

# Communique

May 2011

A Newsletter of the Roosevelt County Chamber of Commerce

## Chamber Notes

### Heritage Days set June 17-19

Planning is under way for the 27th annual Heritage Days celebration June 17-19 with a parade, booths and music in City Park, a car show, motorcycle rally, old-fashioned games and more on tap.

Booth vendor applications have been sent to previous vendors and Chamber members. Booth space is limited to 50 and those are filling up quickly. If you would like an applica-

tion stop by the Chamber, call 356-8541 or send an e-mail to chamber@portales.com. Booth space is first-come-first-serve and free to Chamber members and non-profits. Cost is \$50 for non-members.

Parade entry forms will be sent out in the next week to Chamber members and previous participants. Others interested can contact the Chamber.

### Business Appreciation Week planned

The Chamber, in conjunction with Portales MainStreet, the Roosevelt County Economic Development Corp. and the Small Business Development Center will host Business Appreciation Week June 7-9.

Events will include

a Tuesday breakfast kickoff with an Ask-the-Expert panel as well as free seminars on Wednesday and Thursday on marketing your business. A business mixer on Thursday is planned.

Watch for details soon.

### Membership software being added

The Chamber is in the process of switching to a new online membership software.

In addition to greatly streamlining the billing processes, the software will also add online functionality to the Chamber's websites that will be of benefit to members. E-mail blasts

will be improved, members will be able to post "Hot Deals," job listings and calendar events from their computer or by contacting the Chamber.

Online billing and tracking of events will also be available.

Look for more later this month.

### Volunteer of the Month



Cathy Hess, chairman of the 2011 Portales Relay for Life was named Volunteer of the Month for May by the Roosevelt County Chamber. Hess, who is department secretary for the Health and Physical Education office at Eastern New Mexico University, took the reins of the Portales event held every other year in Greyhound Arena after successfully chairing the American Cancer Society fundraiser in Clovis. This year's event featured approximately 380 participants on 32 teams and raised over \$30,000. That's up from 22 teams and approximately \$20,000 previously.

## Ribbon Cuttings



Members of the Ambassadors held a ribbon cutting for new member Striped Horn3 on April 21. Owner Peggy Pedigo creates barbed wire sculpture and wall hangings. She also sells tanned hides and horns for decorating. She works out of her home and can be reached at (575) 218-4609 or e-mail stripedhorn3@hotmail.com. She plans on having a booth at Heritage Days.

### Business of the Month



Southwest Cannery, Inc. was selected as the Roosevelt County Chamber of Commerce's Business of the Month for May. Shown accepting the award from Ambassadors and Chamber President Chris Wood are Brad Wallers, controller, Kim Webskowsky, administrative assistant, Andrea King, accounting manager and Bill Aguirre, plant accountant. Not pictured is Joe Smith, plant manager. Southwest Cannery has been an important employer in the community for years and regularly assists the Chamber with events like the N.M. Ag Expo with donation of soft drinks.

### Chamber Calendar

- May 4 - Right Start distribution
- May 5 - Heritage Committee, 5 p.m., Chamber
- May 10 - Executive committee, 8:30 a.m., Chamber
- May 12 - Ambassadors meeting, 11:30 a.m., Chamber
- May 12 - N.M. First Town Hall, 5 p.m., Memorial
- May 14 - Ribbon cut, Kiss-a-Hay, 9:30 a.m., Milnesand
- May 17 - Chamber Board, noon, Chamber
- June 7-9 - Business Appreciation Week
- June 17-19 - Heritage Days

For community events check online at: [portales.com](http://portales.com)

## MEMBER SPOTLIGHT

**Southside Storage**  
325 W. 18th Street  
Portales, NM 88130  
(575) 359-0232

### 2011 Chamber Board of Directors

President  
Chris Wood  
Frost Mortgage

President-elect  
Alyssa Idsinga  
C&S, Inc.

Secretary/Treasurer  
Wanda Graham  
Kiva Realty

VP, Membership Services  
David Essex  
Xcel Energy

VP, Community Affairs  
Don Thomas  
The Print Shop

Members  
Lynn Berry  
Portales News-Tribune

Ronnie Birdsong  
ENMU

Sheryl Borden  
Individual

Randy Fowler  
Portales Schools

Megan Hamilton  
Trader Horn True Value

Dianne Parker  
City of Portales

Jerry Partin  
Roosevelt County Electric  
Coop

Seth Pritchett  
Signman Signs

Michele Robertson  
Hestands Floral & Gifts

Antonio Sanchez  
Eastern New Mexico  
Engineering

Sandra Taylor-Sawyer  
CCC-Small Business  
Development Center

**Chamber Mission:**  
To build community and pride in Roosevelt County by serving as an information resource and by coordinating community enriched events and activities that contribute to the prosperity of the area.

### Welcome New Chamber Members



Striped Horn3  
stripedhorn3@hotmail.com  
(575) 218-4609

**Roosevelt County Chamber**  
100 S. Avenue A  
Portales, NM 88130

(575) 356-8541  
(575) 356-8542 (fax)  
800-635-8036  
chamber@portales.com  
Karl Terry  
Executive Director

Check out our calendar of events at [www.portales.com](http://www.portales.com)