



The Ruidoso Valley Chamber and Visitor's Center presents

# The Noisy Water Gazette

Volume 1, Issue 7

October 2003



*Excellence Through Service*

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



*October comes to life! Fall is a great time for the Ruidoso area as well as one of multiple activities for any age or interest. The Aspen Fest and Cowboy Symposium events the past couple of weekends were a huge success with the parade, the chili cook-off, arts and crafts fair and the classic car show, entertainers, chuckwagon cookoff, etc. And of course, this weekend will highlight our annual Oktoberfest celebration at the Ruidoso Convention Center. The month is closed with Halloween trick-or-treating in midtown. All of these activities are vital to our community's quality of life as well as the local economy. Get out and enjoy everything you can as far as the events, weather and change in seasons!*

## Calendar of Events

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### OCTOBER 2003

- 17-18th: Oktoberfest at Convention Center, Fri 5-11, Sat Noon-11. Info: 877-877-9322
- 25th: "Life's a Mystery" Dinner Theater at Mountain Annie's, 7pm. Info: 257-7982
- 25th: "Tea For Two or Just for Two" Book signing at First Presbyterian Church, 2pm. Info: 336-1225
- 26th: Daylight Savings Time Ends!!!
- 30th: Rotary Enchilada Dinner at RHS, 4-8pm. Info: 257-7395
- 31st: Halloween Trick-or-Treating in midtown (dusk).
- 31st: Fall American Photography Exhibition at Hubbard Museum, until Jan 11th, 2004. Info: 378-4142

### BUSINESS AFTER HOURS

#### SCHEDULE 2003:

5:30-7:30pm

#### October 16:

**Mitchell's Jewelry**

#### November 6:

**1st National Bank**

#### December (TBA):

**RVCC Open House**

**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](mailto:brad@ruidoso.net)

**Marguerite Grace**—Operations Manager

E-mail: [marguerite@ruidoso.net](mailto:marguerite@ruidoso.net)

**Lillie Erives-Mattson**

Membership/Special Events Coordinator

E-mail: [lillie@ruidoso.net](mailto:lillie@ruidoso.net)

**Visitor Center Staff**

**Gerri Baker**—Manager

E-mail: [info@ruidoso.net](mailto:info@ruidoso.net)

**Stan Thomas**—Information Specialist

**Kay Gady-Arki**—Information Specialist

**WEB SITE STATISTICS FOR THE  
MONTH OF**

**SEPTEMBER, 2003**

**TOTAL SESSIONS SERVED: 162,197**

**TOTAL HITS MADE ON SERVER:  
4,224,490**

**TOTAL PAGE VIEW HITS: 415,389**

**WEBMASTER: DAVE SHULTZ  
937-2374, [DAVE@RUIDOSO.NET](mailto:DAVE@RUIDOSO.NET)**

**Small Business Development Center  
Eastern New Mexico University-Roswell  
Progress and Projects**

**Below is a summary of the progress for the Small Business Development Center with regards to the number of clients, client sessions and hours, capital formation, businesses, businesses receiving loans, jobs created and retained for 2002 and the first quarter of 2003.**

**Progress of the SBDC:**

- Number of clients, 2002: 234
- First quarter 2003: 83
- Number of client sessions, 2002: 1,001
- First quarter 2003: 267
- Total client hours, 2002: 2,255
- First quarter 2003: 640
- Capital formation, 2002: \$5,585,459
- First quarter 2003: \$1,410,376
- Total number of businesses (receiving loans), 2002: 25
- First quarter 2003: 6
- New businesses opened, 2002: 10
- First quarter 2003: 3
- Number of jobs created (Full-time equivalent), 2002: 51
- First quarter 2003: 4
- Number of jobs retained (FTE), 2002: 34
- First quarter 2003: 4

**SBDC Projects**

The Roswell SBDC has established two areas of special focus and targeted assistance for this next year. Minorities, including Native Americans and the Hispanic population, have a growing interest in participating in the free enterprise system. Lincoln County has provided an opportunity for the Roswell SBDC to assist the Native American population in starting and operating their own businesses. The second area is the handicapped. The SBDC has built a good working relationship with the Department of Vocational Rehabilitation. This gives the SBDC an opportunity to assist clients in this area with business plan writing as well as other areas of business training.

Long-term projects include the establishment of a revolving loan fund, working with youth in a youth entrepreneurship program, and reopening a business incubator at ENMU-Roswell. The business incubator was recently funded, and will be getting underway on the campus of ENMU-Roswell in July of this year.

**Village of Ruidoso Permits  
Planning & Zoning September 2003**

**Total permits issued: 139**

**Total Value: \$8,002,154.18**

RIBBON CUTTINGS



RIBBON CUTTING AT THE NEW FOXWORTH-GALBRAITH HOME DESIGN CENTER IN THE ATTIC COMPLEX



GIFTS & GAB  
LCMC AUXILIARY



SUNFLOWER FLORAL &  
GIFTS AT MECHEM  
& SUDDERTH

**Welcome to each of our new members:**

*Your RVCC will help you get the most out of your investment!*

- ☞ Sandy Davidson - Affiliate with All American Realty
- ☞ New Mexico Health Insurance Alliance
- ☞ Lorene & Larry's Frame & Art
- ☞ A Cabin Connection
- ☞ Laura-Donna Kenna/Greeter
- ☞ Big Brothers Big Sisters of Lincoln County
- ☞ Hampton Inn & Suites
- ☞ AAA Sundance RV & Campground
- ☞ All About Spas
- ☞ Amy's Cottage

**Chamber Business Members Renewals:**

*A special thank you to each and every one of our renewal members.*

*Your investment is greatly appreciated!*

- ☞ A Home Away From Home
- ☞ Bailey Cabin
- ☞ Bonita Stables
- ☞ Bennett's Indian Shop
- ☞ Benson's Fine Art
- ☞ Cabins At Cloudcroft
- ☞ Café Rio
- ☞ Circle J BBQ
- ☞ Cozy Bear Cabins
- ☞ Culligan Water
- ☞ Economy Inn
- ☞ Emmett Private Condos
- ☞ Equibest Stables
- ☞ Exclusive Homes
- ☞ Fairway Meadows Condos
- ☞ Farr, Joe
- ☞ GSV Title Services
- ☞ Haynes, Dean
- ☞ Hobbs, Earl
- ☞ Huffstedler Appraisal
- ☞ Krueger, Jack
- ☞ Lookout Management
- ☞ Michelena's
- ☞ Midkiff, Dylan
- ☞ Motel 6
- ☞ Parker, Mary
- ☞ Pillows Funtrackers
- ☞ Pinon Pottery
- ☞ Pre-Paid Legal/Mary Weaver
- ☞ Ruidoso Home Care
- ☞ Rush Ski
- ☞ SB Strategies
- ☞ Sierra Cleaners
- ☞ Sierra Dove Global
- ☞ Smokey Bear Motel
- ☞ Spencer Theater
- ☞ Star Trust/Pre-Paid Legal
- ☞ Suzie's Closet
- ☞ The Three Bears

CHAMPIONS OF SERVICE



CONGRATULATIONS TO MATT WILLETT & CRAIG BROCK AT HIGH ALTITUDE AS OCTOBER 2003 CHAMPIONS OF SERVICE!



**Gross Receipts Tax**— July 2003 - \$797,043.56

July 2002 - \$722,941.13

This represents a 10% increase over the previous month, same year.

**Lodger's Tax Historical Collections**

July 2002 \$ 103,743.83

July 2003 \$ 131,600.94

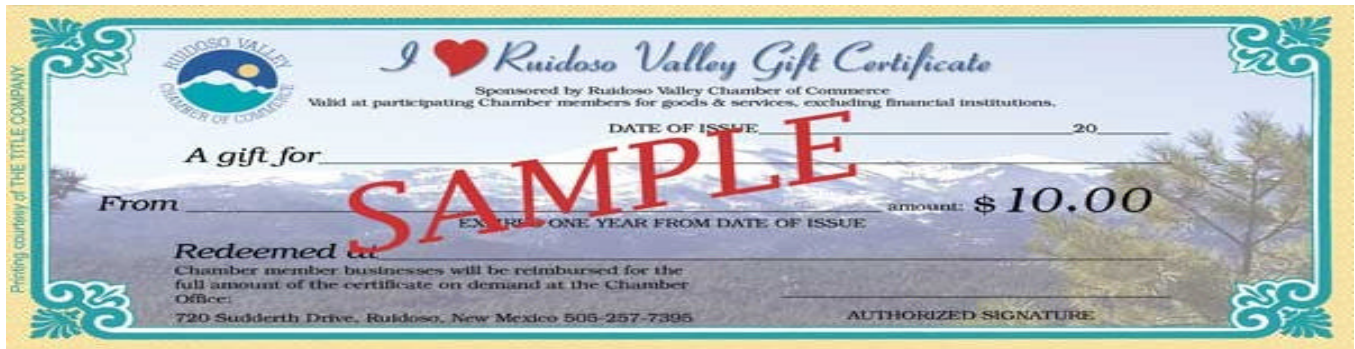
This represents a 27% increase for the same month, previous year.

**Sales Statistics for Ruidoso Board of Realtors**

	September '03	September '02
Closed List.	131	111
Total Sell. Price	\$ 17,050,545	\$ 12,063,475
	YTD: Jan-Sept '03	YTD: Jan-Sept '02
Closed Listings	807	702
Total Sell. Price	\$ 88,650,569	\$ 70,012,458



Shop locally with “I ♥ Ruidoso Valley ” Gift Certificates!



### WHO CAN BUY THE CERTIFICATES?

Individuals who are either local residents or visitors; businesses, corporations, organizations, anyone who wants to show their appreciation!

### REASONS TO BUY THE CERTIFICATES?

Employee rewards, customer appreciation, stocking stuffers, birthday gifts, anniversary gifts, something family and relatives can do when they visit.

### HOW DOES IT WORKS?

This program is simple. Individuals or businesses purchase these certificates at the Ruidoso Valley Chamber of Commerce. The buyer has up to one year to use them at participating Ruidoso Valley Chamber of Commerce Members. The recipient purchases goods and services from a participating Ruidoso Valley Chamber of Commerce member and present the certificate. It is treated just like cash although it has no cash value. If the total for the good or service is less than the certificate, the difference is refunded to the certificate owner. If the total for the good or service is more than the certificate, the certificate owner pays the difference. The participating Ruidoso Valley Chamber of Commerce member brings the certificate to the Ruidoso Valley Chamber of Commerce office and is reimbursed the full amount of the certificates that were used in that establishment.

### WHAT TO DO!

Try the certificate yourself. Come to the Ruidoso Valley Chamber of Commerce and buy some to try it out. You'll find just how easy and fun it really is. More importantly, contact the Ruidoso Valley Chamber of Commerce and let us know that you will participate. That way, we can prepare a list for certificate buyers as well as creating some type of designation so the buyers can easily spot participating members, like a door sticker for example.

## Participating RVCC Members:

- 102 Center Street - 102 Center
- Bill's Custom Leather -  
2500 Sudderth
- Books Etc - 2340 Sudderth
- Brunell's, Inc. - 2316 Sudderth
- Cabins & Cottages - 2336 Sudderth
- Candle Power - 2605 Sudderth
- Covered Wagon Gallery -  
2526 Sudderth
- End of the Vine - 2801 Sudderth
- Johnston Jewelers - 1304 Sudderth
- Hawthorn Suites - 107 Sierra Blanca
- Imports, Etc - 2402 Sudderth
- Lavender Spring Ranch -  
(Tinnie, NM)
- Lincoln County Grill -  
2717 Sudderth
- McMahon Fine Arts - 700 Mechem
- Merle Norman - 2809 Sudderth
- Mitchell's - 2622 Sudderth
- Pinon Pottery Studio -
- Red Raccoon - 2339 Sudderth
- Rush Ski - 101 Mechem
- Seasons Nursery - 315 Sudderth
- Shuttle Ruidoso - 336-1683
- Steppin' Out- 721 Mechem
- The Herb Stop - 2117 Sudderth
- The Three Bears - 2600 Sudderth
- The New Shop - 2500 Sudderth
- The Wild Herb Market -  
1715 Sudderth
- Tricia's - 1301 Sudderth
- Village Ace Hardware -  
2815 Sudderth
- Visions - 2801 Sudderth

Why not add YOUR business to this  
growing list today?

Let us know!

☎ 257-7395 ☎

## ASPENFEST 2003



A special Thank You goes out to everyone who worked on the Ruidoso Valley Chamber of Commerce's Aspen Fest Parade Float.. They were:

Casteel and Marty Martel, Chad Evan, Mark Christiansen, Village Ace Hardware, Foxworth-Galbraith, Demaris Howell, Seasons Nursery, Pat & Paul Martin, Paul Ragland, Lillie Erives Mattson, Gerri Baker, Andrea Treptow, Jean Stoddard, Steve Tally, Greg Cory, Betty Blair and everyone else who contributed in every

way possible. Special "congrats" go out to the following Float entries:

**1st Place, \$100 prize**—First National Bank. **2nd Place, \$50 prize**—Mescalero Schools & **3rd Place, \$25 prize**—Ruidoso Valley Chamber of Commerce (pictured).

*Finally, the Ruidoso Valley Chamber of Commerce hopes everyone had a great time at the parade and we look forward to seeing you out there next year!*

### *Director's Message: Brad Treptow, Executive Director*

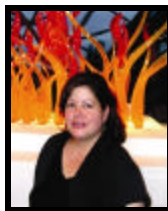
I hope everyone is enjoying their Fall as much as I am. What a great start to the season with Aspenfest weekend, the Lincoln County Cowboy Symposium and Oktoberfest this weekend! I wanted to extend my personal gratitude to everyone who made the chamber's float a huge success and loads of fun! Thanks again.

The Ruidoso Valley Chamber of Commerce will be implementing training seminars in the near future and I've sent out an email requesting suggested topics. Some of the responses include: customer service in the workplace and on the telephone; getting the most for the advertising dollar; fraud prevention; time management; conducting business on the internet; hiring/firing; rewarding personnel; business ethics and financial reporting/check up. If you would like to add your suggestions to that list, feel free to contact me via phone, fax or E-mail as soon as possible. Enclosed is also list (page 5) of the participating members thus far in the "I Love Ruidoso Valley Gift Certificate" Program and this list is growing by the day! If you haven't done so already, be sure to add your business, as now is the perfect time... *right before the holiday season!*

You'll also notice that the Ruidoso Valley Chamber of Commerce recently went through some staffing transitions.



*Eddie Parker &  
Karen McGeoghegan*



*Lillie Erives-Mattson,  
Membership/Special  
Events Coordinator*



*Stan Thomas,  
Information Spe-  
cialist*



*Kay Gady-Arki,  
Information  
Specialist*



We wish Eddie and Karen (who left to pursue other ventures) the very best of luck. Congratulations are in order for Lillie Erives-Mattson who's moved from the Visitor Center to the Chamber in the newly redefined Membership/Special Projects Coordinator. A huge welcome goes out to Kay Gady-Arki and Stan Thomas for being selected as Information Specialists for the Visitor Center. When you get the chance, please stop by and congratulate each!

Regards,  
Brad Treptow