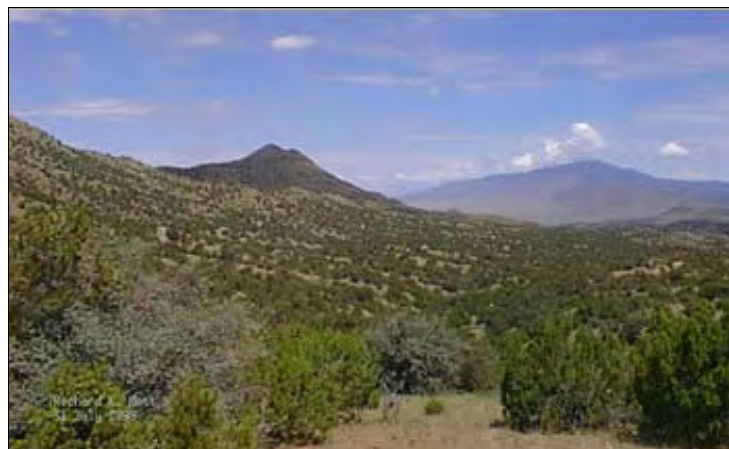


**Mark Your Calendar for Refuge Day at Sevilleta**



On October 8, enjoy a great opportunity to experience the wonder of your National Wildlife Refuge. Join Sevilleta National Wildlife Refuge for a fun filled day of activities for all ages. Enjoy a guided hike on the newly completed Mesa View Trail, explore the geologic diversity of San Lorenzo Canyon, take part in an auto tour, and catch a glimpse of some Refuge wildlife. Learn some interesting facts about the Mexican Gray Wolf Recovery Program and the research being done on the Refuge. Visit with the exhibitors to learn about their roles in conservation. Tours and guided hikes require reservations and cost \$10 per person and the other events are free. For more information, please call (505) 864-4021.

**Chamber Members Featured in Book About Historic Bars**

*“Hoist a Cold One!: Historic Bars of the Southwest”* traces the history of 25 watering holes in New Mexico, Arizona, Colorado, and Texas. Written by Melody Groves, with photographs by Myke Groves, this fascinating travelogue features both The Owl Bar in San Antonio and The Capitol Bar in Socorro.



Groves tells the interesting story of the long mahogany bar at The Owl, which was originally purchased for a mercantile store and saloon owned by the Hilton family in San Antonio. The Hiltons also owned a hotel where their son, Conrad--who later went on to create the world’s largest hotel chain--worked as a baggage carrier. Frank and Dee Chavez, parents of current Owl Bar owners Rowena Baca and husband Adolph, purchased the bar from the Hiltons after a fire destroyed most of the hotelier’s store and saloon. Arduously moved to its current location, the grill behind this beautifully carved bar was the birthplace of the famous, award-winning Green Chile OwlBurger, created by Frank Chavez. Beloved by many, its recipe has remained the same since 1948.

*“Hoist a Cold One!”* outlines the long ownership history of “The Cap” (now owned by JoAnna and Earl DeBrine), woven with stories of well-known characters who have placed their elbows on the oak bar: legendary lawman and gunman Elfego Baca, the scientists who worked on the atomic bomb at Trinity Site, and Nichele Nichols of Star Trek fame, to name a few. Grove shares that The Capitol Bar was called The Green Front during Prohibition, during which time it operated as a speakeasy and pool hall, with 25 cent moonshine available to patrons. It became the first legal bar operating in Socorro after Prohibition and remains a popular hangout for a wide variety of patrons today.



Complete with driving directions and local facts, *“Hoist a Cold One!: Historic Bars of the Southwest”* is an engaging read for locals and non-locals, alike. It’s available online through Amazon, locally at The Marketplace in Magdalena, Harold’s Southwest Gifts in Socorro, and at both The Cap and The Owl.



*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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**October's  
CHAMBER  
ARTIST OF  
THE MONTH  
Socorro  
Community  
Theater**

## 100 Years of 'M'



New Mexico Tech is planning an intensive work day to refurbish and paint the 'M' atop Socorro Peak during 49ers this year. Instead of the traditional Sunday morning event, Paint the 'M' will be on Friday this year, October 21. New Mexico Tech will also open up the opportunity for residents of Socorro to paint the 'M' for the first time.

Techies first surveyed the peak and laid out the 'M' in 1911 and it has been an emblem for New Mexico Tech, as well as a fixture for the City of Socorro and all of its residents. For this year's centennial celebration, Dr. Van Romero is mobilizing the troops to give the iconic letter a facelift. Students and residents who make the climb will get some freebies – a commemorative T-shirt, sunglasses and a hat. All participants will get a hamburger lunch at the staging area, just below the 'M.'

Participation in the annual event had dwindled over the previous decade – until last year, when more than 150 students made the hike up the mountain. This year New Mexico Tech hopes to have more than 200 students and community members pitching in to help.

Because this is such a big Milestone, New Mexico Tech is seeking support from the community to help keep the tradition of the 'M' alive and well. Donations will help pay for materials needed to repaint the 'M' and for incentives given to student and resident participants. For more information on participating in Paint the 'M' or on donating, please contact Michael Olguin at 575-835-5446 Thank you for your support.

## Consider Donating Products and Services to Community Events

The Socorro County Chamber of Commerce hosts three major events every year: Shop Socorro (December), the Community Awards Banquet (February) and the Chamber Golf Tournament (April). The Chamber Board of Directors and staff work extremely 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. 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 one, two, or all three events, please let us know. Thanks for your consideration. For more information, please contact the Chamber staff at (575) 835-0424.

CITY OF SOCORRO

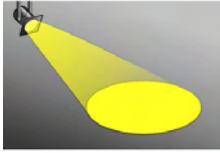


# Socorro Community Calendar

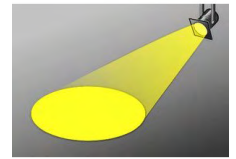
## CALENDAR OF EVENTS

July - October	<b>Socorro Farmers Market – Historic Plaza</b> <i>Tuesdays 5-7 pm and Saturdays 8:00 am – sellout, Tom 517-0463</i>
September 28-Oct 1	<b>Enchanted Skies Star Party</b> <i>Socorro Visitors Center, 835-8927</i>
September 30-Oct 2	<b>Chile Chase Golf Tournament</b> <i>NM Tech Golf Course 835-5335</i>
September 30-Oct 2	<b>San Miguel Fiesta</b> <i>Parish Office 835-2891</i>
October 1	<b>Recycle NEWSPAPERS &amp; ALUMINUM Cans, 8:30-11am</b> <i>Empty lot south of Ace Hardware, Visitors Center (575) 835-8927</i>
October 1	<b>Blessing of the Animals, 10am</b> <i>Historic Plaza, Animal Protective Association of Socorro, (575) 517-9094</i>
October 1	<b>Oktoberfest</b> <i>Hammel Museum, (575)418-8132</i>
October 1	<b>Trinity Site OPEN to the PUBLIC</b> <i>White Sands Missile Range, (575) 479-6124</i>
October 1	<b>Trinity Site Shuttle</b> <i>City of Socorro Public Transportation, (575) 835-1501</i>
October 1	<b>Very Large Array Guided Tours</b> <i>50 miles west on Hwy. 60, (575) 835-7243</i>
October 1	<b>Chile Proppers Model Aircraft Fly</b> <i>NM Tech Fly Field, (575) 835-4568</i>
October 7-8	<b>Alamo Indian Days</b> <i>Alamo Indian Reservation, (575) 854-2543</i>
October 7-8	<b>9<sup>th</sup> Annual Socorro Fest</b> <i>Historic Plaza, Socorro Visitors Center, (575)835-8927</i>
October 8	<b>End of Life Planning: A Panel Discussion, 3pm</b> <i>Epiphany Episcopal Church, (575) 838-0511</i>
October 10-12	<b>NM Seniors Match Play Golf Tournament</b> <i>NM Tech Golf Course, (575) 835-5335</i>
October 11	<b>Presbyterian Socorro General Hospital's Diabetes Workgroup</b> <i>11:30am-1:00pm, 308 California Street, (575)835-8707</i>
October 14	<b>First Annual Cowboy Dinner &amp; Dance, 5pm</b> <i>Garcia Opera House, (575) 838-2635</i>
October 14	<b>Friends of the Library Preview, 5-7pm</b> <b>Preview for Active Friends, Finley Gym, (575) 835-1114</b>
October 15	<b>Recycle Mixed Paper, 8:30-11am</b> <i>Socorro Plaza, Chamber of Commerce (575) 835-0424</i>
October 15	<b>Friends of the Library Book Sale, 9am-3pm</b> <i>Finley Gym, (575) 835-1114</i>
October 15	<b>Sevilleta and LaJoya Open House</b> <i>Sevilleta Nat'l Wildlife Refuge, (575) 864-4021</i>
October 15	<b>Golden Dragon Acrobats, 7:30pm</b> <i>Macey Center, (575) 835-5688</i>
October 21-23	<b>89<sup>th</sup> Annual 49ers Celebration</b> <i>NM Tech Campus, (575) 835-5352</i>
October 22	<b>89<sup>th</sup> Annual 49ers Celebration Parade</b> <i>California Street to the Plaza, (575) 835-5352</i>
October 22	<b>Annual Candlelight Vigil, Help fight Violence Against Women</b> <i>4:30-7pm, Finley Gym, (575) 835-535-0052</i>
October 22-28	<b>6th Annual Plein Air Painters of New Mexico Paintout</b> <i>Curious Crow Gallery, www.papnm.org</i>
October 24	<b>Living Healthy: Socorro Diabetes Forum, 6-8pm</b> <i>308 California St., (575)835-8707</i>
October 29	<b>6th Annual Plein Air Painters of New Mexico Opening Reception</b> <i>1-4pm, Curious Crow Gallery, www.papnm.org</i>
October 30	<b>Hamfest</b> <i>Socorro Amateur Radio Assn., (575) 835-3370</i>
October 30	<b>Church Remodel &amp; Open House, 5-6pm</b> <i>First Baptist Church, (575) 835-0041</i> <i>Dedication services at 8:30am &amp; 11am</i>

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



## Member Spotlight



**Socorro offers several nationally and locally owned banks, as well as a credit union, for your banking and investing needs.**

**New Mexico Educator's Federal Credit Union** is the trusted financial resource for their members, serving them as the financial institution of yesterday with all the convenience, technology and accessibility of today and tomorrow. Located at 108 N. California Street in Socorro, contact New Mexico Educator's Federal Credit Union (NMEFCU) at (575) 835-1522. Learn more about NMEFCU online at [www.nmefcu.org](http://www.nmefcu.org).

**Bank of America** is "Helping to Set Opportunity into Motion" by investing in our communities and our economy. Located at 201 Plaza Street in Socorro, Bank of America can be contacted by phone at (575) 835-1569. Learn more about their services online at [www.bankofamerica.com](http://www.bankofamerica.com).

**Wells Fargo Bank** wants to satisfy all their customers' financial needs and help them succeed financially. Located at 501 California Street in Socorro, they can be contacted by phone at (575) 835-2410 or via email at [neata.j.matturo@wellsfargo.com](mailto:neata.j.matturo@wellsfargo.com). Learn more about Wells Fargo Bank online at [www.wellsfargo.com](http://www.wellsfargo.com).

**First State Bank** is the only locally owned community bank in Socorro and Reserve. They are proud of the fact that their business is banking on the people and businesses in Socorro and Catron Counties. Located at 103 Manzanaras Avenue in Socorro, they can be contacted by phone at (575) 835-1550. Learn more about First State Bank's services online at [www.socorrobanking.com](http://www.socorrobanking.com).

**Have questions about insurance? Contact either of these Chamber members to have your questions answered.**

**Brown & Brown Insurance** (formerly Able Insurance) is your local agency with national power. As a national company, their local agents can access a large variety of markets which allows them competitive versatility. They offer coverage for Homeowners, Mobile Home, Rental Property, Flood, Automobile, Motorcycles, RV's, Watercraft, Classic Automobile, Business, and Bonds. Contact them at (575) 835-3321 or visit their website at [www.bbnm.com](http://www.bbnm.com).

**Michael Olguin Insurance Associates** of Socorro, New Mexico, offers free quotes for life, health, auto, boat, RV, mobile homeowners, contractors general liability, and disability insurance. Serving the Socorro area since 1992, they are an independent insurance agent specializing in individual, group and commercial insurance products and financial services. Michael Olguin Insurance is located at 315 N. California Street. Please contact them by phone at (575) 835-1331.

## Opportunity to Choose Community Awards Recipients

In anticipation of our annual Community Awards Banquet, please 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 will be requested next month 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 contribute to making Socorro a great place to live!

## Welcome New Members!

**My Wild Horses Ranch**, LLC is owned and operated by Donna Harris at 30 Quebradas Road. The ranch is currently functioning as a wild horse preserve, though Harris intends to expand her services to host parties, picnics, small camping gatherings, and more. Additional building facilities and more horses are her next goal. She welcomes hikers and photographers, and anyone who wants to come and enjoy the beauty of My Wild Horses Ranch. For more information on visiting the ranch, please contact her by phone at (505) 440-2246 or via email at [debco22000@gmail.com](mailto:debco22000@gmail.com).

**San Antonio Crane Mexican Restaurant**, owned by Zooila Armijo, is a local favorite. They serve New Mexican specialties like chile rellenos and tamales, as well as American standards like burgers and fries. Their tortilla chips are fresh, warm, and delicious! Located in San Antonio at 17 South Pino Street, contact the San Antonio Crane by phone at (575) 835-2208 or via email at [zarmijo0107@msn.com](mailto:zarmijo0107@msn.com).

**Socorro County Right to Life** is an organization with a goal to educate on human rights and in honoring life from conception to natural end. Areas of concern are abortion and the potential risks for women, euthanasia, stem cell research, and legislation that bears on these issues. Contact Director Audrey Handley at [dhandleya@aol.com](mailto:dhandleya@aol.com) or (505) 864-8192. Contact board member Joy Miler at [wavepoint@msn.com](mailto:wavepoint@msn.com) or (575) 835-2405.

**She's Country Scents** was born in New Mexico in 2010 when Christine Muncy set out to create quality premium home, bath, and body products. She mixes, pours, cleans, finishes and packs her products entirely by hand because she believes in the quality and personal attention that only comes from the human touch. Buying her products supports American farmers and our country's own economic growth. Learn more about her products on her Facebook page at [www.facebook.com/ShesCountryScents](http://www.facebook.com/ShesCountryScents) or on her website at [www.shescountryscents.com](http://www.shescountryscents.com). Contact her by phone at (505) 274-4319 or via email at [scscent@ymail.com](mailto:scscent@ymail.com).

Christine Muncy is also an **Independent Mary Kay Beauty Consultant**. Mary Kay has been a trusted leader in beauty for nearly 50 years, creating innovative products that are available through Muncy, here in Socorro. The at-home business is a wonderful opportunity and is only a call away! So if you would like to hear more about your own business opportunity or if you would simply like a free facial, give Christine a call today. Learn more online at [www.marykay.com/chmuncy](http://www.marykay.com/chmuncy). Contact her regarding Mary Kay products at [chmuncy@marykay.com](mailto:chmuncy@marykay.com) or via phone at (505) 274-4319.

## The City of Socorro Presents The 9th Annual SocorroFest!

Sponsored by the City of Socorro and a host of local volunteers, SocorroFest 2011 will be held on October 7-8 at the historic City Plaza. Come out with your families and friends to spend the day feasting, dancing, visiting, or just plain having fun. SocorroFest has a spectacular musical line-up this year, including headliners Mingo Fishtrap, a soul band from Austin, Texas. Also performing at the 3 stages will be Ryan McGarvey, Felix y los Gatos, Soul Kitchen with Chris Dracup and Hillary Smith, and more. For more information, please go to [www.socorrofest.com](http://www.socorrofest.com) or stayed tuned for reminders and updates on the SocorroFest Facebook page at [www.facebook.com/SocorroFest](http://www.facebook.com/SocorroFest).

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

Jordan Productions Inc.  
Bodega Burger Co. & Lounge  
Zia Customs  
JForces, LLC

