



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  
**November 2011**

### Festival draws birding enthusiasts from all over the world

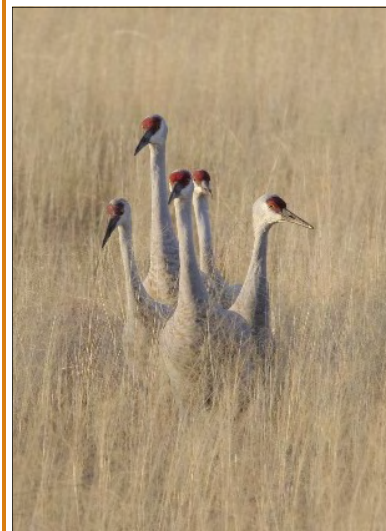


Photo by Jan Svobodova

This is the 24th year that the City of Socorro and the Bosque del Apache National Wildlife Refuge celebrate the return of the Sandhill Cranes with the popular and acclaimed Festival of the Cranes. From November 15th to 20th, visitors from all around the world will take part in over 100 lectures, workshops, tours, hikes and hands-on activities, ranging from the popular Sandhill Crane Behavior to special photography tours to socializing with locals on the Plaza.

“Of course, the Festival wouldn't happen--couldn't happen--without the help from all the volunteers from the community and the support of local businesses”, says Festival Coordinator Robyn Harrison. "More than 80 people lend a hand at the Bosque or the Fidel Center or other places in between taking tickets, leading workshops and doing a number of other tasks that make the visitor experience so top-notch. I appreciate the efforts of everyone involved! Those efforts are what make the Festival of the Cranes one of the premier birding festivals in the world.”

**2011 promises to be one of the greatest years yet – take some time to experience this world class event, right here in our own back yard!**

### Chamber staff is grateful for your support of community events

The Socorro County Chamber of Commerce hosts several major events every year, including the Community Awards Banquet (February) and the Chamber Golf Tournament (April). The Chamber Board of Directors and staff work hard to make these events enjoyable for everyone. However, without help from all of you in the community, these events would not be nearly as successful. We are very grateful for your continued support! Last year, the Chamber staff and volunteers auctioned off over 100 items to individuals who redeemed their receipts from Socorro businesses for Shop Socorro “auction dollars”. If you’re interested in donating items or services to support any of our community events, please let us know. Thanks for your consideration. For more information, please contact the Chamber staff at (575) 835-0424 or just stop by our office on the Plaza.

### How can we help your business more?

The Chamber of Commerce staff would like your input on how we can serve you better. *You* are why we are here and 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 for your input!

### Help out with Toby Jaramillo’s 42nd Annual Food Drive

Recipients of the 2011 Archbishop’s St. Francis of Assisi award, Toby Jaramillo, along with his wife Ermie, have been helping the community every holiday season for 42 years. Each year, Toby and his many helpers collect canned goods at drop off points throughout Socorro, destined for the many gift baskets that go to families in need of a little assistance. “Betty Davis has been a great help for many years”, says Jaramillo, “as well as her son, Joe Davis”. Jaramillo also enlists assistance from his children and grandchildren. Would you like to help out? You can begin dropping off canned goods on Thursday, December 1st at the following locations: San Miguel Parish, Chamber of Commerce, Comcast Cable, NM Tech Brown Hall, Capitol Bar, Socorro General Hospital, Curves, and Socorro Consolidated Schools. Cash donations are also accepted at San Miguel Parish Office. Christmas food baskets will be handed out on Thursday, December 22 at 8:30 am at Finley Gym. For more information, please contact Toby Jaramillo at (575) 835-0350 or (575) 517-9680.

### Shop local, *Shop Socorro* essay contest

We’re heading into the holiday season, which means you may be starting to shop for gifts for friends and family. There are a lot of reasons to think about shopping locally, right here in Socorro County. To name a few, it keeps money in the neighborhood and helps our community via gross receipts taxes, it helps to promote competition and diversity, it creates and keeps good jobs in the community, and helps the environment (less transportation and pollution).

This holiday season, we’d like to hear from *you* on why you like to shop locally! Enter the Chamber’s essay contest by writing between 150 and 250 words on why you like to shop in Socorro County. Alternatively, you can write about a good experience you’ve had with a particular local business or organization. The Chamber Staff and Board of Directors will choose their 6 favorite entries. Winners will get a gift certificate to a local business, shop, or restaurant and their essay will be printed in the Chamber newsletter, in El Defensor Chieftain, and posted on the Chamber’s Facebook page. Please send all entries to coc@socorro-nm.com or drop them by the Chamber office by November 30, 2011.

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.*

## 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

#### Ast. Director

Brad Winton

#### Communications

#### Director

Jennifer Polle

#### Webmaster

Susan Wisdom

**November's  
CHAMBER  
ARTIST OF  
THE MONTH  
Friends of  
the Bosque**

## Small business ownership workshop offered in Socorro December 14, 2011, 1:00 – 3:30 p.m., Socorro County Chamber of Commerce

Do you own your own business?  
Are you concerned about your income taxes?  
Are you properly registered with the IRS and the State of New Mexico?  
Do you know what forms to file and when?  
Do you want to learn how to properly keep your business records to maximize the tax benefit of your expenses?

If you answered yes to any of these questions, consider attending this very informative workshop for small business owners, managers or bookkeepers.

You will learn about the following:

- What business structure (Sole Proprietorship, LLC, Corporation, etc.) is best for you
- How to obtain an EIN and CRS number
- How to keep your records to maximize your tax deductions
- How to track your vehicle expenses
- How to claim the home office deduction
- What are estimated tax payments and when are they necessary

Also discussed will be **the top tax mistakes that small business owners make**, as well as how to survive an IRS or state audit. The presenter will be Leigh Van Gilst, CPA & Associates, LLC, in coordination with the Small Business Development Center (SBDC). Don't miss this opportunity! **Call 505-925-8980 to register or go to [www.NMsbdc.org](http://www.NMsbdc.org).**

## Turkey Tune-up



American Youth Soccer Organization (AYSO) and the City of Socorro will be hosting the annual Turkey Tune-up soccer tournament on the 19<sup>th</sup> and 20<sup>th</sup> of November. Games will be held primarily at New Mexico Tech, Sedillo Park and across the street at Parkview Elementary School. Game times will begin at about 9:00 a.m. and go through 3:00 p.m. both Saturday and Sunday.

AYSO will pass out gift bags to each team. **If your business or organization would like to contribute coupons, fliers, or small gifts, AYSO would appreciate it.** Organizers of the tournament are expecting 50 teams and about 600 kids, if all teams attend with full rosters. Organizers are also looking for volunteers in all areas. The biggest need is for referees and assistant referees. For more information on the tournament you can go to [www.ayso364.org](http://www.ayso364.org) and click on the tournament link. You can also contact tournament Chairman, Russell Moore at [rmoore@nmt.edu](mailto:rmoore@nmt.edu) or contact Brad at the Chamber office (575-835-0424).

CITY OF SOCORRO

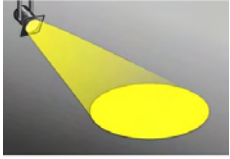


# Socorro Community Calendar

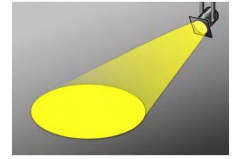
## CALENDAR OF EVENTS

- October 29-November 6 **Plein Air Painters of New Mexico, Exhibition**  
*Curious Crow Gallery, [info@papnm.org](mailto:info@papnm.org)*
- October 30 **Hamfest**  
*Socorro Amateur Radio Association, Al 835-3370*
- November 4 **State Street Ballet's "Jungle Book", 7:30pm**  
*New Mexico Tech Performing Arts Series, Macey Center, 575-835-5688*
- November 5 **1st Sat. Very Large Array Guided Tour**  
*50 miles west on Hwy. 60, 575-835-7243*
- November 5 **Recycle NEWSPAPERS & ALUMINUM Cans, 8:30-11am**  
*Empty lot south of Ace Hardware, Visitors Center 575-835-8927*
- November 5 **Team Up & Tee Up With Our Seniors Golf Tournament**  
*NM Tech Golf Course, Nick Keller 575-835-8650*
- November 9 **Senior Resource Fair, 1:00-6:00pm**  
*Good Samaritan Society, 575-835-1279*
- November 12-13 **32nd Annual NM Mineral Symposium**  
*NM Tech Campus, 575-835-5140*
- November 12-13 **Socorro Artists Studio Tour**  
*Socorro-Luis Lopez-San Antonio, maps available at Socorro Visitors Center*
- November 15-20 **24th Annual Festival of the Cranes**  
*Bosque del Apache Refuge, 575-835-2077*
- November 16 **Festival of the Cranes, Photography Contest Reception, 6-8pm**  
*Alamo Gallery & Gifts, 575-835-8927*
- November 18-20 **Festival of the Cranes Arts & Crafts Fair**  
*Garcia Opera House, 575-835-8927*
- November 18 **Festival of the Cranes, Social on the Plaza, 4-7pm**  
*Socorro Visitors Center, 575-835-8927*
- November 18 **John Jorgenson Quintet, 7:30pm**  
*New Mexico Tech Performing Arts Series, Macey Center, 575-835-5688*
- November 18 **New Mexico Tech's Global Village Day**  
*New Mexico Tech Gym, 575-835-5434*
- November 19 **Recycle Mixed Paper, 8:30-11am**  
*Socorro Plaza, Socorro Chamber of Commerce 575-835-0424*
- November 19 **Celebración de Otoño/6th Anniversary**  
*El Camino Real Heritage Center, 575-854-3600*
- November 19-20 **Enchilada Dinner Fundraiser and Crafts Fair**  
*San Antonio School, 575-835-1758*
- November 19-20 **Turkey Tune-up Soccer Tournament**  
*Sedillo Park, 575-838-2525*
- November 21 **Presidential Chamber Music Series, Piano Quintets, 7:30pm**  
*Macey Center, 575-835-5688*

Distributed by the *City of Socorro Tourism Department* 835-8927



## Member Spotlight



**Socorro County Chamber of Commerce members are involved in taking care of your large and small animals, as well as in conservation and wildlife protection. Learn more about their work!**

**Animal Haven Veterinary Clinic of Socorro** has been locally owned and operated by Drs. Dean and Pepita Wilkinson since 1998. Located at 1433 NW Frontage Road, they offer surgical, medical, and preventative health care. Their services include in house blood testing, ultrasound, digital dental x-rays, x-rays for large and small animals, advanced surgical vital sign monitoring, telemedicine services, and pre and post operative pain management protocols. They also provide mobile services for both large and small animals, as well as emergency services. They look forward to being your *other* family doctor! Contact Animal Haven by phone at (575) 835-3545. Learn more about their services on the web at [www.socorroanimalhaven.com](http://www.socorroanimalhaven.com).

**The Ark of Socorro Veterinarian Clinic** is owned by Audrey Vega and provides full veterinary care for both large and small animals, including x-rays, ultrasounds, surgery, blood work, and all vaccinations. Also offered are emergency services, outcalls, and mobile services. Call The Ark to book an appointment with Dr. David Baker, Dr. Theresa Gonzales, or Dr. Jack Duncan. Located at 1302 Enterprise SW off of US Highway 60, they can be reached at (575) 835-9002 or via email at [ark@zianet.com](mailto:ark@zianet.com).

**Western Mercantile** is owned by Allen Truelock and managed by Jerry Gum at 902 N. California Street. The store caters to the needs of the community by selling a variety of high-quality dog and cat food, as well as feed for larger animals, including horses and cows. They also have farm supplies, western clothing, western-style jewelry and accessories, as well as a large variety of ropes. For more information, please contact Western Mercantile at (575) 835-1155.

**Animal Protective Association of Socorro (APAS)** has been in existence since 1962. Their mission is the prevention of cruelty to animals, the relief of suffering among animals, the extension of humane education, and the promotion of animal control. For more information, contact APAS Treasurer Dorothy Brook at (575) 835-0259. Contact APAS via email at [socorroapas@yahoo.com](mailto:socorroapas@yahoo.com) and learn more on the web at [www.socorroapas.org](http://www.socorroapas.org).

**Ducks Unlimited (DU)** conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. DU has been in operation since 1937, during the Dust Bowl, when North America's drought-plagued waterfowl populations had plunged to unprecedented lows. Ducks Unlimited is now the world's largest and most effective private waterfowl and wetlands conservation organization. For more information, contact Jim Wolfe at (575) 854-3365. Visit DU online at [www.ducks.org](http://www.ducks.org).

**Friends of the Bosque del Apache** works on behalf of birds and wildlife, helping to protect the critically important habitat of the Bosque del Apache National Wildlife Refuge, and helping to educate and inform the public about the value and beauty of all life at the Bosque. They are a non-profit group which was organized in 1993 to support the Bosque del Apache National Wildlife Refuge and to promote appreciation and conservation of wildlife and habitat through environmental education and natural history experiences. The Friends work collaboratively with the Refuge, the City of Socorro, and the Chamber each year to produce the Festival of the Cranes, the single greatest income generating event for Socorro County. Contact Friends of the Bosque del Apache by phone at (575) 838-2120 or learn more on the web at [www.friendsofthebosque.org](http://www.friendsofthebosque.org).

## Welcome New Members!

**Rick Carver** is a retired photojournalist living in Santa Fe, NM. A US Navy veteran of the Viet Nam war, Carver has spent many years documenting human rights problems around the world. For the last couple of years he has been busy producing a book called *A Year Or So In The Life Of New Mexico*. To purchase the book and also to read short articles by Carver please visit [www.ayearsonnm.com](http://www.ayearsonnm.com).



## Get involved in Good Samaritan Society's Senior Resource Fair

On November 9, 2011, Good Samaritan Society – Socorro celebrates 31 years of service to the community. It's an amazing achievement and one they are very proud about. For those folks who are not familiar with the services Good Samaritan Society – Socorro provides, here is a brief summary. They are a 66-bed skilled nursing facility, dually certified for Medicare and Medicaid. They provide long-term care services, respite care, and rehabilitation as well as physical therapy and occupational therapy. They also partner with a hospice agency to provide end of life care and services to residents in Socorro.

The continuum of care for senior services includes more than skilled nursing, rehabilitation, and hospice, however. Senior services includes meals, groceries, pharmacy, transportation, housing, financial support, health providers/physicians, dentists, optometrists, chiropractic, acupuncture, yoga, massage, etc., acute care/hospitals, home health, mental health, veteran services, and churches.

Because they are committed to all aspects of senior care and services, they are inviting senior care providers from throughout the county and state to join them on November 9<sup>th</sup> to be a vital part of a **Senior Resource Fair**. It is their hope that this Resource Fair will present an opportunity for seniors and their adult children and caregivers to discover all the wonderful services and resources available to them in Socorro.



The first annual Senior Resource Fair is scheduled for **November 9, 2011, from 1:00pm to 6:00pm** at Good Samaritan Society - Socorro. In addition to information about the senior services in Socorro County for seniors, adult children, and caregivers, there will be food and music. It will be a great time at Good Sam!

If you belong to an organization that provides senior services in Socorro County or the surrounding area, please contact Ryan Mertz, Administrator, at (575) 835-2724 or [rmertz@good-sam.com](mailto:rmertz@good-sam.com). If you are a senior, adult child, or caregiver, please attend.

Learn more about Good Samaritan Society – Socorro at [www.good-sam.com/index.php/locations/socorro](http://www.good-sam.com/index.php/locations/socorro)

Their Address:        Good Samaritan Society – Socorro  
                              1203 Hwy 60 W  
                              Socorro, NM 87801



## Tanning and anti-aging services now offered on the Plaza in Socorro

If you've been to the Socorro Curves location recently, you may have noticed some additions at the back of the large workout space. "We're excited to be expanding and offering more services for people here in Socorro", says Curves owner Pauline Jaramillo, of the new tanning beds nestled away in two private and comfortable rooms. While not officially part of Curves, the tanning beds will be available to both Curves members and non-members alike. One of the beds is designated for the type of tanning that most people are familiar with and the second bed will run an anti-aging and anti-acne protocol. Call the Socorro Curves location for additional information: (575) 835-2646. Curves is located right next to the post office at 123 Plaza St.

Follow Socorro Curves' new Facebook page to keep current on specials, get exercise tips, encouragement, and other reminders. Search Facebook for "Socorro Curves" to stay in the loop!



## Are you taking advantage of the Chamber's Facebook page for free advertising?

For the past 6 months, the Chamber's Facebook page has been growing. Our Communications Director, Jennifer Polle, keeps it updated with almost daily posts about things going on in Socorro County. Did you know that you could be letting locals know about your business or organization's events or specials for *free* through the Chamber's Facebook page? You can email information you'd like shared with the community to Jennifer at [coc@socorro-nm.com](mailto:coc@socorro-nm.com). If you have a Facebook account, simply post it directly to the page.



Find us on  
**Facebook**

Please visit our Facebook page at [www.facebook.com/SocorroChamber](http://www.facebook.com/SocorroChamber) and make sure to click "like" at the top of the page.

## **Meet your New Mexico legislature**

Representative Don Tripp, Senator David Ulibarri, and Senator Howie Morales will be at City Hall on Thursday, December 1st for a forum, which is open to the community. The forum begins at 10:00 a.m. If you or your organization would like to be on the agenda, please contact Terry at the Socorro County Chamber of Commerce by phone at (575) 835-0424 or email at [terry@socorro-nm.com](mailto:terry@socorro-nm.com).

## **Nominate our Community Awards recipients**

Please take note of the Community Awards nomination form that is included as an insert in this newsletter. In anticipation of our annual Community Awards Banquet, we'd like you to think about those in our community that you consider worthy of a Community Award. Only Socorro County Chamber of Commerce members are eligible to nominate and vote for our Community Award recipients. Nominations are being requested for the following categories: small business, large business, volunteer, man, woman, and organization of the year. Thanks for participating in this acknowledgment of those that help make Socorro a great place to live!

## **Customer service and hospitality training with Tom Dean**

On **Tuesday, November 15th**, the Socorro County Extension Office and the Chamber of Commerce will host "What's in Our Backyard," a customer service and hospitality training program for businesses and organizations. Extension Agent Tom Dean will present the program, which has two main goals. The first goal is to inform and remind employees, volunteers, and other people serving the visiting and general public about local attractions and events. The second goal is to train our community representatives with current customer service and hospitality techniques. The program offers valuable information for any business or organization that deals with tourists, visitors, or the public at large. The training will be conducted at the Socorro County Annex Building, 198 Neel Ave. The session will be from 9:00 a.m. to 11:00 a.m. Please contact the Chamber office at (575) 835-0424 to reserve a place in either of these sessions for yourself and/or your employees.

## **New Registered Businesses in City of Socorro (October)**

New Mexico Land and Title Inc.	Added Dimension Inc.	Javier Ceballos Produce
Bar J Plumbing	B.Z. Enterprises Inc.	Westwind Landscape Construction Inc.
World of Wonder Enrichment Academy	CDM Constructors Inc.	Norma Kitchen Mouil
Delta Third Design	Peerless Construction Inc.	Peerless Construction Inc.
J & H Services Inc.	Nelly's Nursery	Pirate Pinkies Loot
State Farm Insurance Co.	Dub Ent.	The Snack Shack