal and professional lives. We all have opinions and beliefs about how these issues should be handled. Please make sure that you are a part of the process-----Vote!!!! Another important voting process which is just around the corner is your Chamber Board Election. In the next several days, Letters of Interest will be mailed out to members of the Restaurant, Professional, Retail, and Attractions Councils. If you are interested in serving on the Chamber Board, or can recommend an outstanding community leader to serve on the Board for your respective Council, please mail, fax, or email the

form back to the Chamber by March 14th. The Chamber is also accepting nominations for the Hun Se` Ne` Beautification Award, which is awarded each year to a Chamber Member business in good standing who has significantly improved, renovated, or newly built their property, improved their landscaping, or otherwise contributed to the beautification of their property and the Village. Again, I would strongly encourage you to nominate a fellow Chamber member who has beautified their business this year. You can nominate a business by calling the Chamber, emailing rachel@ruidosonow.com or stopping by 720 Sudderth Drive. The Chamber is also seeking nominations for the Citizen/Volunteer of the Year Award. Do you know someone in the community who has gone above and beyond, giving generously of their time for the benefit of the community? Please let us know! The heart of any Chamber or other member based organization is its volunteers, and they deserve to be recognized! You can alert the Chamber of your nominations for both the Beautification Award and the Citizen/Volunteer of the Year by March 14th. The Chamber Ballot will be mailed on March 31st, and are due back to the Chamber on April 11th. The awards will be given out at our annual Chamber Banquet, and details on the exact date & location will be sent out to you soon. They say that those who show up to vote make the decisions for everyone. Be a part of that process! Show up and vote! Make your voice heard, whether its in our Chamber Board elections, the Village Council Elections, or the upcoming Presidential Election--**VOTE!!!**

*--Rachel Weber
Membership/Special Events
Coordinator*



Greeters Corner

Greeters began the monthly activities on February 7, 2008 with a Ribbon Cutting at Evergreen Dry Cleaners - the new building located on Mechem between the movie theater and Long's Pharmacy. Congratulations to Bart Byars on the opening of his new business. Many of us have already been extremely pleased with the service. We hope you'll give them a try!



Then, it was on to the Ruidoso Animal Clinic where the Champion of Service award for February was presented to Dr. Lizzie Bruce for truly exceptional service and dedication! Dr. Bruce met Mary Ann and Tex Crowell at the clinic at 10:30 p.m. on a cold and snowy Christmas night as well as 1:30 a.m. and 7:30 a.m. December 26th. In part the nomination read:

"Please recognize this dedicated young doctor for her commitment and love in caring for those who cannot speak for themselves, our precious pets. In our busy, scheduled world, there are precious few who listen intently, love deeply, and feel and respond compassionately. She was comforting, professional and assisted us with every concern we shared. In the weeks since December 25, she has answered EVERY call personally two times a day, at the clinic, and with a sweet, friendly, interested, attentive attitude."

On February 19th, Greeters attended and assisted with the Candidate's Forum hosted by the Chamber.

Planning for the 22nd Annual Christmas Jubilee is underway with Co-Chairs Margaret Pugh and Mary Duncan working diligently on advertising. Jubilee is always the 2nd weekend in November - this year November 14, 15 and 16. Returning merchants have first choice for their booths and will be notified in August. Waiting List Applications are at the Chamber of Commerce for any new merchants who might be interested in a booth. We suggest you apply early as the booths are offered by application date on a first come first serve basis. There were 84 booths in 2007, but yearly turnover is usually less than 25 booths.

Marty DiSanto
President

Business After Hours~~Ribbon Cutting~~Champion of Service

*The Body Bar
February 7th*



*Evergreen Cleaners
February 7th*



*Dr. Lizzie Bruce Champ of Service
February 7th*



News and Notes



Daily Air Service for Ruidoso Began February 11th!

Pacific Wings, LLC dba New Mexico Airlines began daily air service on February 11th, 2008. Each flight will have 9 seats with the ability to serve 14 if necessary. Service routes will include Midland/Odessa-Hobbs-Ruidoso-Albuquerque and back as well as El Paso-Alamogordo-Ruidoso-Albuquerque should begin on or around March 1st. For more information, log on to www.fly-nma.com.

Third Daily Flight Between Roswell/DFW Begins April 7th!

American Eagle, the regional affiliate of American Airlines, will increase its service to Roswell, N.M., beginning April. 7 by adding a third daily round trip between Dallas/Fort Worth International Airport and Roswell International Air Center, using 50-seat ERJ-145 aircraft. The new flight will depart Dallas at 9:45 AM daily and arrive in Roswell at 10:15 AM. The third flight to DFW will depart Roswell at 10:45 AM daily and arrive at DFW at 1:10 PM. For more information, log on to www.soarwiththeeagle.com.



ATTENTION ATTRACTION RELATED MEMBERS!!! Advertise in El Paso Times For \$35/wk.

That's right; \$35 per week is enough to advertise in the El Paso Times' Tiempo entertainment magazine in an innovative and creation cooperative advertising opportunity. Ad space is roughly 1 column wide by 1 inch tall and the ad publishes every Friday in the Tiempo as well as the Vamonos edition of the Ruidoso News. The Vamonos edition is distributed in Lincoln and Otero counties in addition to being inserted in the Ruidoso News and the Alamogordo Daily News. Please contact Sherrie Parker at the Ruidoso News, 257-4001, to schedule your ad or to gather additional information.



Email Notices from the RVCC

We send several notices about Chamber and business events each week by email. If you have a new email address or have changed the one we have on file, be sure to contact Rachel Weber at Rachel@ruidosonow.com so it can be updated.

Career Fair in April

Mark your calendars to participate in and attend the 3rd Annual Career Fair on April 18th at the ENMU Ruidoso Branch Community College Campus from 10:00 a.m. to 3:00 p.m. The career fair is being hosted by the New Mexico Workforce Connection through the Lincoln County Works Center. For more information, contact Carol Price at the works center at 630-8181.

2nd Annual Sprint Triathlon to benefit RHAA-Ruidoso High Altitude Aquatics on May 10th

Mark your calendars to participate in the 2nd annual Sprint Triathlon on May 10th. Proceeds from the triathlon will benefit the newly formed swim team, RHAA - Ruidoso High Altitude Aquatics. Watch for more information on participation as well as sponsorship opportunities. Contact the Ruidoso Athletic Club at 257-4900 or log onto their website, www.ruidosoathleticclub.com.



Vote in Municipal Elections

Remember to vote on Tuesday, March 4 for area municipalities. There are 6 candidates for 3 council positions in the Village of Ruidoso. There are 3 candidates for Mayor; 5 candidates for 2 council seats and three candidates for Magistrate Judge in Ruidoso Downs. Voting takes place at the Ruidoso Convention Center and the Ruidoso Downs Senior Center.

Recycle your E-waste Saturday, April 5th from 9 AM – 12 PM!

The Lincoln County Solid Waste Authority, in conjunction with the Chamber, Keep Ruidoso Beautiful and EEM Scrap of Alamogordo has scheduled an E-cycling event on Saturday, April 5th from 9 AM – 12 PM in the Lawrence Bros. IGA/Sierra Mall parking lot on Mechem Drive in Ruidoso. For more information about this event, please call the Chamber at 257-7395 or the LCSWA at 378-4697 and let's work together in preventing hazardous waste from damaging our landfills and water resources.



Chamber Board elections later this month

The Ruidoso Valley Chamber of Commerce Board of Director elections will take place from March 28th through April 11th. Please be sure to complete your ballot and turn it in by the deadline. Ballots can be hand delivered or mailed to the Chamber.

Citizen/Volunteer & Beautification Nominees Wanted

It's not too late to nominate someone for the citizen/volunteer of the year and the Hun Zu Nhe beautification awards. The citizen/volunteer of the year award nominee should be someone who has given unselfishly of themselves and their time to further a cause for the area. The beautification award nominee should be a member business that has improved their business through remodeling or new construction from April 2007 through this month. To nominate a business or an individual, please contact Rachel Weber at the Chamber by calling 257-7395.



Ski Run Road, NM532 Open House Thursday, March 6th, 5-7 PM Ruidoso Seniors Center

The purpose of the open house is to present an update on the planning process for the NM 532 Corridor Study. The New Mexico Department of Transportation (NMDOT) is conducting a corridor study to identify alternatives for improving NM 532 between Alto and Ski Apache. NMDOT representatives will provide updated information on alternatives under consideration. The public is encouraged to provide comments and recommendations on alternative concepts that should be considered during the corridor study. Comments will also be received on bicycle, pedestrian, and equestrian issues as well as cultural resources.



Thank you! Member Renewals

<u>Member</u>	<u>Since</u>	<u>Member</u>	<u>Since</u>
Advanced Graphix	2005	Ruidoso Board of Realtors	1990
Alto Mesa Builders	2003	Ruidoso Office Supply	1993
Carpet Connection	1998	Scarborough House	2004
Century 21 Aspen Real Estate	1997	Shadow Mountain Lodge	1993
Coldwell Banker, SDC, The Loverine Team	2004	Shuttle Ruidoso	1999
Denny's	2004	Sierra Blanca Cabins	2004
Digestive Disease Institute	2003	Sierra Cinema	1994
Dr. Jack V. Waters	1997	Sitzmark Chalet Motel	1998
Fire Power Gun & Pawn	2006	Ski Ruidoso Ski Shop	2001
Gary W. Thompson, CPA	2003	Sunova Builders	1999
Imports, Etc.	1998	The Herb Stop	1998
Inn of the Mountain "Goddess"	2005	The Links at Sierra Blanca	1997
Kawliga's	1999		
KRQE TV	2006		
Lincoln County Cabin Watch	2006		
NAPA Auto Parts	2003		
Photography by Mark	1997		
Radio Shack	2003		
Rancho Ruidoso Corp.	2004		
Riverside RV Park	2004		



Are you displaying your "Virtual Membership Plaque" on your website? If not, contact rachel@ruidosonow.com

Member Spotlight: The Agency

THE Agency

The Agency is here to help you tell your story -- the story of you, your brand, your business philosophy. We are a full-service marketing communications firm dedicated to helping your business grow its customer base and bottom line. There are no "one-size fits all" campaigns at The Agency – each one is tailored to your business and your target audience. With more than 35 combined years of experience in a wide variety of industries, the experts at The Agency design customized campaigns for large and small organizations that can provide measurable return on investment. It's your story – The Agency will help you tell it. www.itstheagency.com.

Clients include: The Body Bar, WomensWallstreet.com, Tom Ruff Company, Jackson Consulting Group, First National Bank, Quail Valley Farms, Imagine That! Event Planning

*The Agency
2101 Sudderth Drive
Ruidoso, NM 88345
575-257-9990
www.itstheagency.com*

Special Thanks to our Ponderosa Members

2007-2008 Board of Directors

Freda Howard McSwane
President
Professional Council
fredamc@yahoo.com

Dr. Gary Jackson
Past President
Healthcare Council
gjackson@phs.org

Dr. Michael Elrod
President-Elect
VP Economic Development
Michael.Elrod@enmu.edu

Bob Russell
Vice President Member Services
Retail Council
trsmarket@valornet.com

Lane Adams
Treasurer
Financial Council
laneadams@citybanknewmexico.com

James Hobbs
Attractions Council
jimflyingjbranch@hotmail.com

Nancy Mitchell
Retail Council
nancymitchell@zianet.com

Cynthia West
Service Council
cynthia@ruidoso.net

Brenda Asbury
VP Economic Development
Lodging Council
riverside@zianet.com

Dr. Jon Ogden
Healthcare Council
drback@beyondbb.com

Anne Reveley
Retail Council
reveleyinteriors@hotmail.com

Glenda Duncan
Lodging Council
noisywater@zianet.com

Advisory Directors
Charles Meeks
Inn of the Mountain Gods
cmeeks@innofthemountain-gods.com

Angel Shaw
Zia Natural Gas/VOR
ashaw@zngc.com

Marty Disanto
Ruidoso Valley Greeters
disantom@valornet.com



A personal commitment to New Mexico



First Federal Bank



Aspen Real Estate



It's where to go!



Sierra Blanca Motors
SINCE 1915 ON THE RED
SINCE 1915 ON THE RED



Visitor's Center Staff
Barbara Snowden
barbaras@ruidosonow.com
Lavonia Kerby
lavonia@ruidosonow.com
Shannon Miller
shannon@ruidosonow.com

Chamber Staff
Brad Treptow
brad@ruidosonow.com
Marney Moore
marney@ruidosonow.com
Rachel Weber
rachel@ruidosonow.com



Welcome! New Members!

Ruidoso Opera Guild-Pinon-Ruidoso Pops Concerts, Music & Art, Opera Events 575-420-5632

Ruidoso Equine-Blue Spruce-Trail Riding experience includes grooming, saddling, bridling, massaging & becoming friends with your mount. Groups & Individuals. 575-336-1633

Forever Remembered Pet Cremation Svcs.-Pinon-Locally owned-three types of cremation services & pet urns. 575-653-4249

Salon on the Hill-Pinon-Full Service Salon-575-257-2381

2008 Nov 21 2008

