

**MEET THE NEW BOARD OF DIRECTORS**

Voting for the Board of Directors is a privilege accorded exclusively to members of the Chamber and we at the Chamber office were delighted to see Chamber members taking advantage of that privilege in June. We are pleased to present the Board of Directors for 2010-2011. Listed below are all of the directors, both the newly elected and the returning.

**Steven Aguilar, Jr.** is the manager of the Carquest Auto Supply Company. Mr. Aguilar and his family are long-time contributors to the community in a number of different ways. The Aguilars owned and operated SMA and A-1 Quality Redi-Mix.

**MaryAnn Aragon** is currently employed by Socorro Consolidated in the GRADS program. MaryAnn has regularly volunteered at Chamber events and assisted with preparing for the events.

**Andrew Dotson** is the owner and CEO of the Raychester Jewelry Company. As a business owner, Andrew has been involved with the Chamber especially over the last year.

**Lauren Finley**, the owner of The Christmas Store Flowers and Gifts, is a returning director. Lauren will continue to offer her artistic talents out of the Alamo Mercantile Exchange on California Street.

**Sue Meza** is a returning director and the board's new president, as of July 1. Sue and her husband Dan own and operate Sonic Drive-In.

**Gwen Roath**, the owner of Pen•Gwen Productions is a returning member of the board. Gwen has served one full year on the board and her production talents have been much appreciated in addition to her energy.

**Barbara Romero** is a returning director and the board's past president. Barbara will continue to assist the Chamber in a leadership role as past president and her presence will certainly be valuable, as it has been this past year.

**Linda Rosales** has been reelected for a second three year term on the board. Linda and her husband Mario own Rosales Produce in Lemitar, providing a cherished business to the Socorro area.

**Jane Smoake** co-owns A&J Family Farms with her husband Al. Operating out of their home in Lemitar, Jane and Al offer a variety of jellies, jams, and syrups

**Randy Torres** is a returning director. Randy and his wife, Kay, own Ace Hardware in Socorro. Randy has served on the board for one year and we look forward to working with him in the coming years.

**Victoria Torres** is the manager of the Socorro branch of New Mexico Educator's Federal Credit Union. As a long-time resident of Socorro, Victoria has a reputation as a friendly and effective businesswoman.

**Dan Walsh**, a returning director, is an Associate Vice President of Research and Economic Development at New Mexico Tech. Dr. Walsh is also the program manager for the International Law Enforcement Academy.

**Independence Day Event**



Happy 234th Birthday America! The City of Socorro, the New Mexico Tech Performing Arts Series, and EMRTC are pleased to present the 18th Annual 4th of July Celebration. The celebration will take place throughout the day on the 4th and will feature a fantastic variety of events. Events will begin at 11:00 AM with a performance from the Socorro Community Band. A series of musical guests and other entertainment groups will follow throughout the day and the celebration will culminate with New Mexico Tech's wonderful fireworks display at dark. The 4th of July Celebration is always a delight and there is plenty going on. Please see the enclosed flier for full information on the events, attractions, and opportunities.



**ATTENTION BUSINESSES**

**Exposure and Promotional Opportunity**

At the end of August, New Mexico Tech will have some 2,000 students arrive in Socorro for the upcoming school year. The Chamber of Commerce will be putting together a package for the 700 or so students who live in the dorms or Tech apartments which will showcase what Socorro's business community has to offer. Specifically, the package will include coupons, special offers, and samples, where appropriate. We would like to encourage you to take advantage of this unique opportunity and call or stop by the Chamber to include your own coupons, offers, or samples in this package. For many of these students, August will be their first time living in Socorro and their early experience with the business community can determine where they shop and spend their money. Please contact the Chamber soon to become involved with this project to promote your business.

**THANKS FOR HELPING OUR COMMUNITY**

With new board members coming in, it is time to say goodbye to several directors who are leaving the board. Departing members of the Board of Directors are Pauline Jaramillo, Ronna Kalish, Damien Ocampo, and Lori Romero. We at the Chamber would like to thank each of these individuals for the effort they have put in to making the Chamber function and for their dedication to the businesses and the community of Socorro. If you see any of these individuals around town, please stop and thank them for their service to the Chamber and the com-

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.*



Socorro Community Calendar

**Tourism Grant**

The Chamber has submitted its annual application for a tourism grant from the New Mexico Tourism Department. Assistant Director Charlsy Affuso has attended workshops in May and June in preparation for the Chamber's submission.

While tourism is not the sole focus of the Chamber, it plays an essential role in the economic health of Socorro and its surrounding communities. Tourists come from around the world to see San Miguel Church, the VLA, Bosque del Apache, and other attractions in the area. These tourists patronize many businesses in Socorro, including restaurants, hotels, and the various shops. Furthermore, people often relocate to Socorro after having visited as a tourist at some point.

The Chamber has been successful for years in receiving the Tourism Grant; last year the Chamber's submission received 103 points out of a possible 110. Unfortunately, the state's budget problems have affected the Tourism Department's budget (decreasing from \$1.3 million last year to \$750,000 this year) and the Department's ability to award such grants. Nevertheless, the Chamber staff is confident that they will be successful once again.

If the Chamber is successful in receiving the grant, money will be put towards different projects designed to bring tourists to Socorro and help advertise for Socorro and Socorro businesses. Some of the projects that would receive Tourism Grant money include advertising for the Performing Arts Series, development and maintenance of the Chamber website, the Socorro County Arts Directory, the Socorro map pamphlet, and a community and visitor guide.

Based on the projected budget for these projects, the Chamber is hoping to receive \$5,000 in matching funds from the Tourism Department. Being able to produce quality material and distribute them more efficiently will increase tourism year by year, encouraging tourists to visit and possibly relocate to the area. The Tourism Department began reviewing applications on June 24th. The Chamber will announce the results of their application in their August newsletter.

**Public Library Offers Summer Program**

The Socorro Public Library will be hosting a series of events for children throughout the summer. Visiting the library is an excellent way to introduce your children to and foster their love of reading and to provide them with positive and constructive activities. The schedule for the summer program is below. All events take place at the Socorro Public Library. Socorro is extremely lucky to have the public library. Through its collection of literature, helpful staff, and various programs that it offers, the public library is a valuable resource for Socorroans. If you have any questions or would like more information about the program, please call Jeanne or Violet at 835-1114.



Thursday, July 8th at 3 PM - Missoula Children's Theatre - The Rhythm is Gonna Get You

Thursday, July 15th at 3 PM - Crafts and Stories for Elementary age Kids

Thursday, July 22nd at 3 PM - Crafts and Stories for Elementary age Kids

Thursday, July 29th at 3 PM - Crafts and Stories for Elementary age Kids

Friday, July 30th - "Fishing Logs" turned in

**Officers**

**President**

Sue Meza

**President-Elect**

**Past President**

Barbara Romero

**Treasurer**

**Board Members**

Steven Aguilar, Jr.

MaryAnn Aragon

Andrew Dotson

Lauren Finley

Gwen Roath

Linda Rosales

Jane Smoake

Randy Torres

Victoria Torres

Dan Walsh

**Staff**

**Director**

Terry Tadano

**Asst. Directors**

Charlsy Affuso

Sam Claussen

**Webmaster**

Susan Wisdom

**JULY'S CHAMBER ARTIST OF THE MONTH**

**Georgette Evans Grey**

**CALENDAR OF EVENTS**

- thru Oct. **Socorro Farmers Market on the Plaza**  
*Tuesdays 5 – 7 pm & Saturdays 8 am – sellout, 835-8927*
- thru July 30 **Summer Lunch Program 12:00—1:00 pm FREE**  
*Socorro Consolidated Schools, various locations 418-1818*
- July 1 **Movie Night The Madness of King George 7:15pm FREE**  
*Socorro Public Library, 835-1114*
- July 3 **Recycle NEWSPAPERS & ALUMINUM CANS 8:30 – 11 am**  
*Empty lot South of Ace Hardware, Keep Socorro Beautiful 835-8927*
- July 3 **Mud Bogs Unlimited, 10:00 am**, Escondida Lake
- July 3 **Socorro Warrior Football Fundraising Tournament**  
*NM Tech Golf Course 835-5335*
- July 4 **Concerts and Firework Display NM Tech Campus, 835-5688**
- July 4 **Firework Scramble Golf Tournament NM Tech Campus, 835-5335**
- July 6 **Missoula Theater AUDITIONS 10:00 am** *Finley Gym, PAS 835-5688*
- July 8 **Socorro Tourism Council Mtg. 11:30 am**, *call for location 835-8927*
- July 9-11 **Magdalena Old Timers Reunion** *Magdalena Village, 505-401-4352*
- July 10 **Hummingbird Banding w/ Bill Talbot 7 am – 11:30 am**  
*Bosque del Apache NWR Visitor Center, 835-1828*
- July 10 **Carlos Griego Benefit Tournament** *NM Tech Golf Course 835-5335*
- July 10 **Beauty Lou and the Country Beast Missoula Theater 3:00 & 5:30 pm**  
*Finley Gym, Tickets \$5/Adults, Youth/FREE, PAS 835-5688*
- July 11 **Family Golf Night** *NM Tech Golf Course 835-5335*
- July 19-20 **Junior PGA Golf Tournament** *NM Tech Golf Course, 835-5335*
- July 17 **Recycle MIXED PAPER & CARDBOARD 8:30 am – 11:30 am**  
*Socorro Plaza, Chamber of Commerce 835-0424*
- July 18 **Family Golf Night** *NM Tech Golf Course 835-5335*
- July 19-23 **San Miguel Parish Vacation Bible School** *835-2891*
- July 24-25 **Sun Country Women's Golf Tournament** *NM Tech, 835-5335*
- July 25 **Family Golf Night** *NM Tech Golf Course 835-5335*
- July 27-28 **Junior PGA Tour Championship** *NM Tech Golf Course, 835-5335*
- July 30-31 **Hard Time & Hope "The Lost Wife Creek Years"**  
*Magdalena WPA Building, London Frontier Theatre, 575-854-2519*
- July 31 **Mud Bogs Unlimited** *Socorro County Fair Grounds, 505-321-0473*

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

## Variety of Local Businesses For Summer Projects and Needs

June 21st was this year's summer solstice, the longest day of the year and the shortest night of the year. Although many of us have already been experiencing summer for quite some time, summer officially began on the 21st and the time is ripe to begin summer projects and improve your yard or home. Socorro's business community can provide you with all the tools you need for any of these summer activities.

### - Tree Care and Landscaping -

**Morning Woodcutters**, owned and operated by Chris Michel offers a variety of services that improve our yards, our lives, and our environment. Morning Woodcutters can take care of trees on your property that are getting out of control. Services that can be performed on your trees include pruning, removal of unwanted trees and salt cedar, on site chipping, log splitting and more. Additionally, Morning Woodcutters offers firewood for sale, recycling service and pickup, and commercial composting. These activities can be some of the most labor intensive parts of yard care so let Morning Woodcutters do the heavy work for you. Call Chris at 838-2202 for more information and for a free estimate or go online to [www.morningwoodcutters.com](http://www.morningwoodcutters.com) to learn more.



**PM Trees and Landscaping**, focuses on tree care and landscaping. Owned by Paul and Melissa Oberg, PM Trees and Landscaping will perform all of the services that are needed to take good care of your trees. Whether your trees need to be cut back or removed, PM Trees and Landscaping can handle it. Many people don't have large trees on their property but still need help with their yard or property. These people are in luck because PM Trees and Landscaping can also take care of a variety of more general landscaping needs. Based out of Estancia, PM Trees and Landscaping is happy to travel as far afield as the Socorro area to serve you. Call (505) 705-3030 for more information.



### - Pest Control -

While we like to dwell on all the positive aspects of summer, it does mean that insects and other pests will be out in force. Fortunately, **Milton Ulibarri Pest Management** is prepared to resolve any pest problem you might have. Socorro residents are often plagued with cockroaches, ants, termites, spiders, centipedes, and a seemingly endless supply of other creepy crawlies. Milton Ulibarri will quickly and effectively relieve you and your home of these unpleasant creatures. Milton Ulibarri Pest Management is located at 620 Newberry in Socorro and can be reached by telephone at 835-2881.



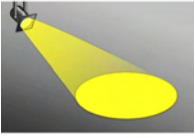
### - Trash Removal -



**Caldwell Disposal** is the Socorro area's quality trash removal company. Joe Caldwell owns and operates Caldwell Disposal out of San Antonio. Through the process of improving our yards and homes, we all inevitably end up accumulating extra trash, sometimes in very large quantities. Caldwell Disposal will remove trash that you have accumulated and will dispose of it properly for you. There is almost no kind of trash that Caldwell cannot take care of so give Joe a call today at 838-2020 to describe the job you need done and to schedule a time. Alternately, you can email [caldwell@zianet.com](mailto:caldwell@zianet.com).

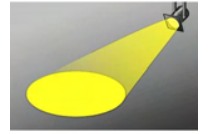
**Dumpster Express** is an Albuquerque based company that is delighted to serve the Socorro area. As the name suggests, Dumpster Express will rent or sell front load dumpsters for your use. They are available in 2, 4, 6, or 8 cubic yard sizes. Besides sales and rental, Dumpster Express will also haul away garbage that you have accumulated. Dumpster Express offers excellent service, competitive prices, and are eager to serve you in the business of dumpsters. Call them today at (505) 899-DUMP, which is (505) 899-3867.

All three of these services can be found in the Socorro area. Like most things, Socorro can offer solid, excellent quality when it comes to your yard care and summer projects. As you prepare to tackle your summer activities, please keep in mind the local businessmen who can fulfill your needs.



## NEW CHAMBER MEMBER SPOTLIGHT

*Welcome to the Chamber!*



Blue Thunder Construction, owned and operated by David and Pat Johnson, is the newest member of the Socorro County Chamber of Commerce. Blue Thunder Construction specializes in residential construction and is operated out of Socorro. Fully licensed and bonded, Blue Thunder Construction is available and eager to work with you on your residential construction projects. Blue Thunder Construction is located at 575 Skylark in Socorro and can be reached by telephone at (575) 430-5363. Give them a call today to discuss possible projects.

### **The Spirit of Socorro - Aid**

**By Sam Claussen**

I'm sure that everyone who has lived in Socorro for any length of time is well aware that the word *socorro* is a Spanish word meaning help, aid, or assistance. The word succor, meaning either a thing or person that gives aid or the act of giving aid or assistance to someone, is an English relative. As most of us know, the name of Socorro comes to us from Don Juan de Oñate. Oñate, after traveling through the Jornada del Muerto (Journey of the Dead), received assistance from the Pueblo Indians at the site of present day Socorro. Because of this, Oñate named the pueblo Socorro, honoring the generosity and of the Pueblo Indians who provided help to the Spanish.

I have lived in Socorro for about 18 years; most of my life. Throughout my time in Socorro, I have regularly witnessed the people of Socorro embodying the meaning of *socorro* by helping others without receiving anything in return. Those who embody the spirit of *socorro* might be business owners who do more than is expected for their customers or clients or it may be a neighbor who gives assistance out of the goodness of their heart. The Chamber would like to begin regularly recognizing in the newsletter those Socorroans who show the spirit of *socorro*. To begin, I have one short story of a person who has gone out of his way to help or assist.

One person who has routinely gone above and beyond the service he is expected to provide is Vernon Leseberg and his staff at Leseberg's Auto. While some would be taken aback at the thought that an auto repair shop would go out of their way to help someone, Vernon has done so time and again. About two months ago, my family and I were driving to Albuquerque early in the morning. It was about five in the morning and near Belen, our car began to cause problems that prevented us from continuing. Despite the distance and the time of day, Vernon drove to Belen with his own vehicle in tow, switched cars with us, and took our car back to Socorro for service. Somebody else's car troubles may be a small concern but for Leseberg's Auto, it was a top priority. Neither is this an isolated incident. Vernon and his wife, Laura, have gotten to know my family not just as customers, but as people and fellow Socorroans. They have offered my family the use of a replacement vehicle while our car was out of service, without us ever having asked. Vernon, Laura, and the people at Leseberg's truly embody the spirit of *socorro*.

If you have run into somebody who has gone out of their way to help you or if you have been a customer or client of a business that went above and beyond expectations to give you assistance when you needed it, please contact the Chamber via email, telephone, or in person so that we can share your stories with the rest of Socorro.

### **Recycle Program Needs Help to Continue**

The Chamber of Commerce and the City of Socorro provide a free **paper** recycle "drop off" on the third Saturday of the month. The Chamber hires Chris Michel of the Morning Woodcutter Company to be at the Plaza from 8:30 to 11:30 AM or UNTIL his trailer and pickup truck are full. This past month, Chris' vehicles were full by 9:40 AM so he left at that time. This is a recycle service for **paper** so make sure that **paper** is what you bring.

In order for the free recycling to continue, we need your help! Please take your **newspapers** to the Socorro High School drop on the first Saturday of each month located at the vacant lot south of Ace Hardware. Your **corrugated cardboard** can be dropped off any day and time at the City of Socorro's Recycle Center located south of the UPS office and animal shelter on Highway One. Please break the boxes down to facilitate the cardboard baling process.

With your help and the help of the rest of the community, the free paper recycling privilege will continue.