



P.O. Box 743, Socorro, NM 87801
(575) 835-0424 www.socorro-nm.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
SOCORRO, NM
PERMIT NO. 50

“Address Service Requested”



Chamber News
Quality, Reliability & Excellence
December 2011

Local resident shares why she loves to Shop Socorro

My name is Julianna Vote, I'm 31 years old and I live in Socorro. Shopping locally is always a great experience for me and my family. Knowing that if I need something I can just drive to one of our local stores, without having to spend 50 bucks in gas to drive far away, is also great!

There are a variety of stores that I can go to for what my family needs, like Brownbilt Shoes and Western Wear for shoes, and Jessie's for clothes. I take my son for his haircuts at Tom's Barbershop and get my own hair cut by Theresa at Salon Elite. We buy our groceries from John Brook's Supermart and our furniture from Plaza Furniture. I have had wonderful experiences and great customer service at all of these places. I'm glad that shopping locally not only helps these businesses but also helps put money back into the Socorro community. It's good to know that the money I spend helps to employ a fellow community member.

I encourage everyone to shop locally in our county because it helps us, it helps our local economy and it helps our community!

Note from Chamber staff: Thanks to Julianna for entering our Shop Socorro story contest! She's won a dinner for 2 at the **Old Town Bistro**. Want to share why *you* like to shop locally? We're extending our contest until December 31st and will continue to print winning entries monthly. Please email your entries to coc@socorro-nm.com or mail to 101 Plaza, Socorro NM 87801. There will be multiple prizes. Thanks for supporting our local economy by shopping in Socorro County!

Great opportunity for small business owners

Do you own your own business? Are you concerned about your income taxes? A small business ownership workshop is being offered on December 14, 2011, 1:00 – 3:30 p.m. at the Socorro County Chamber of Commerce. Tell your friends! To register, please call the New Mexico Small Business Development Center at (505) 925-8980 or register online at www.NMsbdc.org.

You Tube video highlights Socorro County beauty, diversity, people

If you're online a lot, you may have seen the Chamber's new 2 minute You Tube video, which consists of a montage of the work of local photographers. If not, you should check it out! You'll probably recognize some familiar faces and places. The Chamber of Commerce intends to produce more You Tube videos on Socorro County themes as a way to promote our area and bring more visitors and business to our community. To see the video, go to www.youtube.com and type "Discover Socorro County" into the search bar. Let us know what you think!

How can we help?

The Chamber of Commerce staff would like your input on how we can serve you better. We want to make sure we are helping your organization or business as much as we can. Please call or email Director Terry Tadano with any suggestions or comments (575-835-0424 or terry@socorro-nm.com). Thank you - we really value your input and ideas!



Luminarias on the Plaza Art Stroll and Electric Light Parade on Dec. 3rd



Socorro's 8th Annual "Luminarias on the Plaza Art Stroll" will be on Friday, December 3rd from 5:30 to 8:30 p.m. Members of Socorro County Arts will be displaying their art and crafts in shops around the plaza. Pick up unique and special gifts, browse the work of local artists, and witness the official lighting of the city's Christmas tree. Enjoy delicious food, hot beverages, hayrides, photos with Santa Claus, and live music as you follow the path of luminarias from shop to shop. Don't miss the Christmas Electric Light Parade at 6:00 p.m! This year's theme is "Winter Wonderland". For more information about this festive event, please contact the Heritage and Visitors Center at (575) 835-8927.

Remember to vote!

Please see the enclosed ballot and take time to vote for those you think should win our 2011 Community Awards. Only Socorro County Chamber of Commerce members have the privilege of voting. Thanks for participating!



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

Officers

President

Sue Meza

President-Elect

Vacant

Past President

Barbara Romero

Treasurer

Randy Torres

Board Members

Steven Aguilar, Jr.

Andrew Dotson

Lauren Finley

Gwen Roath

Linda Rosales

Victoria Torres

Dan Walsh

Kathy Spring

Staff

Director

Terry Tadano

Asst. Director

Brad Winton

Communications

Director

Jennifer Polle

Webmaster

Susan Wisdom

Give the gift of a better local economy for the holidays

Are you tired of assisting the growth of other economies in the world, instead of supporting our own? You can make a big difference with where you choose to spend your money this holiday season.

Some things to consider: Socorro County is home to many talented artisans and business owners producing everything from tasty local honey, jam and jellies to unique jewelry, photography, stained glass, clothing, pottery, soap, and more.

Are you having a holiday gathering for which you need refreshments? Socorro has a wonderful group of caterers and bakers who can help to make your event a great success, while reducing your own stress level.

Socorro County is populated by many hard working farmers and ranchers that grow the best produce, green and red chile, eggs, chicken, lamb, or beef that money can buy. Get to know your local farmers and purchase the ingredients for your holiday meals from them! Check out the weekly indoor farmer's market in the rear of Finley Gym on Saturday mornings, 9 am until sell-out.

What about gift certificates? Consider local restaurants, boutiques, complementary health practitioners, martial arts lessons, yoga instruction, beauty salons, body shops, hardware stores, music lessons, and more.

Are you looking for a gift for someone who has everything? Think about making a donation to a local group that helps our community, in their honor. Some ideas? Socorro Storehouse, Animal Protective Association of Socorro (APAS), Puerto Seguro Homeless Day Shelter, Literacy Volunteers of Socorro, or Save Our Bosque Task Force, to name only a few of many options.

New Socorro calendar draws return visitors

The Chamber and the City of Socorro partnered to create a Socorro 12 month calendar of events. The primary purpose of this calendar is to promote our beautiful city and county and to encourage the hotel/motel guests during Festival of the Cranes and throughout the year to return to our area for other events and attractions.

This year was a trial, with only 1000 calendars printed. However, from the reactions of the tourists and hotel guest that are receiving them, they're interested in attending other events in Socorro.

This calendar was produced and paid for by the Chamber of Commerce and the City's lodger's tax. Next year, we are hoping to print 5,000 or more calendars for distribution to returning business people, NMT students and parents, First Responder Students and tourists/visitors that stay at the local hotels, motels, RV parks, and B and Bs.

The Chamber is requesting that new photographs be submitted for next year's calendar. The selection team will be choosing images that are of Socorro events and attractions that will entice people to return to Socorro. The Chamber is also creating You Tube videos and many of the images will be used to promote Socorro County and individual attractions and events.

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

**Socorro High
School**

CITY OF SOCORRO



*Socorro
Community
Calendar*

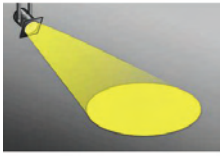
CALENDAR OF EVENTS

- All December **Winter Farmer's Market every Saturday, 9:00am**
Socorro Community Kitchen (across the parking lot from the Police station)
- Nov. 28-Dec. 12 **Silent Auction for the Socorro Storehouse**
Items will be displayed in the lobby of the Best Western
- December 1 **Socorro Film Society's showing of "Foreign Correspondent"**
2nd floor of the Public Library
- December 3 **1st Sat. Very Large Array Guided Tour**
50 miles west on Hwy. 60, 575-835-7243
- December 3 **Recycle NEWSPAPERS & ALUMINUM Cans, 8:30-11am**
Empty lot south of Ace Hardware, Visitors Center 575-835-8927
- December 3 **Book Signing for Another Damn Newcomer, by Audrie Clifford**
Socorro Public Library at 2:00pm
- December 3 **Christmas Electric Light Parade, "Winter Wonderland"**
Socorro Visitors Center, 575-835-8927
- December 3 **8th Annual Luminarias on the Plaza Art Walk, 5:30-8:30pm**
Socorro County Arts, 575-835-2787
- December 5-22 **Toby Jaramillo's 42nd Annual Food Drive**
Toby Jaramillo, 575-835-0350
- December 7 **Socorro Schools' Winter Concert and Recital, 7:00pm**
Socorro High School, 575-838-2760
- December 9 **Flying J Wranglers Christmas, 7:30pm**
New Mexico Tech Performing Arts Series, Macey Center, 575-835-5688
- December 10 **Childbirth Education Class, 8:30am-5:00pm**
*Socorro General Hospital's Cafeteria, \$10
Charlyn Chavez RN 575-838-2268 (for reservations)*
- December 11 **Visitas de Navidad AAUW Home Tour 2011, 2:00-5:00pm**
Tickets are available at Brownbuilt, Kay Krehbiel 575-835-0759
- December 13 **Socorro Diabetes Workgroup, 11:30am-1:00pm**
308 California St., 575-835-8707
- December 17 **Recycle Mixed Paper, 8:30-11am**
Socorro Plaza, Socorro Chamber of Commerce 575-835-0424

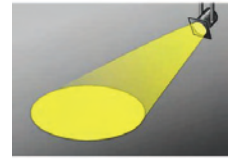
HAPPY HOLIDAYS from the City of Socorro



Distributed by the City of Socorro Tourism Department 835-8927



Member Spotlight



Socorro County is home to businesses that are either the only local representative in their field, or one of a few. The Chamber of Commerce would like to thank them for being in our community and for being Chamber members. Please support these local businesses by considering a gift certificate or pre-paying for services as a gift to friends and family this holiday season.

Acosta Equipment is located at 12 San Acacia Road in San Acacia NM. A steel dealership, they also sell new tires, vehicle filters, welding supplies, and interstate batteries. Best known for their heavy equipment rentals, they rent a variety of construction equipment, including backhoes, trenchers, and more. Learn more online at www.acostaequipmentinc.net. Contact Acosta Equipment at (575) 835-3961.

Bobbie's Bobbin is the “best little sewing store in Socorro!” Owned by Bobbie & Gary Stendel, it's located at 7 Escondida Lane, just north of Socorro. A quilting and fiber arts shop, Bobbie's Bobbin carries fabric, notions, knitting and crochet supplies, and bamboo needles. She also provides custom embroidery services. Contact Bobbie by phone at (575) 838-0001 or via email at bbobbin@zianet.com.

Chi Spa NM is a massage therapy and wellness center owned by Amber Chaddick. Located at 413 N. California Street in Socorro, Chi Spa's mission is “Cultivating Healing Intentions and Supporting Personal Awareness”. For each one hour massage you receive at Chi Spa NM, you get an entry into the following month's drawing for a free massage! Contact them by phone at (575) 838-0376 and via email at chispanm@yahoo.com. Visit their website at www.chispanm.com.

E'Studio Piano is owned and operated by Emily S. Brindle, who offers piano lessons to students of all ages. Contact Emily by phone at (575) 418-5867 or via email at estudiopiano@juno.com. Learn more on her blog at estudiopiano.blogspot.com.

JH Enterprises, LLC/Nationwide Advertising Specialty Company is a wholesale business for imprinted, unique, economical specialty gifts that carry your business message to your customers, clients, members or donors to promote your business, non-profit or other organization. These gifts serve to thank the folks you serve, as well. They provide access for you to thousands of different imprinted gift opportunities, including calendars, pens, caps, memo books, planners, thermometers, eco-friendly bags, misters, embroidery and screen printed apparel. Mail JH Enterprises your order at P.O. Box 53 in Socorro. It's easy! Or call Herb Anderson to set up an appointment to meet at your business. For a free catalog, call JH Enterprises at (888) 835-2353. They would appreciate your business and wish you a MERRY CHRISTMAS AND HAPPY NEW YEAR!!

Photographers treated to a winter photography tour at Sevilleta

Shutterbugs, get your batteries charged! On Wednesday, December 28, 2011 from 9:00 a.m. to 2:00 p.m., Sevilleta National Wildlife Refuge will be hosting their yearly Winter Photography Tour. Take advantage of this excellent opportunity to capture that perfect winter landscape or wildlife shot! Space is limited and reservations are required. For more information, please contact Jeannine Kimble at (505) 864 4021, ext. 106.

Welcome New Members!

Puerto Seguro Inc. (Safe Harbor) has assisted thousands of people in need over the past decade. They assist families who are having a rough time making ends meet, with resources in the community, educational opportunities, and when able, utility and rental assistance. Puerto Seguro's goal is to help people better their situations and lives through job placement, higher education, and when necessary resources to place them in certain programs. Volunteers from the community to assist Puerto Seguro are always welcomed. If you have any questions, please call Duane Baker at (575) 835-2895.

Roscoe A. Woods & Associates Law Firm is owned by Roscoe and Janice Woods, both practicing attorneys. The Woods' law firm is located at 102 Plaza Street, across the street from the Chamber of Commerce. You can reach them by phone at (866) 440-2380 or via email at roscoewoods@woods-woodslawfirm.com or janicewoods@woods-woodslawfirm.com.

Help beautify Socorro by buying a brick with a loved one's name

The Socorro Beautification Committee started the beautification of the city years ago. One of their projects was the restoration of the historic Plaza with expanded sidewalks and a dance floor, iron benches, flower beds, lighting, bancos (benches) and the installation of paver bricks. The committee, as a fund raiser, sold "bricks with resident's names" to be installed around the old fountain which was converted to a seating area. The committee officers that worked on the project were Anita Budding, Karyn DeBont, Barbara Popp, and Danny Trujillo.

Currently, Lloyd Martinez, City Parks Director, has the task of remodeling the Plaza and is working with Mayor Bhasker to make much needed improvements. The City has contracted tree trimming, repaired and moved the traditional wrought iron benches, and added new bancos. Each new banco has a niche to install custom tiles of Socorro history and is similar to the new Veteran's Park bancos.

The bricks are one of many new additions to the park. "We are planning to sell the additional bricks with peoples' names on them to complete the old fountain replacement project and expansion of the walkways." stated Martinez. The bricks will sell for \$35 each. This price includes a red paver brick with up to three lines of 13 letters or spaces. Money from the brick sales will assist in paying for the custom titles that will be installed on the side of the bancos.

To order your customized brick, please stop by the City Hall Office to complete an order form or complete the form included in this newsletter. The due date for forms is mid-January, with the installation of the bricks planned for the Spring.

New Registered Businesses in City of Socorro (November)

Roof Doctor LLC
E-Z Yard Sales
Steve's Catering
Sustainable Future
She's Country Scents

Susan Barclay LLC
Wagon Wheel Mobile Home Park
Forrester Properties LLC
Odds 'N Ends
Santa Fe Animal Shelter

Socorro Shoppers
John R. Gerbracht –Attorney at Law
Socorro Engineering Inc.
Ramirez Entertainment LLC
The Noel Company