



NEWSLETTER

October 2011



HAPPY HALLOWEEN!

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

VISIT OUR WEBSITE FOR MORE COMMUNITY INFORMATION
www.raton.info

Business of the Month – City Market



Owner, Debbie Yob with friends and customers at the counter

Full-time employees include Debbie, Gayla, Paul Vigil, Tom DiLisio, and Diane Yob.

The south half of City Market is a liquor store filled with liquor, beer, wine, and soda for every entertainment need.

The north half of the store holds the deli, tables, chairs, and shelves filled with specialty products for preparing the finest Italian and Mexican meals.



Vicky Wilson browses the shelves

Opened in 1928 by Peter Yob, City Market had its origins as a place for local ranchers to barter their beef for supplies and groceries that they needed on the ranches. Mr. Yob would butcher the beef and in return would be able to keep some to sell. Originally located a few doors down from the Golden Rule Store on First Street, it later moved to Second Street next to the Yucca Hotel, now home to International Bank. From these humble beginnings, City Market was able to grow into a full-service grocery store.

Mr. Yob grew the business with great customer service and a variety of products at good prices. Later, Mr. Yob's son took over the business, after which, Mr. Yob's grandson, Vinco, took over running the store with his wife, Debbie. When Debbie and Vinco had more and more difficulty hiring and keeping qualified, responsible employees, they closed the full-service grocery store, opened a lunchtime deli, and continue to maintain the liquor store.

After Vinco's death in 2009, Debbie took over the business.

With the help of her daughter, Gayla, and Gayla's husband Josh Martinez, and a few long-time employees, Debbie has kept the business open.

City Market is open from 10 a.m. until 7 p.m. Monday through Saturday and on Sunday from noon until 5 p.m. with the deli serving lunch consisting of subs and sandwiches on Tuesday through Friday from 10 a.m. until 5 p.m.



Gayla prepares a customer order

Debbie has enjoyed many years of service to our community, and is looking forward to the time when she can sell the business and retire. She is reluctant to quit the business until she has a buyer who will keep the store open since this is the only full liquor store in Raton and it employs several loyal, dedicated employees.

The Raton Chamber of Commerce is proud to have City Market as a long-time member and wishes Debbie good luck in the future!



Mona Sandoval orders lunch from Diane Yob at the deli

INSIDE THIS ISSUE:

Community Reception	2
Ribbon Cuttings	2
New/Renewing Members	2
Of Interest	3 & 4
Membership Form	4

Pappas Sweet Shop

Friday, October 21

5:30 p.m. to 7 p.m.

Meet & Greet New City Manager

Please join the Community Alliance, consisting of the Raton Chamber of Commerce, Raton MainStreet, and *GrowRaton!* in welcoming to our community Mr. Jeff Condrey, Raton's new city manager, who started in his new position in September.

Appetizers by Pappas Sweet Shop will be provided by the Raton Chamber of Commerce. Dinner may be ordered from the menu.

New Mexico Zoning League Officials Conference

The City of Raton was represented by Kevin Nolin and Laura Brewer at the recent New Mexico Zoning League Office Conference held in Taos in September. Celebrating 25 years, the NMZLO conference provided a variety of speakers for the three-day conference.

Subjects covered at the conference were: The Comprehensive Plan, Land Use Officials Training, Drafting Ordinances, Resolutions, Criminal and Civil Complaints, Citations, and other Legal Documents.

In the photo is Kevin with one of the speakers, New Mexico Municipal League Attorney Randy Van Vleck.



Ribbon Cuttings

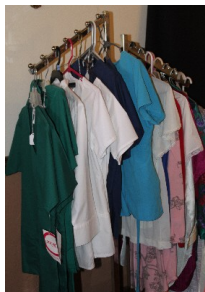


Please join the Raton Chamber, Raton Ambassadors, and Raton MainStreet at the new Tutu Parlor at noon for a ribbon cutting ceremony to welcome this new business to our community. Although the business specializes in tutus and other dance costumes, there are other costume and dress-up choices as well. Put together a great Halloween outfit at Joe's Tutu Parlor located at 112 S. 2nd Street.



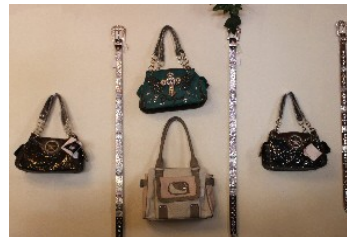
Santa Fe Café held a ribbon cutting to officially open its drive-through coffee shop to the community. Be sure to drive through and pick up your favorite specialty coffee. Santa Fe Café is open between 5:00 a.m. and 5:30 p.m. and serves a variety of breakfast choices, and other chilled and hot drinks.

The Boutique For the Discriminating Value-Conscious Shopper

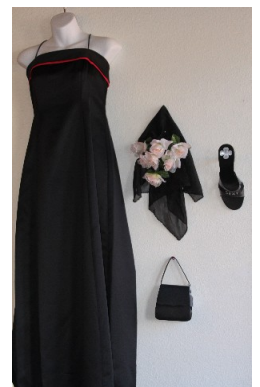


Hospital Scrubs

Located at 211 Park Avenue in downtown Raton, The Boutique is not another thrift store. There are plenty of those in Raton. No, The Boutique is a consignment shop for the discriminating shopper looking for value and quality in clothing, jewelry, and accessories. Rhinestone-decorated belts, unique purses, shoes, beautiful gowns, business clothes, and casual attire for adults, as well as neat, clean, and barely worn children's clothes fill the racks and shelves of this unique boutique.



Purses and Belts with Bling



Gowns and Accessories

The Boutique is another business in downtown Raton that deserves our attention. Stop in, bring a friend. When you buy in Raton, your money helps all of us. Visit The Boutique website at: <http://www.theboutiqueconsignment.com>

**Welcome to our New Members and Returning Members:
City Market and Joe's Tutu Parlor**

Tim Keller Photography Show

October 21, 4:00 to 6:30 p.m.

Holiday Inn Express Breakfast Room

Portraits, western life, and New Mexico's beautiful scenery are some of the subjects that are portrayed in the photography by Tim Keller. An exhibit featuring his work will be on display for sale at the Holiday Inn Express Hotel & Suites in the Breakfast Room and throughout the halls of the hotel. Be sure to stop by and enjoy the delicious refreshments created by Myra Baird's culinary art students. Tim's work has been published in Western Horseman and New Mexico Magazine. Visit his website at www.timkellerarts.com



Fore & Aft by Tim Keller

Join the Façade Squad Volunteers

20–40 people are needed Saturday and Sunday, October 15–6 and 22–23 from 8 a.m. until dusk for the Raton MainStreet Fall Façade Squad in downtown Raton.

Items to be donated

(6 each) Painters tape - both 1" and 2"
 (9) Paint roller trays
 (15) Paint roller frames
 (12) Paint rollers with 3/8" nap
 (12) Paint rollers with 3/4" nap
 (12 each) Paint brushes – 1.5", 2", 2.5"
 (12) Rolls of paper towels
 (150) Paper Plates

Need to borrow

Roller extension handles 5'
 Roller extension handles 12'
 Razor blade scrapers for windows, mistakes, etc.
 1.5" Scrapers – to remove loose paint
 Ladders
 Stepladders
 Folding Chairs

Meals needed

Food items needed for meals can be simple: donuts or breakfast burritos, cold meat sandwiches and chips, hamburgers and salads, Frito Pies, etc. We would like items for meals to be donated or offered at a cost break to help support the program and the volunteers.

Amounts should feed approximately 15 to 30 people for breakfast, lunch, and dinner for each day of the two weekends.

Community Pride

Raton continues to struggle with the city-wide problem of weeds, trash, and graffiti that detracts from the beauty of our city. If you would like to include your neighborhood in the clean-up effort, please contact the Raton Chamber of Commerce at (575)445-3689 for information on the clean-up effort.

Volunteers at the Chamber Office continue to answer phones, take messages, and provide help to visitors at the Chamber office located in the New Mexico Visitors' Center. Our thanks go to Kathryn Engel, Nancy Robertson, Jean Horne, and our newest volunteer, Amber Poteet.



Holiday Inn Express

Tuesday, November 1

7:00 a.m. to 8:30 a.m.

"Make More Money with Great Customer Service"

The Community Alliance consisting of the Raton Chamber of Commerce, Raton MainStreet, and *GrowRaton* will collaborate to promote and present another workshop to benefit our businesses. A panel of customer service experts will present ideas and techniques for improving the bottom line by improving customer service.

Included on the panel are Bernadine Barela and Roy Pillmore, representing Holiday Inn Express, which has been nationally recognized for its excellent customer service for eight years running; Linda Long, representing Oasis Restaurant, which has been voted #1 for customer service; Bill Allen, representing RBS True Value, which has been selected for its friendly, helpful staff; Stacie Hull, representing Raton MainStreet, and Laura Brewer, representing the Raton Chamber, both with many years of customer service.

FLOWERLAND LAUNCHES NEW WEBSITE! Go to www.flowerland-raton.com and help support another Raton business! Visit Flowerland's Facebook page and "LIKE" to stay updated.

LAND OR BUILDINGS AVAILABLE FOR DEVELOPMENT Be sure to list your building or land on the Chamber/Alliance website. Listings will be made available to businesses that are looking to relocate in New Mexico through New Mexico Partnership, a state of New Mexico economic development resource. Go to www.raton.info/alliance to participate.



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—Diane Dixon Grant, retired to Raton in 2010, has an extensive background in business management and legislation including architecture, contract management and land use
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—Mera Gleason, employed by the NRA Whittington Center as the membership and events director. She will serve as liaison between the Chamber and NRAWC
Member—Marjorie Schulze to the Board of Directors. Marjorie 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 will be a wonderful asset

Join the Chamber today!

The Raton Chamber of Commerce receives no financial support from the City of Raton or from Lodgers' Tax for staffing the office that is located at the New Mexico Visitor's Center. The Chamber continues to take phone and email messages and answers questions from potential visitors to our community through the work of its volunteers.

Our organization depends entirely on membership, donations, and grants to provide information to the world about our community. Help support the Chamber as it helps promote 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 through support of 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: _____

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

Payment method: (Circle one)

Check

Bill Me

Credit card

Company: _____

Acct. number: _____

Exp. Date: _____