



The Noisy Water Gazette

Volume 1 Issue 2
Newsletter Date

Summer - Need We Say More!

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Well yes. Summer brings with it a variety of options. The Ruidoso Valley and Lincoln County offer many vacation choices.

The race track in Ruidoso Downs opens Friday, May 23rd & racing will continue through Labor Day, September 1st. And the new Mescalero Casino (on hwy 70) targets May 15th, 2003 for its 'soft' opening and May 23rd, 2003 for the Grand Opening.

For those who love the outdoors there are many hiking trails that offer breathtaking vistas with a variety of easy to difficult terrains. For a safe and enjoyable hike take the proper equipment (water, jacket, etc.).

Are you going camping? Please be fire safe and take all necessary precautions when putting out the camp fire. With the dry season upon us, before the monsoons, a camp fire can't be 'out enough'.

Join the tourists and shop locally this season.



How Things Have Changed!

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Calendar of Events

MAY

3-31 - Historic Preservation Month in Lincoln
653-4025

10th - Sierra Blanca Golf Scramble 257-5815

10th - Starry Night, Lincoln 630-0044

10th - River Clean-up 257-9494

9-11 - D & T Bonito Store Arts & Crafts 336-4719

15 - 18 Aspencash Motorcycle Run & Trade Show
1-800-452-8045

17 - 18 2nd Annual All-Natural Fiber Festival, Lincoln
505-849-1115

23rd - Ruidoso Downs Racetrack opens 378-4140

24-25 - Gun & Collectible Show 258-2313

BUSINESS AFTER HOURS

May 15th - Cree Meadows

May 29 - The Old Mill

June 19 - Dance Studio

July 17 - Chileos

August ? - Small Business After Hours at the
Chamber of Commerce

September - Golden Aspen Rally

October - Mitchell's

November 6th - 1st National Bank

December—RVCC Open House

BOARD OF DIRECTORS 2002 - 2004

Dr. Jim Miller - President
Pat Martin - President Elect
Phillis Barnett - Past President
Rusty Garvin - Treasurer
Paul Ragland - VP- Membership Services
Michelle O'Brien - VP - Community Services
Steve Tally - Lodging Council
Casteel Martell - Large Retail Council
Jim Gibson - Healthcare Council
Jean Stoddard - Attractions Council
Tracey Jeffers - Professional Council
Chad Evans - Real Estate Industry Council
Demaris Howell - Small Retail Council
Nisha Hoffman - 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

Champion of Service Award

The Ruidoso Valley Greeters and the Ruidoso Valley Chamber of Commerce would like to remind you of the Champions of Service awards. If you feel that there is an individual in our community that has shown outstanding customer service and you feel that they should be recognized, please contact the Ruidoso Valley Chamber of Commerce at 257-7395.



Ruthie Hernandez
Champion of Service
Hawthorne Suites

The Chamber of Commerce gives a big thank you to the new members that joined during the membership drive in Feb.

A Touch of Magic, A+ Realty, The Adobe, Alan Morel, P.A., Alto Mesa Builders, Art With Heart, Michael S. Line, Attorney-At-Law, Before & After, Benchmark Engineering & Surveying, Inc. Best Pals Animal Sanctuary, Beth Buchanan Design, Bill's Custom Leather, BMR Marketing, Brady Baxter, Cabin Fever, Callender Insurance Agency, Candyce Garrett Granite Sculpture, Chamber Commerce Consultants, Chileos Mexican food, Community Home Care, Cool Ruidoso.com, Cortez Gas of Ruidoso, Dan Austin CPA, PC, Deborah Hewitt, MD, Digestive Disease Institute, The, DJ's, Doris Huskey Real Estate Agent, Dr. Paula Land, Eagle Land Surveying, Ed Buck Attorney, Mayor Leon & Cindy Eggleston, Evelyn's Fashion, Flash Seal Coating, For K Construction, Friends Hair & Nail Salon, Gary Thompson CPA, Goldsmiths of Ruidoso, Great Wall of China, Hair Remedy, Hartnett Group, LTD, Heritage Health Services, Hinkle, Hensley, Shanor & Martin, LLP, Homebodies, LTD, Hondo Properties, Incognito Day Spa, Judy Gerth, James H. Bozarth, Attorney, Janet Arrowsmith-Lowe MD, John Cornelius Builders, Juergen Rebstock MD, Lincoln Auto & Truck Parts, Lincoln County Gold Mining Co. Lincoln County Medical Center Fnd, Inc, Lincoln County Radiology, LLC, Bernd Kamphe, N & H Log Homes, NAPA Auto Parts, Ole Taco, Prestige Cabinet, Radio Shack, Rebekahs, Remington Homes, Rocky Mountain Const., Roswell Toyota, Ruidoso Gastroenterology, Ruidoso Laser Wash, Ruidoso Pest Control, Ruidoso Septic Service, Ruidoso Tool Rental, Inc, SBS Wood Shavings, Sierra Blanca Medical Assoc, Sierra Glass, Sierra Wholesale, Simply Hairresistable, Steppin Out, Syed Hasmi MD, Terry Rolan, MD, Texas Ranch Furniture, New Shop, Inc., Village Furniture, Walter Seidel MD, White Mountain Glass, William H. Brogan, Attorney-at- Law,

Welcome all new Chamber of Commerce Members since January 2003.

Region IX
Ranches of Sonterra
Zanders Lawn Care
GoogliBuds Divine
Stockstill Properties
Burnt Well Guest Ranch
Ruidoso Metal Works
Pete L. Davis
Celebration at Alto Alps
Lyndon & Dorianne Camp
Kannadays Bookeeping Service
Denton Rock Company

News from the U.S. Chamber of Commerce

MORE MONEY FOR SMALL BUSINESS -

Chamber Helps Restore \$6 Billion in SBA Loans

In a resounding victory for the U.S. Chamber, the federal government recently restored \$6 billion in guaranteed small business loans - funds that are vital for the continued growth and prosperity of many of the nation's 22.4 million small businesses.

The SBA 7(a) program - responsible for 44,000 loans a year - accounts for 40% of all long-term lending to small businesses. That money is invaluable to entrepreneurs with a dream and a strong work ethic but with little in the way of financial backing.

The web site for the U.S. Chamber of Commerce is www.uschamber.com. There is information there for the small business owner.

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Although Earth Day has come and gone for this year - some interesting bits of information about water and land: Just 2.5% of Earth's water supply is freshwater. (There will never be a new supply, so please treat it kindly).

- Since 1972, the United States has invested more than \$540 billion in water pollution control efforts.
- Discharges of untreated organic wastes and toxic metals from industry have sharply declined, plunging 98% from 1970's levels.
- Since 1980, toxic organic industrial pollution of U.S. rivers and streams has been reduced by 99%, and metal pollution has been reduced by 98%.
- today, two-thirds of the nation's waters are safe for fishing and swimming compared to only one-third in 1972.
- Americans' water use declined more than 20% from 1980 to 1995, from 1,900 gallons per person per day to about 1,500 gallons. Since 1950, the U.S. population increased 89%, but new land development increased only 66%.
- Only 4.8% of our country's land is covered by urban or suburban areas or a roadway. At the current rate of growth, it would take 50 years to build more than even 1% of the nation's land mass.
- The amount of America's wetlands is growing. In 1995 alone, there was a net gain of 69,000 acres of wetlands.

[Also from the U.S. Chamber of Commerce].

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**Did You Know.....**

- For every one customer complaint you receive, there are 25 others you never heard about.
- 91% of all customers who do complain won't do business with your company again.
- 13% of customers who have a negative experience tell 20 or more potential customers.
- It costs your company 5 times more to get a new customer than it does to retain an existing one.
- 82% of customers make a decision to do business with a company simply based upon how the phone is answered.

**Meet the Ruidoso Valley Greeters  
2002—2003**

- | Carol Benham
- | Betty Blair - Vice President
- | Patricia Breeding
- | Sally Burkstaller
- | Carolyn Craig
- | Mary Ann Crowell - Recording Secretary
- | Bobbie Debolt
- | Trink Edmonds
- | Geneva Fender
- | JoAnn Griffin
- | Dean Haynes
- | June Hence
- | Nisha Hoffman - President
- | Kaye Kernodle - Jubilee Chairs
- | Cheryl Knobel
- | Nelda Lewis
- | Sue MacFarlane
- | Linda McLaughlin
- | Junett Noack
- | Gail Olsen - Champions of Service
- | Mary Parker
- | Beverly Pennetta - Champions of Service
- | Gloria Powers
- | Lynette Ranton
- | Jan Sawyer - Jubilee Chairs
- | Judy Shaw
- | Kathy Switzer
- | Betsy Traylor
- | Annette Wallace



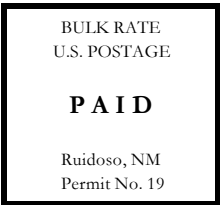


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Your input is invaluable! What items of interest you would like to see in your newsletter? Contact the Chamber with ideas, suggestions and/or noteworthy items.

*Director's Message:*

*Patric Pearson,*

**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
- Lincoln County

Please support the businesses at the 'Y' - they are open for business.

Hello,

It has been exciting to participate in the Ruidoso Valley Chamber of Commerce growth. We have had lots of dynamic leaders who filled positions on our board, committees and as members. But, it really has been all of YOU working together that has made this Chamber the organization it is today.



Today's Chamber is even more exciting....you have a dedicated Board of Directors who will continue to lead you. We always will need more business people who care about the community and the welfare of their fellow businesses. Especially in this period of transition, think about stepping forward and lending YOUR expertise!

I have very much enjoyed working with everyone and coordinating the variety of events that the Chamber sponsors. I will miss the business community.

Best Wishes,  
Patric Pearson