

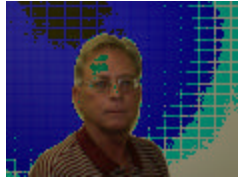


Volume 1, Issue 5  
August 2003



Ruidoso Valley Chamber and Visitor's Center

# The Noisy Water Gazette



President Elect's Letter

## It's not the price!

**It's the service, clean environment, and quality that are important.**

I have been in business for several years, and a consumer all my life, I believe service to be the number one contributor to success. Clean environment and quality of product are also very important. Price for the most part is set by the competition.

Whether in restaurants, lodging, or retail, service is the most important factor. I have always said, "I will give you \$6.00 for a good hamburger in a clean restaurant with great service, but I will not give you 5 cents for a bad one."

The service principle is true in any business. When I go into a restaurant with great service, clean and quality product, I always read the menu from the left (prices are on the right).

**SERVICE! SERVICE! SERVICE!**

Paul Ragland

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## Calendar of Events

### AUGUST 2003

- 1 - 3, Old Lincoln Days 505-653-4025
- 1 - 3, Pony Express Trail Ride 505-354-4308
- 5 - 10, Annual Lincoln County Fair 505-354-3305
- 11 - 15, Photography Workshop 378-4142
- 15 - 17, Mountain Living Hunting, Fishing & Outdoor Expo. 336-9171
- 16, 1st Annual Humane Society "Fur" Ball 257-4651
- 22 - 24, Noon Lions Club Antique Show 257-2776
- 30 - 31, All-American Gun & Western Collectables Show 257-6171
- 30 - 1, Ruidoso Downs Auxiliary Arts & Craft Show 378-4817

### BUSINESS AFTER HOURS

- August 21 - Small Business After Hours at the Chamber of Commerce
- September 17 - Golden Aspen Rally
- October 16 - Mitchells
- November 6 - 1st National Bank
- December - RVCC Open House
- August 2004 - Ruidoso Schools, New Teachers



The Chamber Staff sends a big thank you to all of the volunteers that helped at the Art Festival last weekend, you helped make it all possible!!

Ruidoso Valley Chamber of Commerce  
*Board of Directors*

**Pat Martin**—President

**Paul Ragland**—President Elect

**Dr. Jim Miller**—Past President

**Steve Tally**—Treasurer, Lodging Council

**Casteel Martell**—VP Business

Membership, Large Retail Council

**Demaris Howell**—VP Community  
Service

**Greg Cory**—Financial Council

**Dr. Gary Jackson**—Healthcare Council

**Jean Stoddard**—Attractions Council

**Tracey Jeffers**—Professional Council

**Chad Evans**—Real Estate Industry

**Michele O'Brien**—Small Retail Council

**Betty Blair**—Ruidoso Valley Greeters

**Ex-Officio Members**

**Deborah Marcum-Byars**—  
Village of Ruidoso

**Jackie Branum**—City of Ruidoso Downs

**Brian Parrish**—Inn of the Mountain  
Gods

**Chamber Business Office Staff**

Bard Treptow - Executive Director  
brad@ruidoso.net

Marguerite Grace—Operations Manager  
marguerite@ruidoso.net

Karen McGeoghegan—Exec. Assistant  
chamber@ruidoso.net

**Visitor Center Staff**

Gerri Baker—Manager  
info@ruidoso.net

Lillie Erives-Mattson—Visitor Center  
Information Specialist

lillie@ruidoso.net

Eddie Parker—Visitor Center

Information Specialist

eddie@ruidoso.net

**Web site statistics for the month of  
July, 2003**

Total sessions served: 207,346

Total Hits made on server: 6,243,589

Total page view hits: 605,516

Webmaster: Dave Shultz

937-2374, dave@ruidoso.net

**Small Business Development Center  
Eastern New Mexico University-Roswell  
Partnerships**

Created as an adjunct of the Small Business Administrations, and designed to be aligned with community colleges, Small Business Development Centers have an unrivaled ability to offer their clients a unique mix of educations and economic development assistance.

**The Small Business Administration**

Mandates guidelines for all centers,  
Reviews and monitors center activities,  
Acts as a liaison with Washington, and  
Certifies classes offered by the SBDC.

In New Mexico, the SBA contributes approximately 15% of the SBDC budget.

**The New Mexico SBDC (Lead Center)**

Coordinates the activities of the 18 centers in the state,  
Contracts with the universities,  
Sets policies and procedures,  
Works with the legislature,  
Controls the state budget, and  
Provides staff training and certification.

The Roswell Small Business Development Center is the only center in the state that is jointly sponsored by two entities: Eastern New Mexico University-Roswell and the Southeastern New Mexico Economic Development District (SNMEDD)/Council of Governments.

**Eastern New Mexico University—Roswell**

Coordinates the Joint Powers Agreement,  
Provides office space,  
Maintains accounting and budget controls,  
Offers other in-kind contributions, and  
Assists in the selection of the Advisory Committee.

Each Small Business Development Center has an advisory committee made up of local civic leaders and business owners. The purpose of the advisory committee is to:

Develop a plan of action for channeling feedback from the community,  
Provide flow of information from the SBDC out to the community.  
Provide advice and expertise to the staff and clients, and  
Provide assistance in achieving the goals and objectives of the SBDC.

**For more information contact:**

Gene Simmons

505-624-7133

Small Business Development Center

Eastern New Mexico University-Roswell



**Champions of Service**

**August 2003  
Champion of Service  
Sean Morlack-Carpet Connection**

Sean is pictured with his wife Brenda and their 4th Grade son Warren.

**Welcome to each of our new members and the RVCC hopes you get the most out of your investment.**

Thriftway Supermarket of Ruidoso - 304 Mechem Dr., New

Owner - John H. Brooks

Rainwaters - Andrea Collura - 2313 Sudderth, Gifts, Jewelry, Candles, Collectibles and featuring artists: Michael Garman & Robert Shields.

Gilmore Owen Home Care, LLC - Linda Gilmore & Marie Owen

Winter Moon Gallery - Jennie Dorgan

Best Western Ruidoso Inn - James T. Strain

Call Source - Cynthia West

All Wrapped Up - Candy Wrapper Promotional

McMinn Enterprises - Dr. David McMinn, Chiropractic & dba Wild West Tanning

**Chamber Business Members Renewals** - A special thank you to each and every one of our renewal members. Your investment is greatly appreciated.

- |                                |                            |
|--------------------------------|----------------------------|
| Cornerstone Bakery             | Story book Cabins          |
| Before & After                 | Ruidoso Home Care          |
| Countryside Mortgage           | Rio Grande Publishing      |
| Trailnet                       | Buckner Elec.              |
| Coca Cola Enterprises          | All American Moving Up-    |
| per Canyon Inn                 | Ruidoso Lock & Key         |
| Dr. Dylan Midkiff              | Pinon Pottery              |
| Delfina Deim                   | Junett Noack               |
| Greenhouse Café                | Greenhouse Gardens         |
| Savories Personal Chef         | The Empty Hanger           |
| D Lazy 2                       | Linda's Custom Framing     |
| Alberto Robles                 | Sun City Furniture         |
| Sun City Sleep Center          | Ramada Inn                 |
| Lavender Springs Ranch         | Seeping Springs            |
| L.C. Overland Stage            | Cara & Greg Properties Al- |
| trusa Club                     | Sitzmark                   |
| La Grone                       | Crown Point Assoc          |
| End of the Vine                | Cree Meadows CC            |
| Carey State Farm Ins.          |                            |
| White Mountain Search & Rescue |                            |

**Gross Receipts Tax**—April 2003— \$524,302.74

May 2003— \$652,876.28

This represents a 24% increase over the previous month, same year.

**Lodger's Tax Historical Collections**

May 2002 \$ 48,146.31

May 2003 \$ 59,578.12

This represents a 24% increase for the same month, previous year.

<b>Village of Ruidoso Permit Comparisons</b>			
	<b>June 2002</b>	<b>June 2003</b>	<b>%Inc/Dec</b>
Permit Value Month			
Comm. Alt/Add	\$31,183	\$32,473	4.14%
Permit Value YTD	\$894,724	\$337,339	-62.30%
Permits Issued Month	7	5	-28.57%
Permits Issued YTD	7	4	-42.86%
Permit Fees - Month	\$498	\$748	50.20%

**ATTENTION ZIANET CUSTOMERS**

Zianet is refusing to deliver e-mail from ruidoso.net to any Zianet address. If you have a Zianet address and would like to receive email from ruidoso.net, please contact a Zianet customer service representative at 257-3962 to resolve this problem. If it cannot be resolved and you'd like to receive e-mail from ruidoso.net, please consider changing your ISP (Internet Service Provider). Trailnet offers dial-up, Charter Communications offers broadband cable and Valor Telecom offers high speed DSL.



PO Box 698  
Ruidoso, NM  
88355  
877-RUIDOSO  
(505) 257-7395  
E-mail:  
info@ruidoso.net  
Web: www.ruidoso.net

*Great job to Phillis Barnett and Denise Dean for all of their hard work and dedication in coordinating the Arts Festival.*

## ATTENTION LODGERS:

A Lodging Request Form has been added to the [www.ruidoso.net](http://www.ruidoso.net) website! This form allows any prospective visitor to fill out the information and click "Submit". It is then emailed to all lodgers who we have email addresses for and the lodgers can respond based on the requirements the potential visitor has made. Check it out!!! Log on to [www.ruidoso.net](http://www.ruidoso.net), click on the lodging button and then the Lodging Request Form. Also, we want to be sure we have the correct email address for you, please contact Gerri Baker to verify your email address. She can be reached at [gerri@ruidoso.net](mailto:gerri@ruidoso.net) or by calling 257-7395. If you don't have an e-mail address you can get one at Yahoo.com or Hotmail.com.

Your input is invaluable! What items of interest would you like to see in your newsletter? Contact the Chamber with ideas, suggestions and/or noteworthy items.

**August 21, 2003 Chamber Small Business After Hours - do you wish to participate? \$75.00 goes toward food and beverage. A great opportunity for you to network your business to the community.**  
Call 257-7395.

### CHAMBER ANNOUNCEMENTS

Would you like to volunteer for a Chamber Committee? Please go to: [www.ruidoso.net/chamber/committee.htm](http://www.ruidoso.net/chamber/committee.htm) & fill out the form.

Thank You!

The Committees are:

Membership  
Aspenfest  
Education  
Financial Oversight  
Scholarship  
Art Festival  
Education  
Healthcare  
Legislative/Governmental Affairs  
Film  
Leadership Lincoln  
Nominations

*Director's Message: Exec. Dir.  
Brad Treptow*



I have a few items to cover this month.

First of all, a huge thank you to Phillis Barnett and Denise Dean and ALL of the volunteers associated with the Art Festival. Your work provided another great event for the chamber.

Next, a Lodging Request Form is a new addition to the Ruidoso website. This is to promote a interactive and progressive approach for prospective visitors to the area. To review this form go to [www.ruidoso.net](http://www.ruidoso.net), click on the lodging button and then click on the link for the Lodging Request Form...it is at the top of the page.

Finally, Governor Richardson appointed a Blue Ribbon Tax committee after the legislative session earlier this year to review the current tax structure and potential revenue streams for the state. This is a very important issue as one of the targets as a revenue stream is the potential taxation of non-profits. They will be looking at all non-profits 501-C3 charitable organizations, 501-C6 Chambers of Commerce, and 501-C4 research organizations. The committee may make recommendations by September for a special session in October. This could potentially tax grant and contract monies, dues and fund raising activities. Naturally, this issue is vital to the chamber, for two reasons. One because it affects this organization but it also affects several members of the chamber. The Ruidoso Valley Chamber of Commerce represents its members and it is critical that you let us know what you think regarding this issue. Please feel free to contact me either by email, fax or phone...I want to do my best in representing you.

I hope you have a great month and take time to enjoy the All American Futurity on September 1st!

Regards,

Bread Treptow