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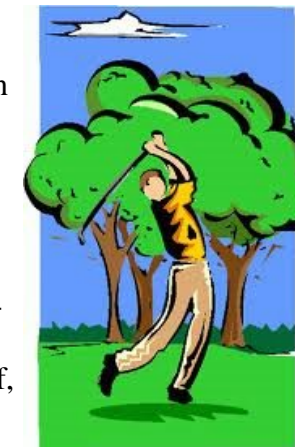
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**Chamber News**  
Quality, Reliability & Excellence  
April 2011

### Community Fun Golf Tournament

The Socorro County Chamber of Commerce will be hosting its annual golf tournament on Saturday, April 30<sup>th</sup>, beginning with a shotgun start at 8:30 am. The format will be a four person scramble. Taking place at the New Mexico Tech golf course, this event helps to promote an array of local businesses.



The golf tournament will be a fun and enjoyable event for all, whether you rival Tiger Woods or are a newcomer to the sport. Last year, all teams won a prize of one kind or another. This year, test your luck (and skills!) for the first place prize of four Taylor Made putters. Teams will be awarded other prizes, ranging from golf balls to free rounds of golf, for doing well on particular holes. All participants will receive free items, as well. This event is put on by the Chamber, but receives essential support from several partners each year. Russ Moore and the New Mexico Tech Golf Course graciously host the event and work hard to ensure that the entire tournament runs smoothly. The Chamber of Commerce appreciates the many local businesses and individuals that support this annual event, in the form of gift certificates, merchandise, monetary sponsorships, and more.

If you're interested in playing, there are currently spaces available to participate in teams of four. The cost to register a team is \$200 (or \$50 per golfer). For the price of this entry fee, all participants receive a golf cap, green fee, practice balls, golf cart, lunch, and a chance to win more prizes throughout the tournament (an \$80 value). The spaces fill quickly for this popular annual event, so please register soon by talking to Terry Tadano at the Chamber of Commerce office (575-835-0424).

### The Benefits of Chamber of Commerce Membership

Are you acquainted with all the benefits of a Socorro County Chamber of Commerce membership? You may be missing out on opportunities that you are unaware of!

If you're a small or large business, there are a long list of benefits to being a Chamber member. First and foremost, the Chamber exposes your company's name to the public and business community. With a membership, both your business and the economic development of the community is promoted, which, in turn, helps all local businesses.

As an example of the type of exposure which member businesses receive through the Chamber, information packets on local businesses are provided to potential visitors, new residents, NMT students, First Responders, and conference attendees. Also, brochures, business cards, merchandise, and local artwork are displayed prominently in the Chamber office for exposure to tourists and other walk-in traffic. The Chamber staff's first priority is to enthusiastically promote member businesses verbally, via email, in their monthly newsletter, and via regular postal mail.

Does your business have specials, holiday sales or coupons that you'd like to have promoted to the community? The Chamber is happy to insert member flyers into its monthly newsletter, which goes out to approximately 350 households and businesses. Member businesses have access to the Chamber's bulk mailing permit, as well.

In addition to including member flyers as inserts in the Chamber newsletter, new members are highlighted each month, to keep the community abreast of new products and services being offered. The monthly Member Spotlight typically highlights 8 to 10 local businesses to remind readers of who they are and what they do. El Defensor Chieftain also prints the Chamber of Commerce newsletter on their monthly Chamber Page, so information about member businesses reaches a wider audience, as well.

Does your business have a good presence on the web? To enhance your online visibility, the Chamber provides a listing and logo for all member businesses at www.socorro-nm.com, as well as direct links to member websites. For organizations that don't have an existing website, the Chamber offers to build members a *free* webpage. If you're interested, you can find links to examples of these webpages on the Chamber website.

With the world's move towards a more global economy, supporting local businesses and services has become even more important. The Chamber staff is excited to help support the local Socorro economy, with your assistance! For more information on how the Socorro County Chamber of Commerce can help your business thrive, call (575) 835-0424 today.

### Minus 20 Degrees Without Electricity?

If our electricity system did not have enough electricity to serve our community during this winter's record cold spell, how would we have heated our homes and businesses? Could we have used our natural gas or propane furnaces, baseboard heaters, radiant floor heaters, portable space heaters, or pellet stoves? None of these methods of heating would have worked, since most residential heat sources need electricity as their primary or secondary energy source, in order to operate.

Socorro Electric Cooperative employees deserve our gratitude for working around the clock to ensure that we had electricity to keep our homes and businesses warm during the unprecedented cold snap. Thanks are also due to the City of Socorro Utility Departments' employees. They worked night and day to provide natural gas to all the residents, and to be certain that water and sewer lines were maintained and operational.

Other Chamber of Commerce members that were vital during the record-breaking cold emergency were the County of Socorro, Action Gas Company, ACE Hardware, RAKS, Gambles, Wal-Mart, Ross Electric, and Jaramillo's Plumbing. Thank you, all!

CITY OF SOCORRO



Your Chamber of Commerce Newsletter is produced with the assistance of the City of Socorro Tourism Department's Heritage and Visitor Center.

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**April's  
CHAMBER  
ARTIST OF  
THE MONTH**

**Alamo Navajo  
School**

## Keep Socorro Beautiful: Earth-Friendly Yard Care

April 22nd is Earth Day, so this month we'll look at yard care and weed control methods that are safer for your families, your pets, and our planet. As temperatures begin to rise, and the springtime flowers begin to bud, you'll notice the not-so-welcome appearance of some of the tenacious weeds of the desert southwest. As a preventative, consider laying down weed barrier cloth before the weeds take hold. Once they do, however, you have a number of good options that don't involve the use of toxic chemicals.

If your plan of attack involves good, old-fashioned pulling, the proper tools can make your job much easier. For those pesky--and painful!--goat heads, slide a claw hammer or crow bar into the middle of the plants to successfully pull them up by the root. For larger areas with goat head problems, try biological controls like the puncture vine weevil, available from [www.goatheads.com](http://www.goatheads.com) and other sources online. For other weeds, a sharp hand spade or Japanese Hori Hori knife can work well. Remember, weeding after a good rain-fall will always make your job easier, with a greater chance that you'll actually pull the plants out by the roots.

If you prefer to avoid weed pulling, you may find that a portable propane torch is an excellent way to decimate the unwanted smaller weeds, especially in gravel and cement cracks. Please be certain to avoid this method on dry, windy days. Another effective method is to pour or spray vinegar on weeds, but it's non-selective, so be careful where you use it! Vinegar used for culinary purposes is relatively low in acetic acid (only 5%), so repeated applications will be necessary. Higher concentrations of acetic acid are available in some garden shops. Last month, in El Defensor Chieftain, Richard Fagerlund (a.k.a. "The Bug Man") highly recommended a citrus based product called Avenger Weed Killer, available online at [www.greenadvantageorganics.com](http://www.greenadvantageorganics.com).

Another available tool in your yard care arsenal is corn gluten meal, which is a powdery byproduct of the corn milling process. Used for years as a supplement in hog feed, this natural protein is very effective for lawns and gardens, both as a plant food, as well as a pre-emergent weed suppressor. As such, it can be a great natural "weed and feed" product. Corn gluten meal is available online at [www.eartheasy.com](http://www.eartheasy.com), as well as at some feed stores and garden shops.

If you choose to use some of these safer yard care methods, you can make a big difference in the health of your family and the planet, while still keeping your yard looking its best.

**Thanks for all you do to keep Socorro beautiful!**

## Small Businesses Offered Free Training on Internet Marketing

Small business owners, entrepreneurs, and artists: are you looking for new cost-effective ways to promote and sell your products, services, or artwork? Do you have questions about websites or blogs, search engine optimization, cost-cutting technologies, or using tools such as Facebook to promote your business? **Fast Forward New Mexico** is partnering with the Socorro Public Library to offer free hands-on computer classes to individuals and to people starting or growing small businesses. The *Basic Computer Skills* series will be held at the Socorro Public Library throughout April, and the *Small Business Success* class series will be held throughout May. Classes are free, but space is limited. Register today to reserve your spot. Visit [www.FastForwardNM.org](http://www.FastForwardNM.org) or call the library at (575) 835-1114 for additional information or to register.

CITY OF SOCORRO



# Socorro Community Calendar

## CALENDAR OF EVENTS

- April 1 **Karin Muller, 7:30 pm** Macey Center, Performing Arts Series 835-5688
- April 2 **Recycle NEWSPAPERS & ALUM. CANS 8:30 – 11:30 am**  
Empty lot South of Ace Hardware, Visitors Center 835-8927
- April 2 **Trinity Site Open to Public** White Sands Missile Range, (575) 479-6124  
Shuttle provided by City of Socorro Transportation, RSVP 835-1501
- April 2 **Very Large Array Guided Tours** 50 Miles West on Hwy. 60, 835-7000
- April 2 **NM State Science & Engineering Fair** NM Tech Campus, 835-5678
- April 2 **Friends of the Library Book Sale 9 am – 3 pm**, NM Tech Campus
- April 7 **Movie Night Beyond Rangoon 7:15 pm**, Socorro Public Library
- April 8 **Owl Bar Run** Register at NM Tech Gym, 835-5131
- April 8 **Montage 7:30 pm** NMT Macey Center, Performing Arts Series 835-5688
- April 9 **Saddle Up for St. Jude Fundraiser** San Lorenzo Canyon, Nadya 835-0658
- April 9 **NM Tech Mudbogs, 10 am—4 pm** Mudbog pits west of campus, 835-5131
- April 9 **Star Hopping w/Amy Estelle 7:30 pm** Bosque del Apache, RSVP 835-1828
- April 9-23 **Eggsibition** (Workshop on April 2, closed Mondays)  
Magdalena Public Library, Yvonne 854-2361
- April 10 **NM Tech Club Carnival & Field Events 10 am—5 pm** Athletic Field, 835-5131
- April 15-17 **Design for Murder** presented by the Community Theater  
Garcia Opera House, Tickets 838-0379
- April 16 **Recycle Mixed Paper 8:30 – 11:30 am** Socorro Plaza, Chamber office 835-0424
- April 16 **Celebrate Earth Month—Make your ANNUAL PLEDGE 9 am—1 pm**  
Socorro Plaza, Socorro Visitors Center 835-8927
- April 16 **Celebrate Earth Month—ELECTRONIC WASTE COLLECTION 9am—1pm**  
Socorro Plaza, Socorro Visitors Center 835-8927
- April 16 **Ukrainian Egg Art Demonstration 1:00—2:00 pm**  
**Decorating Eggs Workshop 2:00—4:00 pm** Alamo Gallery & Gifts 835-2787
- April 16-17 **Tour of Socorro Mountain Bike Race** Striders and Riders, Dave 835-1432
- April 16 & 30 **Great American COMMUNITY WIDE CLEAN UP DAYS**  
To register your group call the Socorro Heritage and Visitor Center 835-8927
- April 23 **Socorro County Historical Society Annual Banquet Meeting**  
Ranchers Steakhouse, Call Bob for tickets 418-8132
- April 25-29 **City of Socorro offers Large Item FREE pick up WEEK**  
Call City Hall to schedule a pick up (one load per household), 835-0240
- April 29 **Metales M5 7:30 pm** Macey Center, Performing Arts Series, 835-5688
- April 29 **Bosque Parks Spring Clean Up** Doug 838-3027
- April 30 **Annual Plant Sale 10 am** Alamo Gallery & Gifts 835-2787
- April 30 **Socorro County Chamber of Commerce Golf Tournament**  
NM Tech Golf Course, Chamber of Commerce office 835-0424

Distributed by the Socorro Heritage and Visitors Center 575-835-8927

[www.socorronm.gov](http://www.socorronm.gov)

## Member Spotlight



With the arrival of spring, you may start thinking about spring cleaning, home improvement, and sprucing up your yard. If you need help, consider calling on these local Socorro County businesses and Chamber of Commerce members!

**William H. Hall, General Contractor** offers commercial and residential construction and remodeling. For more information about Hall's services, please call or email at (575) 835-3636 or [whhallconstruction@msn.com](mailto:whhallconstruction@msn.com).

**Blue Collar Construction, LLC** is a full service asphalt paving contractor, owned by Tracy Turner and Kimberly Massey-Dimsha. They specialize in chip spreading and oil distribution, using state of the art equipment. They are also available for other types of general construction contracting. Blue Collar Construction is located at 1000 Grefco Road in Socorro. For more information, please contact them by phone at (505) 553-0651 or (575) 313-2323 or by email at [office@chipseal.net](mailto:office@chipseal.net).

**Blue Thunder Construction, LLC** is licensed and bonded to provide painting services, drywalling, flooring installation, concrete work, roofing, complete remodels, and more. To make an appointment, please call or email owners David and Pat Johnson at (575) 430-5363 or [bluethunder.const@yahoo.com](mailto:bluethunder.const@yahoo.com).

**A-1 Quality Redi-Mix, Inc.** offers supplies of sand, riprap, fill dirt and gravel, and also works with asphalt and concrete. They deliver within a 200 mile radius and offer free estimates on concrete work. A-1 Quality Redi-Mix is owned by Pablo and Canda Aguilar and is located at 1141 Highway 60 West. For more information, please call (575) 835-2417 or visit [www.socorro-nm.com/A-1Quality.htm](http://www.socorro-nm.com/A-1Quality.htm).

**SMA Enterprises, Inc.** is owned by Steven Aguilar, and provides septic systems service and construction. Learn more about Aguilar's services by calling (575) 835-2417. Visit SMA Enterprises on the web at [www.socorro-nm.com/sma-enterprises.htm](http://www.socorro-nm.com/sma-enterprises.htm).

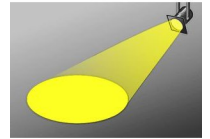
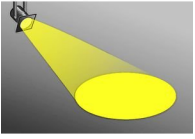
**Dumpster Express** provides dumpsters for residential, commercial, industrial, recycling, and special events. Dumpster Express can also load your debris with their Skid-Steer Bobcat loader. For more information, please call or email them at (505) 889-DUMP, (505) 899-3867 or [DumpsterExpress@gmail.com](mailto:DumpsterExpress@gmail.com). Learn more on the web at [www.DumpsterExpressNM.com](http://www.DumpsterExpressNM.com).

**Caldwell Disposal and Equipment**, located in San Antonio, New Mexico, provides trash-hauling services and has heavy equipment for road building, excavating and other major projects. Please contact owner Joe Caldwell for more information on his services by calling (575) 838-2020 or emailing [caldwell@zianet.com](mailto:caldwell@zianet.com).

**Morning Woodcutters** offers pruning, hazardous tree removal, Salt Cedar and other invasive species removal, thinning and defensible space creation, on-site chipping, stump grinding, hedge pruning, and landscape maintenance. Please contact owner Chris Michel at (575) 838-2202 or [morningwoodcutters@gmail.com](mailto:morningwoodcutters@gmail.com). Visit Michel's website at [www.morningwoodcutters.com](http://www.morningwoodcutters.com).

# NEW CHAMBER MEMBER SPOTLIGHT

*Welcome to the Chamber!*



**Sawtooth Mountains Adventures** is owned and operated by Mike and Katharina McWhorter. They offer trail riding and ranch vacations on their scenic ranch located in and around the Sawtooth Mountains, between Datil and Pie Town, New Mexico. Sawtooth Mountains Adventures offers you guided trail rides within thousands of square miles of open range. Mike and Katharina own experienced ranch horses that can handle riders of all levels and help make every ride enjoyable. They offer a variety of riding options, including by the hour, by the day, overnight or weekly programs. For more information about Sawtooth Mountains Adventures, call Mike or Katharina at (575) 772-5162 or visit their website at [www.sawtooth-mountains-adventures.com](http://www.sawtooth-mountains-adventures.com). Visit the ranch by heading west on Highway 60 and exiting at mile marker 75.

**Elliott Land Surveying** is a small husband and wife team, owned by New Mexico Tech professor Russell Elliot and partner Glennys Elliott. The Elliots provide quality land surveys, property boundary surveys, subdivision surveys, mortgage surveys, topographic maps, and construction surveys. For more information about Elliott Land Surveying, please visit their website at [www.elliottsurveying.org](http://www.elliottsurveying.org) or call (505) 280-6729 or (505) 280-6739.

**American Cancer Society (ACS)** is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Headquartered in Atlanta, Georgia, the ACS has 12 chartered Divisions, more than 900 local offices nationwide, and a presence in more than 5,100 communities. ACS offers a great chance for locals to get involved with their yearly *Relay For Life* event. This year's Socorro relay will be held on May 6th at Clark Field. Join other teams of Socorro County locals as they camp out and take turns walking or running around a track or path for 24 hours. If you would like more information about how to get involved, visit the *Relay For Life* website at [www.relayforlife.com](http://www.relayforlife.com).

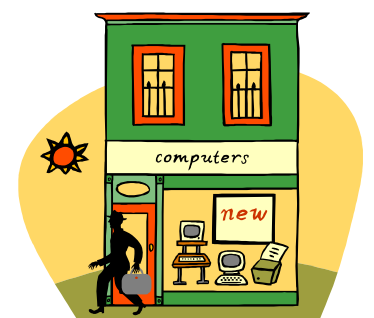
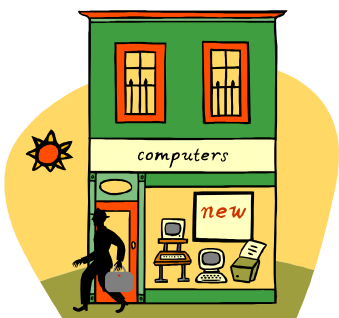
**Rainmakers Golf Course** is conveniently located 11 miles north of the Village of Ruidoso and 16 miles from Sierra Blanca and the Ski Apache ski resort. Rainmakers represents a rare opportunity for you and your family to enjoy all the natural beauty and recreational possibilities of Ruidoso, in an exceptional championship golf club community. Created by Robert Trent Jones II, the golf course offers breath taking views and spectacular golf for people of all abilities. To learn more, call Rainmakers at (575) 336-7500 or visit them online at [www.rainmakersusa.com](http://www.rainmakersusa.com).

## THANK YOU

The Socorro County Chamber of Commerce would like to extend its sincerest thanks to all of the people and businesses who donated their merchandise, time, and services to make the Socorro Community Youth Fishing Derby a success. This year there were 236 registered participants, with closer to 500 derby attendees in total. Thank you to all of the following: County of Socorro, City of Socorro, Socorro Valley Bass Club, Socorro Disabled American Veterans, Socorro Electric Cooperative, The Socorro County Sheriff's Department, The Eagles Club, Harold's Southwestern Gifts, Ernie and Ernestine Silva, District Attorney Clint Wellborn, Judge Robert Serna, Wal-Mart, New Mexico Department of Game and Fish, and Tripp's, Inc.

## New Registered Businesses in City of Socorro (March)

*Great American Steak and Sea Food Co.*  
*Georgia Creative Arts*  
*Hermanos, Inc.*  
*HO Construction, Inc.*  
*Juniper Acres*  
*New Mexico Tech Press*  
*Salem's LLC*  
*Chi Z Spa NM*



## **Friends of the Bosque del Apache Schedules Summer Educational Events**

If a star chart has ever left you confused or if you can't make out those imaginary figures called constellations, **Star Hopping**, an astronomy exercise Saturday, April 9, at Bosque del Apache National Wildlife Refuge, could set you onto a life-long journey of discovery.

In this evening program of exercises and outdoor guided observations, beginning at 7:00 p.m., amateur astronomer Amy Estelle and her team will teach participants how to star-hop from one bright star to another and how to find constellations named thousands of years ago.

"Once you learn to find a few key constellations, the sky's the limit," Estelle noted, adding that "Bosque del Apache's night sky, unpolluted by light spill, provides ideal viewing opportunities."

Star charts will be provided. Participants should bring a small flashlight. The program, designed for adults and children eight years and older, is limited to 35 participants. Call (575) 835-1828 for reservations.

**Star Hopping** is the second in a series of free summer educational events for the public, sponsored by Friends of the Bosque del Apache, at the refuge. The remaining schedule follows. Reservations are required and the number of participants is limited for most events. For these and other details, visit [www.friendsofthebosque.org](http://www.friendsofthebosque.org) and click on 'Educational Events' on the home page.



### **May 14 - International Migratory Bird Day Celebration**

8:00 a.m. - Naturalist-led Birdwalk

1:00 p.m. - Refuge Tour

June 4 at 7:30 p.m. - **Common Herps of Bosque del Apache with Gary Froehlich**

August 27 at 7:30 a.m. - **Little Things that Rule the World with Gary Froehlich**

September 17 at 7:00 p.m. - **Scavenger Hunt in the Night Sky with Amy Estelle**

November 15-20 - **Festival of the Cranes 2011**

## **Gross Receipts Tax Presentation Offered for Business Owners**

On **Thursday, May 19th**, please join other local business owners at the Socorro County Chamber of Commerce for a no-cost, informative presentation on sales tax verses gross receipts tax, CRS-1's, New Mexico withholding tax, and more. A representative from the New Mexico Taxation and Revenue Department will be available to answer your questions. The presentation will be from 1:00 p.m. to 3:00 p.m. Call the Chamber of Commerce at (575) 835-0424 for more information or to reserve your seat!

## **Advertising Opportunities in New City of Socorro Map**

Are you looking for an advertising and marketing opportunity in Socorro County, that gives your business long term exposure? The Socorro County Chamber of Commerce is in the process of creating 20,000 copies of a new, high quality, City of Socorro map, with full color advertising space for local businesses. Since a map is something that tends to be used over and over again, many Chamber members have found this to be a very cost effective place to advertise. Ad spaces are 2 inches by 2 inches, with the option to buy a double space. Standard size ads are \$250 each, with a significant discount for pre-paying. The ads will be accepted on a first come, first serve basis. These free maps will be available throughout the city at various locations and will also be available for Chamber members to give to their customers. If you'd like to learn more, stop by the Chamber to see a sample of the current map and talk to Brad or Terry to discuss advertising opportunities for your business.

## **Chamber Supports Native American Students' Art**

In April, the Chamber of Commerce office will display Alamo Navajo School students' art. Their art teacher, Hannah Treder, has been supporting the students' exploration of the arts through the Italian Renaissance and Leonardo da Vinci, the creative process, basket weaving, expert studies of historical artists, self-expression through self-portraits, and still life studies.

Students are presently exploring a modern take on the traditional Navajo form of basket weaving by crafting a series of baskets according to traditional standards of the Navajo creation story and the four worlds. These baskets are called Jewel Baskets, and represent the four different worlds which the ancestors passed through.

The final basket is known as a t'saa (in Navajo) or a wedding basket. The symbolism of the basket is sacred, representing the sacred mountains, protecting rainbow, the organization of life and positive, clearing thoughts. The basket becomes a family heirloom and highly respected object, which is then passed down through generations. It is the only basket used in ceremonies for the Navajo people.

Students at Alamo Navajo Community School have also explored Jackson Pollock's abstract expressionism through painting, supported the beautification of their school by helping to create a black light mural, and by hosting a community art show where students taught family members about print-making and peace flags in Tibet.

"The students of Alamo Navajo Community School are all amazing artists", states Treder. "Each student brings a new way of appreciating the world around him or her, strengths in different areas and mediums, along with a great sense of humor. Keep your eyes open, we are just getting started."

Please join the students and their parents at an art reception on **Friday, April 29, 2011 at 7p.m.** at the Chamber of Commerce (101 Plaza Street).