



The Ruidoso Valley Chamber and Visitor Center presents

The Noisy Water Gazette

*Message from the President of the Ruidoso Valley Chamber of
Commerce Board of Directors, Pat Martin*



Feb 2004
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Excellence Through Service

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What a great couple of weeks with all of the recent snow! It has been a welcomed sight for just about everyone. Without being greedy, we could certainly use a lot more to secure a strong finish to this ski season and a super spring break as well as bringing as much moisture to this area as possible to reduce the arid conditions during the spring. I think everyone would agree that everyone at Ski Apache has done a super job this season. Also, Ski Apache is the only New Mexico ski resort that is 100% open and that is absolutely fantastic given the conditions at the start of this year's season. Keep up the great work!

Thank you to everyone who took the time to attend the Special County Commission meeting that was held here on Feb. 12th. Your attendance and participation illustrated the importance of this area's participation in those meetings and hopefully, was a sign of good faith that future meetings, both regular and special, can be held here.

Sincerely, Pat Martin
2003-04 Board President, Ruidoso Valley Chamber of Commerce

Calendar of Events

FEBRUARY 2004

5th—"The Unsinkable Molly Brown": The Spencer Theater for the Performing Arts, Alto NM, 8pm. Tickets \$42 & \$45. *Info 336-4800 or 888-818-7872*

6th—"The Unsinkable Molly Brown": The Spencer Theater for the Performing Arts, Alto NM, 8pm. Tickets \$36 & \$39. *Info 336-4800 or 888-818-7872*

12th—Glen Miller Orchestra: One of the best bands of all time performs tonight at RHS Performing Arts Center (100 Warrior Dr), 7:30pm. *Info: Clinton Smith, 258-5702*

15th—Leahy: The Spencer Theater for the Performing Arts, Alto NM, 8pm. Family Celtic band. Tickets \$42 & \$45. *Info 336-4800 or 888-818-7872*

20th—"Cat Tail" Cocktail Fundraiser: Hawthorn Suites, Sierra Blanca Drive, 6-8pm. (Continued...)

FEBRUARY 2004 (cont'd)

Linda Blair will host this Humane Society fundraising event via gourmet vegetarian fare, entertainment & cash bar. \$60 tickets include "Vanities" tickets for the 8pm show on the 21st.



A comedy about girlfriends

**SAT FEB 21
@ 2 & 8 PM**

21st—"Vanities": The Spencer Theater for the Performing Arts, Alto NM, 8pm. Starring Linda Blair, Erin Moran & Jill Whelan. Tickets to 2pm matinee: \$36 & \$39. Tickets to 8pm show: \$42 & \$45. *Info 336-4800 or 888-818-7872*

BUSINESS AFTER HOURS

SCHEDULE

- **FEBRUARY 19TH:**
Leadership Lincoln
- **MARCH 25TH:**
McCracken's Carpet & Flooring
- **APRIL 15TH:**
Noisy Water Lodge, Mountain Air Cabins, Whispering Pines Cabins & Savories Catering
- **MAY 13TH:**
Cree Meadows Country Club
- **JUNE—OPEN!**
- **JULY 15TH:**
Dan Dee Cabins
- **AUGUST 19TH:**
Hawthorn Suites
- **SEPTEMBER—OPEN!**
- **OCTOBER (tentative):**
Mitchell's Silver & Turquoise
- **NOVEMBER—OPEN!**
- **DECEMBER (tentative):**
Season's Nursery

**Ruidoso Valley Chamber of
Commerce Board of Directors**

Pat Martin—President
Paul Ragland—President Elect
Dr. Jim Miller—Past President
Steve Tally—Treasurer
Casteel Martell
VP Business Membership
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
Betty Blair—Ruidoso Valley Greeters

Advisory Directors

Deborah Marcum-Byars
Village of Ruidoso
Jackie Branum
City of Ruidoso Downs
Brian Parrish
Inn of the Mountain Gods

Chamber Business Office Staff

Brad Treptow—Executive Director
E-mail: brad@ruidoso.net
Marguerite Grace—Operations Manager
E-mail: marguerite@ruidoso.net
Lillie Erives-Mattson
Membership/Special Events Coordinator
E-mail: lillie@ruidoso.net

Visitor Center Staff

Gerri Baker—Manager
E-mail: info@ruidoso.net
Stan Thomas—Information Specialist
stan@ruidoso.net
Kay Gady-Arki—Information Specialist
kay@ruidoso.net

**WEB SITE STATISTICS FOR THE
MONTH OF
JANUARY 2004**

TOTAL SESSIONS SERVED: 197,978
**TOTAL HITS MADE ON SERVER:
5,629,012**
TOTAL PAGE VIEW HITS: 565,393
WEBMASTER: DAVE SHULTZ
937-2374, DAVE@RUIDOSO.NET

Village of Ruidoso Permits

Planning & Zoning—January 2004:

Total Permits Issued: 50 Total Value: \$2,522,473.28

City of Ruidoso Downs—December 2003:

Total Permits Issued: 7 Total Value: \$9,300.00

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

YOUTH ENTREPRENEURSHIP PROGRAM

Business ownership and enterprise are important subjects for all who live in a free enterprise economy. Today's teenagers are tomorrow's leaders, and they need to be taught certain skills and behaviors as soon as possible in our hyper-competitive society. Teenagers today are wiser, having observed the impact of corporate downsizing on their parents; therefore, there is less chance that they will fall prey to the glittering promises of "big business."

The youth entrepreneurship program at ENMU-R will be a unique component of the incubator program, designed to provide young students the opportunity to learn how to run a small business. The students will have access to the same resources and staff that are available to other participants in the program. We will teach them how to create a profitable business from their own ventures, enthusiastically training them in the skills of entrepreneurship and explaining the dangers and pitfalls they may encounter along the way. They will learn how to create income and achieve equity while pursuing their dreams and passions. We want to help mobilize the resources they will need to build their economic futures.

The young students will be solicited from the various high schools in the Chaves County area. Once the students have been selected, we will have volunteers from the professional community ready to assist the group in forming the necessary legal entities, such as various types of corporations. Once the corporation or entity is formed, the students will be brought into the incubator facility.

In order to accommodate the financial needs of the business for operating capital, there will be a revolving loan set up to help finance the students' businesses. The funds for the revolving loan will be solicited from various businesses and financial groups in the community. Students will be guided through the process of writing a business plan and submitting a loan application to obtain funds, which will be paid back out of the cash flow of the business and reused for the next group of students.

The students will need products to produce or services to perform in order to complete the full circle of education, opportunity, and means. A request has been made to the Governor and other State purchasing agencies to set aside some procurement contracts for the youth program. This will give the students an opportunity to launch the small business or businesses within the incubator program. The procurement contracts will be used only to launch the business; once the business is up and going, the procurement contracts will be used to launch another business, thereby continuing the cycle of graduating businesses out of the incubator program.

**For more information contact:
Gene Simmons at 505-624-7133, Small Business Development Center
Eastern New Mexico University-Roswell**

WELCOME NEW CHAMBER MEMBERS!

- ADVANTAGE BOOKKEEPING & SECRETARIAL
- ARROWHEAD MOTEL & R.V. PARK
- ALTO-RUIDOSOHOMES.COM
- COLDWELL BANKER, SDC REALTORS—"THE LOVERIN TEAM"
- EAGLE MOUNTAIN BUILDING SPECIALTIES
- FEIST, INC. (TELEPHONE DIRECTORY)
- RUIDOSO BOWLING CENTER
- SCARBOROUGH HOUSE B&B

WELCOME to each and every new member to the Ruidoso Chamber. We're glad you see value in our organization!

CHAMBER MEMBER RENEWALS:

- BEFORE AND AFTER
- CHILEO'S
- DEBOLT, BOBBIE
- DENTON COLVIN & ASSOCIATES
- EAGLE CREEK CONSTRUCTION
- EAGLE LAND SURVEYING
- GREAT WALL OF CHINA
- GREG CAREY STATE FARM INSURANCE
- HAWTHORNE, RICHARD
- IOZIA, ROBERT
- JUNGE, J.A.
- LINE, MIKE
- MAC'S ELECTRIC SERVICE
- MCDONALD'S
- P.BLAKE.COM
- PINON PARK CONDOS
- PIZZA HUT #1
- PIZZA HUT #2
- ROCKY MOUNTAIN SPORTS
- RUIDOSO LASER WASH
- RUIDOSO SEPTIC
- RUIDOSO SKI RENTAL
- STERCHI, ROBERT
- SWITZER, KATHY
- TALL PINES R.V.
- SWITZER, KATHY
- TALL PINES R.V.
- THOMPSON INSURANCE
- WALGREEN'S
- WESTERN AUTO
- WINNERS INN
- WOLFEL, DR. DONALD A.

A special THANK YOU to each and every one of our renewal members. Your investment is greatly appreciated!

SALES STATISTICS: Ruidoso Board of Realtors

	December 2002	December 2003
Closed Listings:	52	52
Total Sales Price:	\$7,325,800	\$9,408,000
YTD: Jan 1—Dec 31 '02 YTD: Jan 1—Dec 31 '03		
Closed Listings:	609	683
Total Sales Price:	\$87,684,669	\$101,720,704

VILLAGE OF RUIDOSO

Gross Receipts Tax: November 2002 — \$703,194.08
 November 2003 — \$565,267.69
 This represents a **20%** decrease over the same month, last year.

Lodger's Tax Historical Collections:
 November 2002 — \$35,125.75
 November 2003 — \$38,386.20
 This represents an **9.3%** increase over the same month, last year.

RIBBON CUTTINGS



JANUARY 28TH: SAUL VELASCO & IRENE CHAVEZ OF CELLULAR ONE ARE FLANKED BY OUR GREETERS AT THEIR RIBBON-CUTTING. CHECK OUT THEIR STORE ON HWY 70, NEXT TO REED'S MEAT MARKET.



FEB 05 2004: JESSE CASTILLO OF "JAMZ" (LOCATED NEXT TO THE HUMMINGBIRD TEA ROOM ON SUDDERTH) CELEBRATES THEIR GRAND OPENING WITH HIS OWN RIBBON-CUTTING. WELCOME, ALL & BEST OF LUCK!

CHAMPION OF SERVICE

JANUARY 28TH 2004: VALARI CHAVEZ & JOHN COMPTON (NOT PICTURED) OF THE COMFORT INN ARE AWARDED THIS MONTH'S CHAMPION OF SERVICE AWARD BY OUR OWN BRAD TREPTOW. CONGRATS VAL & JOHN—THANKS FOR GOING THAT EXTRA 'CUSTOMER SERVICE' MILE!



CITY OF RUIDOSO DOWNS

Gross Receipts Tax:
(Figures unavailable at deadline but they will be added to next month's newsletter)

Lodger's Tax Historical Collections: Dec 2003—\$4,882.15
 Dec 2003—\$3,231.99
 This represents a **51%** increase for the same month, last year.



THE GREETERS CORNER!

By Betty Blair, President

In our second edition of this column, we would like to introduce to you one of the great ladies of the Greeter's organization. There are 30 wonderful friends in this group, and we could sing praises of each of them for their many contributions. For our first Greeter spotlight, say hello to Dean Haynes! Greeters must attend and participate in a number of activities each year, that earns them points for hours served. One of our Greeters, Dean, who has earned the status of "Life Member" for earning 2,000 points, did not stop there. In 2002, Dean was honored for having attained the 5,000 point level. I am sure she has added many more points since that time. After having visited Ruidoso many times, Dean and her husband of fifty years, "Speedy", moved to Ruidoso in June of 1987, from the Hat Ranch, west of Monument, NM. They both worked in the oil field business and owned their own company. In 1987, "Speedy" had surgery that confined him to a wheelchair for the remainder of his life. Dean and "Speedy" started their life of public service in Ruidoso when they met Roy and Mildred Crocker. Mildred asked if they would have time to help fold and stuff mail-out envelopes for the Chamber of Commerce. This filled a need to meet new people and was Dean's first introduction to the Greeters and their husbands. Mildred submitted Dean's name for Greeter membership. She immediately was appointed co-chair of securing gifts for the Greeter's Jubilee lottery. This involved asking merchants to donate for the first Christmas Jubilee, which was held at Cree Meadows Country Club. The next year the Jubilee was at the Carrizo Lodge, followed by several years at the Inn of the Mountain Gods. In 1992, when the new Ruidoso Civic events Center (Convention Center) was opened, the Christmas Jubilee was held there and continues there now. Dean has continued to serve in all capacities of ribbon Cuttings, Champions of Service, Fort Stanton volunteer and anything in which the Greeters participate. She is also active in "RSVP" and other civic organizations. She is one of the top Senior's dancers and Line dancers. Dean has been a volunteer usher at the Spencer Theater since the first evening of their first performance. Dean's husband died in 1998 and left a huge void in her life. She was, and is, in the real estate business and is currently with All American Realty. She has nothing but praise for her associates and real estate friends.

CONTINUED>>>

Dean's three sons and their families live in Ruidoso and Capitan and she feels blessed to have them so close. Dean says, "My association with the Greeters has been a blessing of enjoyment, activity and sweet sharing for the past seventeen years. My prayer is to remain active as long as I am needed and productive. It is a joy to stay in daily touch with my Greeter friends and share our activities. It is like having 30 sisters who are caring and sharing a common interest." So the next time you see a Greeter float in the Aspenfest parade or the Festival of Light parade or any other float that the Greeters have, look for the pretty dark-haired lady with the beautiful smile and a big wave, and they will belong to our own, Dean Haynes. She is always there when we need her. She is the best. See you in March!

THE RUIDOSO CONVENTION CENTER

MEETINGS FOR FEBRUARY 2004:

COURTESY OF BARBARA DOWNS

<i>DATE:</i>	<i>EVENT:</i>	<i>EXPECTED ATTENDEES:</i>
February 3		Democratic Party Caucus
		Rain and Hail Insurance—20
February 4		NM Hay Assoc.—130
February 5		NM Hay Assoc.
February 6		NM Hay Assoc.
February 7		ENMU Alumni Affair—50
		NMUSSA—125
February 8		ENMU Alumni Affair
February 10		Cluff/Jensen Wedding Reception—100
February 12		State Farm Insurance—20
		NM Respiratory Care—120
February 13		State Farm Insurance
		NM Respiratory Care
February 14		Vigil Quinceanera—200
February 17		Region IX—30
		Ruidoso Urban Wildland Inf. Group—30
February 18		Region IX
		NM Rural Water Assoc.—50
February 19		Region IX
		New Mexico Rural Assoc.
		Eastern NM Dental Society—175
February 20		Eastern NM Dental Assoc.
February 21		Eastern NM Dental Assoc.
February 23-27		Sierra Blanca Wildlands Fire Academy—350
February 29		Meeting of the Body of Christ—200



HOW DOES IT WORK?

This program is simple. Anyone may purchase these certificates (\$10 or \$25 increments) at the Ruidoso Valley Chamber of Commerce. The buyer will then also be handed a list of participating businesses, where their dated gift certificates may be redeemed. He/she now has up to one year to use them (for any goods & services) at participating Members. Just like most gift certificates, it is now treated like cash. The participating Ruidoso Valley Chamber of Commerce member whose business has redeemed the certificate in exchange for their goods or services, will return the gift certificate to us at the Chamber office and will be reimbursed for the full amount of the certificates used, via check.

Our thanks to our participating merchants (listed below) and especially, the following individuals that have purchased “I LOVE RUIDOSO VALLEY” gift certificates: Linda Flack at Mortgage Pro, John Reynolds at Century 21, Laura Reynolds of Print Write Now, Mrs. Ruth Ellis, Ken Noskers & Mya. Here’s to a great partnership!

PARTICIPATING RVCC MERCHANTS: (As of January 1, 2004)

- 102 Center Street
- Bill’s Custom Leather
- Books Etc.
- Brunell’s, Inc.,
- Cabins & Cottages
- Candle Power
- Covered Wagon Gallery
- End of the Vine
- Hawthorn Suites
- Health Matters Therapy
- High Mesa Healing Center
- Imports, Etc.
- Johnston Jewelers

- Lavender Spring Ranch
- Lincoln County Grill
- McMahan Fine Arts
- Merle Norman
- Mitchell’s Jewelry
- Noisy Water Lodge
- Pinon Pottery Gallery



- Print write Now!
- Red Raccoon
- Rush Ski & Snowboard
- Seasons Nursery
- Shuttle Ruidoso, LLC.
- Steppin’ Out
- The Herb Stop
- The Three Bears
- The New Shop, Inc.
- The Wild Herb Market
- Tricia’s
- Village Ace Hardware
- Visions

Leadership Lincoln tours capital while studying state government

The second Leadership Lincoln class toured Santa Fe on Wednesday, February 4th and Thursday, February 5th to study state government during the program's monthly in-depth review of countywide and leadership issues. The class arrived in Santa Fe midday on Wednesday and hit the ground running with a 30 minute meeting with Governor Bill Richardson. After that, Leadership Lincoln met with Secretary of State Rebecca Vigil-Giron, State Land Commissioner Pat Lyons and toured the State Supreme Court as well as meeting with our area legislators. The meeting with the governor highlighted the trip. During that meeting, the group had the opportunity to discuss priorities to their respective communities.

Issues included water and wastewater infrastructure improvements, healthy forest initiatives, Fort Stanton, Carrizozo Heritage Museum, office space for Lincoln County, ENMU-Ruidoso and the proposed community center for Lincoln County. A portion of the meeting centered on the historic fort outside Ruidoso with regards to capital requests to stabilize the facility. The Fort Stanton Commission was formed at the legislative session a year ago which was charged with studying the fort, including maintenance and use options in the future although the commission was not funded at its creation. House Bill 2 submitted to the legislature during this session includes a \$75,000 recurring funding for the commission. The commission has identified that Fort Stanton needs \$517,500 in facility stabilization funding and Governor Richardson pledged his support for the fort on Wednesday to the Leadership Lincoln group. Vigil-Giron educated the group on her roles as chief elections and filing officer of the state. She also commented that she will be the President Elect of the National Association of Secretaries of State in July of this year which will mark the first time a Secretary of State from New Mexico will hold that position. She closed her meeting with the fact that New Mexico is a leader in voter registration reform and centralized voter registration. State Land Commissioner Pat Lyons and Eric Serna of the Insurance Division of the Public Regulatory Commission addressed Leadership Lincoln next. Lyons reported that state land office revenues grew 10 percent in fiscal year 2003 to \$363 million while outlining several projects his office oversees. The most intriguing fact that he noted was the increase of a customer service approval rating of 20 percent in one year which was acknowledged as phenomenal in a bureaucratic setting.

Leadership Lincoln Board Chairman Greg Cory had the opportunity to discuss the capital outlay requests with District 56 State Representative W.C. "Dub" Williams. Williams acknowledged that there would be approximately \$300 million available for requests which currently are divided a third to the house, senate and the Governor. There are 70 representatives and 42 senators throughout New Mexico. Williams remained very confident in Fort Stanton Commission recurring funding of \$75,000 which is included in House Bill 2.

Next month's meeting will be Thursday, March 11th which will highlight the Mescalero Apache Tribe. The meeting will be a joint meeting held in Mescalero with Leadership Otero, Leadership Lincoln's counterpart from Otero County.

“Issues included water and wastewater infrastructure improvements, healthy forest initiatives, Fort Stanton, Carrizozo Heritage Museum, office space for Lincoln County, ENMU Ruidoso and the proposed community center for Lincoln County.”



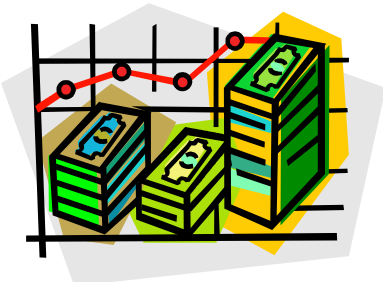
Leadership Lincoln Highlights from Santa Fe



State Land Commissioner Pat Lyons (pictured top left) joined the Leadership Lincoln class after educating them on his office's role of generating money for education. Pictured from left to right at the table are: Phillis Barnett, Jules Videau, Scott Schafer, Buck Sanchez, Tammy Maddox, Debbie Rogge and Debbie Haines. Standing from left to right are: State Land Commissioner Pat Lyons, Greg Cory, Joan Zagone, Travis Lightfoot, Rusty Garvin, Laura Reynolds, Polly Chavez, Carol Virden, Cynthia Culbertson, Brad Treptow and Susan Lutterman.



Leadership Lincoln class and board members met with Governor Bill Richardson on Wednesday, February 4th at the State Capital in Santa Fe. Pictured from the left are: Buck Sanchez, Polly Chavez, Joan Zagone, Laura Reynolds, Debbie Rogge, Scott Schafer, Phillis Barnett, Cynthia Culbertson, Tammy Maddox, Greg Cory, Lorri McKnight, Honorable Governor Bill Richardson, Rusty Garvin, Debbie Haines, Travis Lightfoot, Carol Virden, Jules Videau, Susan Lutterman and Brad Treptow.



Leadership Lincoln class listens to New Mexico Secretary of State Rebecca Vigil-Giron (pictured standing) as she addressed various issues relating to her office.



The Ruidoso Valley Chamber of Commerce and the Ruidoso Campus of Eastern New Mexico University will host a business seminar on Tuesday, February 17th from 8:30 a.m. to 12:00 p.m. at the Ruidoso Valley Chamber of Commerce office. Gene Simmons from the ENMU Small Business Development Center Director will lead the business seminar. The seminar will provide a financial check-up and provide tips and information on business reporting for the small business owner or manager.

“This seminar is the product of member feedback on one of the chamber’s goals for this fiscal year,” said Brad Treptow, Ruidoso Valley Chamber of Commerce Executive Director. “Chamber members replied to an inquiry last fall about the types of seminars that the chamber should provide and one of topics included this seminar,” added Treptow.

The seminar is being offered through a partnership between the chamber, ENMU-Ruidoso and the SBDC in Roswell. “We’re very fortunate to lay the foundation for this seminar for the chamber,” said Dr. Jim Miller, Dean of the Ruidoso Instructional Campus. “We’ve already produced a few seminars for the chamber in the past few months and we look forward to coordinating more in the future for the benefit of chamber members,” added Miller.

Cost for the seminar is \$5 for chamber members, \$15 for non-members. Reservations will be limited to the first 20 attendees with the deadline for registration of Monday, February 16th by 5:00 p.m. Interested business owners or managers can reserve their attendance with Lillie Erives-Mattson at the Ruidoso Valley Chamber of Commerce via email at lillie@ruidoso.net or by phone at 257-7395.

Director’s Message: Brad Treptow, Executive Director

A couple of big aspects deserve consideration in the upcoming month or two. First, kudos goes out to all of the Ski Apache folks for working as hard as they have this winter especially when Mother Nature wasn’t cooperating. Also, a special congratulations to Ski Apache for being the only New Mexico ski resort that is 100% open. Keep up the great work throughout the rest of the season!

Next, congratulations to all of the Leadership Lincoln students and board members who traveled to Santa Fe to learn and observe state government in action. A special congratulations goes out to Debbie Haines at Zia Natural Gas for all of her hard work coordinating several meetings with legislators and officials especially Governor Bill Richardson Pat Lyons, State Land Commissioner and Secretary of State Rebecca Vigil-Giron. Also, a big “thanks” to Valor Telecom and WW Construction for sponsoring a variety of meals.

Be sure to get out and vote for the upcoming municipal elections on Tuesday, March 2nd. There are 5 candidates competing for 3 at large seat for the Village of Ruidoso council. There are a total of 15 candidates for 3 positions in Ruidoso Downs; 3 for mayor, 8 for 1 council seat and 4 for 1 judgeship. Capitan and Carrizozo have some contested races as well. Finally, let’s have a great holiday weekend and a wonderful spring break season.

Regards,

Brad Treptow

