



Volume 1, Issue 10
JANUARY 2004



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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*

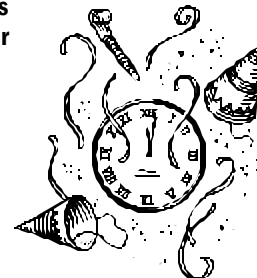


Happy New Year!

I hope everyone enjoyed their holiday season and have crawled back into the swing of things for 2004. I would like to personally wish each and every member a healthy and prosperous and profitable new year. While you're doing that, let's do whatever we have to for it to start snowing around here. The dry conditions no doubt illustrate that all of us should do the best we can to conserve water as well as be water conscious both at our businesses and at home. Also, please be cognizant of any potential fire dangers by managing thick, forest overgrowth, dense, loose brush and other ladder-type fuels again at our businesses and at home. On another note, the 30 day legislative session starts in less than two weeks and it should be an interesting session. Look for periodic updates from the chamber once the session begins.

Have a wonderful year and I look forward to continuing to serve the chamber membership in the months to come!

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



BAH Schedule & Calendar of Events

2004 BUSINESS AFTER HOURS SCHEDULE:

FEBRUARY 19TH: 5:30-7:30PM

LEADERSHIP LINCOLN
RVCC, 720 SUDDERTH, 257-7395

APRIL 15TH: 5:30-7:30PM

NOISY WATER LODGE &
SAVORIES PERSONAL CHEF SERVICES
1013 MAIN RD., 257-3881

AUGUST: DATE TBA

RUIDOSO MUNICIPAL SCHOOLS

OCTOBER: DATE TBA

MITCHELL'S SILVER & TURQUOISE

DECEMBER: DATE TBA

SEASON'S NURSERY

JANUARY CALENDAR:

24th—"Singin' in the Rain":
Spencer Theater for the
Performing Arts, Alto NM.
Tickets for the 2pm matinee:
\$36 & \$39.

Tickets to 8pm show:
\$42 & \$45. Info: 336-4800
or 888-818-7872

BAH NOTE: CURRENTLY, THE
MONTHS OF MARCH, MAY, JUNE,
JULY, SEPTEMBER & NOVEMBER
ARE STILL WIDE OPEN. WHY NOT
CALL US & SCHEDULE YOUR
BUSINESS-AFTER-HOURS TODAY?
INFO: LILLIE, 257-7395

SPENCER BAH PHOTOS!

CHECK-OUT PHOTOS OF OUR DECEMBER
BUSINESS-AFTER-HOURS AT THE
SPENCER THEATER THROUGHOUT THE
PAGES OF THIS NEWSLETTER... AND OUR
THANKS TO ALL WHO HELPED MAKE IT A
SUCCESS!



PICTURED L-R: BRUCE TIMSON, DEBBIE
HAINES, STEVE NESBIT AND
MARSHA TIMSON.

(Photos courtesy of Kathleen McDonald)



**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 Projects 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**

DECEMBER 2003

TOTAL SESSIONS SERVED: 193,968

TOTAL HITS MADE ON SERVER:

5,618,987

TOTAL PAGE VIEW HITS: 559,868

WEBMASTER: DAVE SHULTZ

937-2374, DAVE@RUIDOSO.NET

Village of Ruidoso Permits

Planning & Zoning—December 2003:

Total Permits Issued: 54

Total Value: \$1,463,437.24

City of Ruidoso Downs—December 2003:

Total Permits Issued: 5

Total Value: \$22,200.00

**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 TO EACH OF OUR NEW MEMBERS!

- AWESOME UPPER CANYON
- COMBEST HACIENDA
- MCCRACKENS CARPET & FLOORING
- MOUNTAIN BREEZE (CABIN)
- RUIDOSO SUBWAY
- THE BEAR HAVEN (CABIN)
- THE ORIGINALS (ACTORS & WRITERS)

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

CHAMBER BUSINESS MEMBER RENEWALS:

- ACTION SKI SHOP
- ALTO ALPS
- ALTO COUNTRY CLUB
- APPLE TREE B&B
- BEAR SKY GRAPHICS
- CATTLE BARRONS
- CANDLE POWER
- CANYON PRODUCTIONS
- CLOUD VILLA
- COMFORT INN
- CONDOTEL
- CREE MEADOWS PRO SHOP
- EFC GEN. CONTRACTOR
- EMMETT CONDOS
- EQUIBEST EQUESTRIAN
- FRANK'S FRUIT MARKET
- ANNA DAUBS
- JOE GOMEZ
- FIRST SAVINGS BANK
- FLOURNOYS CONDO
- FLY'S ETC.
- GOLDEN ASPEN MOTORCYCLE RALLY
- GOLDEN WEST PAWN SHOP
- GOOD TIMES @ALTO ALPS
- HIGH COUNTRY AGENCY
- HIGH MESA HEALING
- HIGH COUNTRY LODGE
- VERNON IWANCIN
- JOHNSTON JEWELERS
- JOSIE'S FRAMERY
- KOBR-TV
- KUHN'S BROS. LOG HOMES
- LINDAS CUSTOM FRAMING
- LOG CABIN RESTAURANT
- LONE TREE BIBLE RANCH
- LOOKOUT MANAGEMENT
- DR. DYLAN MIDKIFF
- MCMINN CHIROPRACTIC
- MISTY MTN. GOURMET
- MORTGAGE PRO
- MOUNTAIN AIR CABINS
- MOUNTAIN AIR CLOTHIERS
- MOUNTAIN ALARM
- MOUNTAIN COUNTRY STORE
- O'DAT ENTERPRISES
- OTERO COUNTY ELECTRIC
- PRINT PLUS
- PINERIDGE RV & CAMP.
- PINON POTTERY
- RUIDOSO ANIMAL CLINIC
- RIVER ROMANCE B&B
- RUDY'S BODY SHOP
- RUIDOSO FLOWER SHOP
- RUIDOSO PAVING
- SHADOW MOUNTAIN LODGE
- SHERRY BARROWS STRATEGIES
- SHERWOOD FOREST CBNS.
- SIERRA DOVE GLOBAL
- SKI APACHE DISABLED SKI
- SPENCER THEATER GUILD
- STAPLES
- GEORGE STATEN
- JIM STODDARD
- SOUTHWESTERN ADVERTISING
- TACO BELL
- DR. JOSEPH TAM
- THE LODGE@CLOUDCROFT
- THE STASH SELF STORAGE
- THE WILD HERB
- TOTAL ESCROW
- TRIPLE M SNOWPLAY
- TULAROSA VINEYARDS
- VAC & SEW
- DR. SALLY WATERS
- WILD WEST SKI SHOP
- JOAN ZAGONE
- ZIA NATURAL GAS

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



RIBBON CUTTINGS



DEC. 13, 2003:

Our faithful Greeters celebrate FLY'S ETC's new owners, Charles & Brenda Dixon (center l to r) along with store manager Winston Cox (in blue cap). Welcome!

THE GREETERS CORNER!

By Betty Blair, President



Brad has asked if I would write an article now and then, on behalf of the "Greeters" for this monthly newsletter, but it's occurred to me that some in our village might wonder just who the Greeters are and what our purpose is! Our by-laws read that we are a branch of the Chamber of Commerce and are a self-sustaining non-profit organization formed for the purpose of promoting business and tourist development. In doing so, we assist the Chamber with activities which benefit the VOR and Lincoln County. This includes ribbon-cuttings for new businesses, attendance at Business After Hours and hosting special programs, like our annual Christmas Jubilee. Our November 2003 Jubilee was a pleasant and successful event for over 80 local merchants. We estimate between 7-8,000 attended, with many from around our state and (of course!) our neighboring state to the east. Our advertising committee did a great job getting the word out via neighboring newspapers, TV and radio stations. Our best advertising is the word of mouth that keeps many groups returning to Ruidoso at a slow time of the year for our merchants... and Santa always finds his way to our Convention Center to speak to our youngsters and pose for pictures. Our own Nisha Hoffman is an outstanding storyteller! We also present Champion of Service awards. This honor goes to someone in our community who has done an outstanding customer service job, and December's honoree was Sharon Lackey of Sierra Glass. Congratulations, Sharon! We accept nominees for this award, so feel free to submit the name of anyone you feel goes that extra mile to provide the kind of service we ALL want to be the standard in our village. Ribbon cuttings are another service that we are pleased to offer and these are always free of charge to the business involved. If you are a new business owner, contact the Chamber and we will schedule your ribbon cutting at your convenience. Well, that it's for this month, my inaugural edition of the "The Greeters Corner". In future issues, I'll provide info on our 30 volunteer ladies, as well as insight into some of the projects and activities we've done in the past... and plan for the future. Have a wonderful, happy and healthy 2004!



Below are some ENMU enrollment figures at the end of the past three fall semesters:

Fall 2001 727
 Fall 2002 741—a 1.9% increase from 2001
 Fall 2003 751—a 1.3% increase from 2002



PICTURED:
DEMARIS HOWELL
& FIANCE,
STEVE FISHER

(Photos courtesy of Kathleen McDonald)



GET IT WHILE
IT'S HOT!
ATTENDEES
PARTAKE
OF A
DELICIOUS
SPREAD.



↑ STEVE TALLY, JUDY TALLY AND SCOTT MUHN SMILE FOR THE CAMERA WHILE LORI McKNIGHT'S DAUGHTER SARAH → SEEMS TO BE HIDING FROM IT!.



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: October 2002 — \$454,499.21
 October 2003 — \$560,554.96

This represents a 21% increase over the same month, last year.

Lodger's Tax Historical Collections:

October 2002 — \$48,038.78
 October 2003 — \$53,565.40

This represents an 12% increase over the same month, last year.

CITY OF RUIDOSO DOWNS

Gross Receipts Tax: November 2002 — \$172,636
 November 2003 — \$189,746

This represents a 10% increase over the same month, last year.
 (A .0625% increase in GRT effective July 1, 2003)

Lodger's Tax Historical Collections: (Figures unavailable)

THE RUIDOSO CONVENTION CENTER
MEETINGS FOR JANUARY 2004



DATE:	EVENT:	EXPECTED ATTENDEES:
January 16	Comcast Meeting	10
January 17	Ann Garrett Benefit Dance	300 plus
	Comcast	10
	Citizens Bank of Las Cruces	20
January 21	White Sands Test Facility	25
January 22	White Sands Test Facility	25
January 23	White Sands Test Facility	25
	Ft. Bliss	100
January 24	Ft. Bliss	100
January 25	Ft. Bliss	100
	Tap Enterprise Tool Sale	?
January 26	New Mexico Crop Production	130
January 27	New Mexico Crop Production	130
	NM Crop Improvement	70
January 28	New Mexico Cotton Growers	100
January 29	NM Agricultural Aviation	100
January 30	NM Agricultural Aviation	100
January 31	Ski Apache Disabled Skiers	200 plus
	Cluff/Jensen Wedding Reception	100



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 and Ken Noskers. Here’s to a great partnership!

Participating RVCC Merchants:

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • 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. | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 |
|---|--|---|



Below is a list of the fastest growing communities in new Mexico, based on percentage change in population from 1990 to 2000, according to NM Business Weekly's December 12-18 2003 edition. Lincoln County is the second fastest growing county. If you have difficulty viewing this list, please log onto:
<http://Albuquerque.bizjournals.com/albuquerque/stories/2003/12/15/list.html>.

THE LIST

Fastest-Growing Counties RANKED BY PERCENT CHANGE IN POPULATION

County	Percentage growth 1990-2000	2000 census population	1990 census population	Population Increase	Housing units	Total area in square miles	Water area in square miles	Land area in square miles	Median age in years
1 Torrance	64.4%	16,911	10,285	6,626	7,257	3,345.81	1.00	3,344.81	34.8
2 Lincoln	58.9%	19,411	12,219	7,192	15,298	4,831.25	0.28	4,830.97	43.8
3 Valencia	46.2%	66,152	45,235	20,917	24,643	1,068.21	0.58	1,067.63	33.8
4 Sandoval	42%	89,908	63,319	26,589	34,866	3,714.32	4.98	3,709.34	35.1
5 Catron	38.2%	3,543	2,563	980	2,548	6,929.03	1.22	6,927.81	47.8
6 Luna	38.1%	25,016	18,110	6,906	11,291	2,965.28	0.19	2,965.09	36.7
7 Sierra	33.9%	13,270	9,912	3,358	8,727	4,236.30	56.07	4,180.23	48.9
8 Santa Fe	30.7%	129,292	98,928	30,364	57,701	1,910.79	1.60	1,909.19	37.9
9 Taos	29.7%	29,979	23,118	6,861	17,404	2,204.62	1.45	2,203.17	39.5
10 Doña Ana	28.9%	174,682	135,510	39,172	85,210	3,814.62	7.44	3,807.18	30.2
11 San Juan	24.2%	113,801	91,605	22,196	43,221	5,538.36	24.35	5,514.02	31.0
12 McKinley	23.3%	74,798	60,686	14,112	26,718	5,455.22	6.49	5,488.72	26.9
13 Socorro	22.4%	18,078	14,764	3,314	7,808	6,648.71	2.31	6,646.40	32.4
14 Mora	21.5%	5,180	4,264	916	2,973	1,933.48	2.38	1,931.10	39.6
15 Otero	20%	62,298	51,928	10,370	29,272	6,627.43	0.93	6,626.50	33.8
16 Rio Arriba	19.9%	41,190	34,365	6,825	18,016	5,896.10	38.47	5,857.63	34.5
17 San Miguel	17%	30,126	25,743	4,383	14,254	4,735.63	18.59	4,717.04	35.1
18 Bernalillo	15.8%	556,678	480,577	76,101	239,074	1,168.65	2.62	1,166.03	35
19 Guadalupe	12.8%	4,680	4,156	524	2,160	3,031.58	1.20	3,030.37	37.5
20 Grant	12%	31,002	27,676	3,326	14,066	3,967.50	1.62	3,965.88	38.8
21 Colfax	9.8%	14,189	12,925	1,264	8,959	3,768.05	11.26	3,756.79	40.8
22 Roosevelt	7.9%	18,018	16,702	1,316	7,746	2,454.87	6.37	2,448.50	29.5
23 Cibola	7.6%	25,595	23,784	1,801	10,328	4,541.71	2.50	4,539.21	33.1
24 Curry	6.7%	45,044	42,207	2,837	19,212	1,407.67	1.72	1,405.95	30.8
25 Eddy	6.3%	51,658	48,605	3,053	22,249	4,197.57	15.55	4,182.02	36.4

SOURCES: U.S. Census Bureau
 New Mexico Business Weekly consistently strives to create accurate lists, but oversights do occur. We welcome your input on future lists. You can fax us at 505-768-0890 or email lgillespie@bizjournals.com.
 Upcoming lists: Public Employers, Manufacturers
 Researched by Lisa Gillespie



← SURPRISE GUESTS & STARS OF "IT HAD TO BE YOU", RENE TAYLOR & JOE BOLOGNA, SAY A FEW WORDS TO THE CROWD... OR AT LEAST, TRY TO!

(Photos courtesy of Kathleen McDonald)



↑ DR. GARY JACKSON (LEFT) & FRIENDS STRIKE A POSE IN THE CRYSTAL LOBBY WHILE ← A TRIO OF LADIES CHAT BY ONE OF THE CHRISTMAS TREES.

BUSINESS DAY IN SANTA FE

Legislative Reception
 Mon., Jan 26, 2004—5:30 to 7:30pm,
 Sweeney Convention Ctr.
 201 West Marcy

Business Day
 Tues., Jan 27, 2004—7:30am to Noon
 Eldorado Hotel
 309 W. San Francisco St.

Info: Becky Pitts
 Assoc. of Commerce &
 Industry of NM (ACI)
 Phone: 505.842.0644
 Fax: 505.842.0734 Email: aci@nm.net

"ACI is New Mexico's statewide business advocate."



CHAMBER MEMBER FEEDBACK: E-MAIL VIRUS WARNING

The following information comes to us from David Clarke AIA, of Mountain Sun Architecture, in response to last month's "A Card for You" E-mail virus alert. He writes:



"Perhaps you have heard by now, but you should be careful about announcing computer virus warnings (e.g., in the December RVCC newsletter). Believe it or not, the 'Virtual Card for You' virus is a hoax. Search for it on vmyths.com. This is a website dedicated to exposing virus hoaxes. While there are indeed computer viruses out there, some of which are extremely malicious, most of them turn out to be hoaxes that are intended to bog down the internet with people forwarding false warnings to all their friends. Or worse, they get people to do things to their own computers thinking they are "fixing" a virus when none, in fact, exists. Whenever I get a warning, I always check for it on vmyths.com first to see if it is a hoax. If it is not listed there, then I go to McAfee's website to research the virus and find out what to look for and do if infected. [Vmyths.com](http://vmyths.com) does discuss the "Virtual Card for You" virus hoax and its variants, including the ones that are confirmed by McAfee or Microsoft." Good to know, David. Thanks for your input!

This is a Member-To-Member idea exchange. We welcome your comments on previous newsletter items or on any issues that might benefit ALL of our membership. Brad L. Treptow may be reached at brad@ruidoso.net.



Thank you to all who attended and participated in last month's Small Business Development Center Breakfast Forum at the Ruidoso Convention Center:

- Rusty Garvin, Wells Fargo Bank
- Joe Zagone, Century 21 Real Estate
- Debbie Haines, Zia Natural Gas
- Laura Runnels, Print Write Now!
- Barbara Crane, Ruidoso Convention Center
- Bruce Timson, Hawthorn Suites &
- David Clarke, Unitarian Church

We are especially grateful to our guest speakers (pictured above) Congressman Steve Pearce, Gene Simmons of the SBDC in Roswell & Dr. Jim Miller of ENMU Ruidoso for their attendance and for taking the time to share their ideas with us. Our hope is that these—and all future—seminars will become regular events. We will notify you as soon as they are scheduled, via this newsletter... so stay tuned!

TRAVEL TRENDS

According to Travel Trends, a Tourism Association of NM publication, for the first time ever, Ruidoso is third in year-to-date revenues at \$17,737,105... passing Las Cruces at \$17,468,420! The top 5 cities are as follows:

YEAR-TO-DATE THIRD QUARTER STANDINGS

RANK:	CITY:	3RD QUARTER YTD '03
#1	Albuquerque	\$132,384,293
#2	Santa Fe	\$81,043,860
#3	Ruidoso	\$17,737,860
#4	Las Cruces	\$17,468,420
#5	Taos	\$13,689,901



IN MEMORIAM

Becky Ann Crown
1959-2003

Becky is survived by her husband Paul, stepdaughter Kari Ann Rangel, her husband Mike, her mother Sandra J Ruby, her father David J Steffa, her stepfather Glenn Deaton, her brother Dave Steffa and sister Kim Welter.

The family suggests memorials or donations be made to Ruidoso Hospice at PO Box 2019, Ruidoso NM, 88355

...IN CASE YOU MISSED IT!

THE FOLLOWING ITEMS WERE IN LAST MONTH'S NEWSLETTER, BUT ARE TOO IMPORTANT TO OVER LOOK!

1. WE HAVE NEW MEXICO WORKERS COMPENSATION ADMINISTRATION POSTERS & BROCHURES HERE. PLEASE STOP BY THE CHAMBER OFFICE FOR THESE FREE MATERIALS TODAY!
2. OUR NEXT 3 MONTHLY MAIL-OUT FLIERS ARE DUE HERE BY THESE

DATES:

- MONDAY, FEBRUARY 9TH
- MONDAY, MARCH 8TH &
- THURSDAY, APRIL 8TH

1. CONTRIBUTIONS FOR BOB & RUTH ANN CRUMPTON CAN STILL BE MADE AT FIRST NATIONAL BANK OR HERE AT THE CHAMBER.

FOR COMPLETE DETAILS, PLEASE SEE OUR DECEMBER 2003 NEWSLETTER OR CALL US HERE AT THE CHAMBER

Director's Message: Brad Treptow, Executive Director

First of all, I'd like to wish everyone a happy and prosperous new year and hope that 2004 brings you everything you ask. Next, you'll be receiving a ballot in the mail within the next week asking for you to vote for two additional board members, one for the lodging and one for the service council. After reviewing our representation, it was determined that our largest councils would be better served if there were two board representatives. The retail council already has two representatives but the lodging and service councils only have one. There are 7 total candidates, 4 for the service council and 3 for the lodging council. I also wanted to remind the membership that the 30 day legislative session begins in late January 2004. For those members who are interested, there will be a Legislative Reception in Santa Fe on Monday, January 26th and the Business Day will be on Tuesday, January 27th. For more information, look at the block of text at the top of page 7.

You'll notice on the top of this page that for the first time in history, as I'm told, Ruidoso has surpassed Las Cruces in the 3rd quarter YTD lodging revenue according to Travel Trends, a publication from the Tourism Association of New Mexico. I would like to thank everyone who completed the first of two contract training classes hosted by the Ruidoso Valley Chamber of Commerce to enhance computer competency. The first class was a huge success. Look for more member seminars in the future. MARK YOUR CALENDARS!!! The Lincoln County Community Center Task Force will be meeting in Capitan on Monday, February 2nd at 7 PM at the Ruidoso School Administration building on Horton Circle in Ruidoso. Your attendance is critical as progress continues to be made on this issue. Finally, ongoing congratulations go to Ski Apache for doing the best they can given the fact that Mother Nature has not been very cooperative at all.

Keep up the great work and THINK SNOW!!! Regards, Brad Treptow

