



100 Clayton Road
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Raton, NM 87740
(575)445-3689
ratonchamber@bacavalley.com

NEWSLETTER

November 2012

VISIT OUR WEBSITE FOR MORE INFORMATION

www.raton.info

Our Mission is

- ◆ Develop and encourage the association and cooperation of persons having a common interest in the development of business within the Raton community for the purpose of promoting their common business interest by the improvement of business conditions with the community
- ◆ To establish representation in the political process to the extent permitted by an organization qualified for exemption from tax under Section 501(c)(4) and 501(c)(6) of the Internal Revenue Code
- ◆ In accordance with the foregoing, to promote tourism, commercial development, and industrial development.

Raton Chamber of Commerce Business of the Month

Solano's Boot & Western Wear



Andy with apprentices Drey & Valerie

Andy Solano opened a small boot repair shop in Raton, New Mexico in 1956. Later he and his wife, Fabie, expanded the business into retail by selling boots. In 1976, their eldest son Ralph joined the business and helped make Solano's what it is today by creating a unique atmosphere, stocking a wider variety of merchandise and expanding on the selection of boots that his mother started. While running mainly on a staff of family members the business continued to flourish and gained regional as well as national recognition as one of the most unique and authentic western stores in the country. The vast array of merchandise at Solano's is one-of-a-kind and includes items such as tall top boots designed by Solano's, 5-inch brim hats, old west style clothing and much, much more. There's something to cover just about anyone from head to toe! Solano's provides expert hat shaping, old west era clothing, hats, boots, belts, buckles, jewelry, children's clothing, and the largest selection of handmade tall-top boots you'll find anywhere. Solano's Boot & Western Wear website, which was created by Ralph's son, Drey, adds ecommerce to the business and markets the business internationally as well. Today, Solano's is still run by family. Fabie and Andy are the owners and operators, their daughter Sandy is in charge of managerial operations, grandson Drey is the company Web-



Hat Cemetery

master, granddaughters Valerie & Tiffany are sales clerks. And at times you'll even find great-grandchildren, 7 year-old Allorah, 5 year-old Deacon, and 4 year-old Roslyn doing their part in the family business, making thread, shining boots, dusting the shelves and sweeping the floors. The business is rounded-out by long-time employee, Sandi Simons. Stop in and experience for yourself the "hat cemetery" - a collection of over 300 authentic used cowboy hats (the largest of its kind in the world!) - and an old-fashioned kind of western service you just won't find anywhere else. At Solano's the family will tell you "Boots are our business, hats are our specialty and we've got everything else in between"! Not only is the family busy running the business, but several members of the family are very active in the community, volunteering for Raton MainStreet, the Shuler Theater, and other community activities. Solano's is also the place to purchase tickets for the annual Raton Chamber of Commerce Cowboy Ball.

The Raton Chamber of Commerce is very pleased to have Solano's Boot & Western Wear as a long-time member of the Raton Chamber of Commerce.

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Family members Tiffany, Valerie, Fabie, Drey, Andy, Sandy

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Chamber Member Benefits

During the last board retreat, the Raton Chamber of Commerce Board of Directors decided to reorganize its membership dues structure in order to allow every business in the area to become a member. Because our business members are listed on the Chamber website, and a strong chamber signifies a strong community, the board wanted visitors to our website to see that Raton is a strong, vibrant community.

The minimum amount required to become a member of the Raton Chamber of Commerce was lowered from \$180 per year to only \$50 per year. With the decrease in the minimum membership amount, and the increased activity of the Chamber, several businesses, that had never been members before, joined. Now, to go one step farther, the Chamber will provide additional benefits to members that join at the higher levels.

Below is a chart of benefits that a member receives according to each level of membership.

	Iron \$25	Brass \$50	Bronze \$150	Copper \$250	Silver \$350	Gold \$500	Platinum \$1000
Website listing by membership level		X	X	X	X	X	X
Website listing by category		X	X	X	X	X	X
Website listing alphabetically		X	X	X	X	X	X
Logo added to all website listings			X	X	X	X	X
Second category listing				X	X	X	X
25% discount on website and newsletter ads					X	X	X
Free Reserved Table at annual Cowboy Ball						X	X
Free ad on website Home page							X
Free VIP table at annual Cowboy Ball and annual Banquet							X

In addition, every member receives the following benefits, just for being a member:

- ◆ The chamber will refer your business to residents, visitors and businesses seeking products and services. We average 800 inquiries a month!
- ◆ Your business brochures or business cards will be displayed on the chamber counter at the New Mexico Visitors' Center.
- ◆ New businesses receive \$50 off for first-time advertising of \$100 or more of KRTN-Enchanted Air advertising.
- ◆ Chamber members receive a discounted rate for an annual subscription to the Raton Range newspaper.
- ◆ Businesses enjoy year-round promotion through ribbon cuttings, occasional articles on our website and in the newsletter

Thank You
To Our
New and Returning Chamber Members:

Home Associates, Inc.

Marsha A. "Mimi" Moore, Family Nurse Practitioner

Oil & Gas Equipment Supply Center

Raton Trap Club

Chamber office hours:

Monday & Tuesdays 8 to 5

Wednesday & Thursday 8 to 4

Closed for lunch

Please call ahead to make sure we are
in the office.

In observance of
Veterans Day
The
Chamber Office



Will be closed on Monday, November 12, 2012



The Chamber Office
Will be Closed
To spend time with our
Families for Thanksgiving

November 21, 22, & 23, 2012



Be sure to "Like" us and be our "Friend" on the Raton Chamber of Commerce and Snowflake Colfax Facebook pages to see all of these events and more!

Want to promote your event, email ratonchamber@bacavalley with a jpg of your event flyer and we will post it!



Ribbon Cuttings

A Great Ribbon Cutting
Was held for
Marsha A. "Mimi" Moore
Chamber Member at her new loca-
tion
At 142 South First Street
In our Beautiful Historic Downtown
Raton
Congratulations!!



A Ribbon Cutting
Will be held for
Adamina Wellness
&
Healing Hands
On Fri. Nov., 16th
12 p.m.
At 211 Park Ave.
Please Join us!



You are cordially invited to a
Open House

On
November 13, 2012
4:00 P.M. to 6:00 P.M.

at the office of
**Sangre de Cristo Hospice
& Palliative Care – New Mexico**

186 Hospital Drive Raton, New Mexico

Refreshments provided

Please RSVP 245-2273

CHAMBER HAPPENINGS

Rip, Recycle, Renew Day Was a HUGE success!

7,000 lbs. (3 ½ tons were recycled)

59 trees saved

24,138 gallons of water saved

14,286 kilowatts of energy saved

210 pounds of pollutants kept from atmosphere

17 cubic yards of landfill space saved

Total environmental savings \$18,088.

A BIG Thank You To our Sponsors

International Bank

Wells Fargo

First Loan Production

The First National Bank of New Mexico

Larry W. McQueary, CPA



The Greater Raton Area Guide

Is going to print soon!

Don't get left out.

Get your Business Ad

In NOW!

Advertising for the new Raton Visitor Guide is currently being sold by Kim Davis of the Raton Range. The Raton Chamber of Commerce and Raton MainStreet would like to invite all businesses to advertise in this publication. Plans are to expand the Visitor Guide to include additional area towns and attractions. The Guide is being redesigned and will have new features, such as a fold out Raton and Colfax County maps, plus relocation information for all of Colfax County.

50,000 copies of the new Guide will be distributed through the Raton Chamber of Commerce, Raton MainStreet and New Mexico Visitor Information Centers. As of October, 2012, the Raton Chamber has distributed most of the 30,000 copies of the current Guide since January, 2010. This represents the amount printed at that time and the supply of Guides is almost depleted, which is why it is so important to design and print new Guides.

An exciting new feature will be an online version of the Guide available on the Raton Chamber of Commerce website and the Raton MainStreet website. Many potential visitors prefer using an online publication and this option provides a much needed, user-friendly service to the public. Plans are to offer dining, lodging, and shopping coupons on a quarterly basis with the online version to encourage people to spend time in Raton and the area.

We are confident the new Visitor Guide will be a one of a kind publication encouraging visitors to shop, eat, and stay in Raton and the area. Advertising costs start at \$400 for a sixteenth page up to \$2000 for a full page. A substantial discount, ranging in price from \$200 to \$1800, is available for Raton Chamber of Commerce members or Raton MainStreet members. Additionally, there is a 10% discount if advertising is purchased in both the Visitor Guide and the 2013 NRA Whittington Center Schedule of Events. Please join us by advertising and promoting your business in the new Guide and share in the success of the publication.

Contact Kim Davis at the Raton Range to reserve your spot now. The Raton Chamber of Commerce and MainStreet appreciate your support of this important project.



Goat Hill Flag Fund

New Chamber Members

Raton Trap Club

Stopped by the Chamber Office to

Give a donation to the

Goat Hill Flag Fund.

Thank You!!

Featured Member



Mobile Record Shredders is an independently-owned confidential document destruction business serving all of southern Colorado and Raton, NM. Established in 2004, we offer routine service on a monthly, 8-week or 12-week basis and also offer one-time on-site purge service for both commercial and residential customers. We are a proud member of the **Raton Chamber of Commerce** and serve the Raton area once every 4 weeks with our on-site shredding service.

Our on-site shredding service is a paper-shredding process utilizing state of the art mobile trucks. The actual on-site shredding process is a cross-cut production which guarantees 100% document security. After performing the service, we produce a Certificate of Destruction, insuring the business against any future liability.

All of the paper that we shred is 100% recycled; the material is baled at our facility in Pueblo and shipped to a recycling facility.

The **Mobile Record Shredders** team is trained to provide the best possible service to all of our clients. Mobile Record Shredders is a member of **NAID** (National Association for Information Destruction), the gold standard for excellence in this fast-growing industry. **Mobile Record Shredders** is also an accredited business with the **Southern Colorado Better Business Bureau**, achieving an A+ rating.

Mobile Record Shredders is able to respond quickly to any request for shredding of confidential material. We offer a free cost analysis to make sure any business is compliant with the numerous Federal, State and Municipal regulations that are now part of the environment in which we live. Identity theft is the fastest growing industry in the U. S. Our business is here to assist businesses in being free from not only identity theft, but the huge liability that comes with it. **Mobile Record Shredders** can handle any request—any job, big or small. We can handle it all!

For more information or to have **Mobile Record Shredders** handle your document destruction needs, please contact Howard Absetz (Sales Manager) at 719-544-5460 or you can email him at

Howard@mobilerecordshredders.net.

2012 YEAR END SPECIALS

\$30 ON-SITE SHREDDING SERVICE EVERY 4 WEEKS WITH A CONSOLE (REGULAR PRICE IS \$49)

SPECIAL PRICE WITH SCHEDULED SERVICE ROUTINE AGREEMENT
CONSOLE DELIVERED AND SETUP FREE OF CHARGE

OR

15% OFF ANY SHREDDING SERVICE (ROUTINE SERVICE WITH A CONTAINER OF YOUR CHOICE OR ONE-TIME ON-SITE PURGE SERVICE)

NOTE – DUE TO HIGH FUEL COSTS, THERE IS A 5% FUEL SURCHARGE BASED ON THE INVOICE TOTAL
SIGN UP BEFORE DECEMBER 31ST, 2012 TO TAKE ADVANTAGE OF THESE TWO GREAT OFFERS!

FOR MORE INFORMATION ON THESE TWO GREAT YEAR-END SPECIALS, PLEASE CONTACT HOWARD ABSETZ (SALES MANAGER) AT 719-544-5460 OR

Howard@mobilerecordshredders.net

NOVEMBER EVENTS

Express St. James Hotel

November 2012

Cimarron, New Mexico

Happy Thanksgiving

Thanksgiving Day has been a holiday in the United States since 1863. Many people trace the origins of Thanksgiving Day to the harvest celebration Pilgrims held in Plymouth, Massachusetts in 1621. Their first true thanksgiving was in 1623, when they gave thanks for rain that ended a drought. Early thanksgivings took the form of special church services, rather than a feast.

November 1, 2012
Winter Specials Begin!

Winter Room Rates

Special winter room rates
With Cowboy Buffet Breakfast included!
Room rates start at \$69 for one. Add \$10 for each additional person in the room, limited to the number of people the room is meant to hold. Above price does not include taxes or gratuities.

\$5.95

Daily Lunch Menu
11 am - 5 pm
\$5.95

Explore the Arts ~ Art Sale!
Friday & Saturday
Nov. 23 & 24
St. James Lobby
Unique Christmas presents created by local artists!

888-376-2664 or 575-376-2664
front.desk@exstjames.com

Gobble till ya

Thanksgiving Dinner
Thursday, November 22
11 am ~ 2 pm

Reservations Suggested

Salad
Turkey
Glazed Ham
Traditional stuffing
Turkey Gravy
Mashed Potatoes
Candied Yams
Jellied Cranberry
Green bean casserole
Pumpkin Pie
Adults 16.95
Children (10 & under)

WOW!
Happy Thanksgiving!



Gingerbread House Contest
At
Enchanted Grounds Espresso Bar & Café
111 Park Ave., Raton
445-2219

This Christmas join in on the fun and bring in your "Gingerbread House Creations" to be placed on display and judged by our customers. Everyone will receive something but the contest winners will receive a gift for various categories:

1. Pre-school age
2. Grade school age
3. Teenage
4. Adult (out of high school)

Register at Enchanted Grounds **NOW** thru **NOV. 17th.**

Judging will start Friday Nov. 23

Prizes will be given out Dec. 15th

Don't miss out on the Christmas Fun



FEAST (CELTIC FIRE)

Monday, November 19 • 7:00pm

Shuler Theater

Brought to you by the Whited Foundation

Get ready for a magical show with hot Celtic music and amazing Irish step dancing. FEAST - CELTIC MUSIC from the ROCKY MOUNTAINS has had a successful and exciting year, with their CD submitted for a Grammy, and their PBS-filmed and aired DVD nominated for an Emmy. The group's members are all classically trained virtuosos, and all have performed internationally. Feast's fierce, fiery sound and passionate delivery has won fans on two continents. Add two champion Irish dancers to the mix and you have a show that appeals to all ages, anytime!

Raton Chamber Board of Directors

President - Laura Brewer, free-lance writer, website designer and community volunteer

Vice-President - Mona Sandoval, employed by Service Organization for Youth as a Juvenile Drug Court Case Manager

Secretary - Mera Gleason, employed by the NRA Whittington Center as the membership and events director. She will serve as liaison between the Chamber and NRAWC

Treasurer - Kandace Evans, employed by Miners' Colfax Medical Center for more than twenty years and brings a variety of skills to her position, including grant writing, event planning, and public relations

Member - Alan Kenny, Assistant Manager of KRTN, brings years of marketing experience to the board, including a thorough knowledge of business and promotion, with his background in newspaper publishing and promotion

Member - Marjorie Schulze, has owned and operated the Budget Host Melody Lane motel on Canyon Road for many years, and has served in past years as a member of the Lodgers' Tax Board. She brings a wealth of knowledge to our board, and is a wonderful asset

Member - Joe Rodman has a Master of Education Degree and a solid foundation as a community college, non-profit and for-profit organization administrator/director/instructor. He also has an In-depth knowledge and extensive expertise in the planning, staffing and management of academic, workforce and employee development programs. Joe is also a dance instructor in Albuquerque and for the Raton Parks & Recreation Department as well.

Member - Pete Kampfer, Raton City Manager.

Member -

If you care about our community and want to make a difference, join us! Call for information about how you may serve on

Join the Chamber today!

The Raton Chamber of Commerce maintains an office in the city-owned building, the New Mexico Visitors' Center, and is collaborating with the City of Raton to creatively promote the city, our community, and the area. Through the efforts of our paid staff and volunteers, the Chamber answers phone calls from potential visitors, businesses, and tourists interested in information about Raton.

The Chamber has modified its membership levels in order to accommodate every size business and to encourage individual memberships as well.

Don't delay, join today. Help support your community by supporting the Raton Chamber of Commerce.

Fill in the form and return to:

Raton Chamber of Commerce
PO Box 1211
Raton, NM 87740

Member Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

In the space below please include a short paragraph describing your business.

Member Investment (Circle one)

Platinum	\$1000.00
Gold	500.00
Silver	350.00
Copper	250.00
Bronze	150.00
Brass	50.00
Iron (individual)	25.00