



Nueva Visión... New Vision

JULY—SEPTEMBER 2009

Edited by Jessica Gonzales

HOBBS HISPANO CHAMBER OF COMMERCE

Cámara de Comercio

Apoyando Nuestros Negocios

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Alberto Caballero
President

Members,

I want to say a big THANK YOU to **LES/National Enrichment Facility**, and **AG Custom Sheet Metal** for renewing their Community Partnership for 2009. As you might have noticed, everything we do at the Hispanic Chamber has the **LES**, **LEACO** and **AG Custom Sheet Metal** logo on it.. We do this for them because of their Community Partnership. It demonstrates their commitment to the Chamber and our local business community.

The HHCC granted \$5,000.00 this year in college scholarships for our local seniors. Congratulations to Veronica Zapata, Lavelda Verdoza, Ashley Reyna, ReyCoss, Audrianna Barrientes, as the recipients of this year's scholarships. They are bright and deserving students and we wish them the best in their future college endeavors.

On behalf of the Board of Directors for the Hobbs Hispanic Chamber of Commerce, I want to express our sincere gratitude to all of our committee members. You are the ones behind the scenes assisting in planning and hosting events, organizing fundraisers and always giving of your valuable time. We recognize your hard work and dedication and we want to say "Mil Gracias" (Thank you a million) for this! It would have been nearly impossible to have accomplished all that we have done without you our valued volunteers.

I want to encourage all of our members to give us some feedback on how we can better serve you. Please let us know what some of your needs might be. What have we missed? What resources can we provide for you? What educational class do you feel would most help you? Remember that we are here to assist you in any possible way that we can to help you be more successful.

God bless and may your business continue to prosper.

Alberto Caballero
President



Juana Frazier
Executive Director

Dear HHCC Members:

First and foremost I want to thank you all for your support in our transition of our new staff here at the Hobbs Hispanic Chamber of Commerce. As you all know I have been on board with the chamber since last August. Genevieve, our Event Coordinator has recently completed her first year here as well. We would like to sincerely thank all our members, community leaders, volunteers, and surrounding organizations for the warm welcome.

It is an honor to serve as the Executive Director for the Hobbs Hispanic Chamber of Commerce. It has been a very active and yet productive year. It is very exciting to know that the Hobbs Hispanic Chamber is growing in numbers daily. It is great to also be able to bring educational and culture events here to Hobbs and Lea County.

The Hispanic Chamber of Commerce mission is to assist small owned and minority owned businesses by providing them with the resources and educational backing to further develop and expand their businesses.

As we look and plan for the future, our goal is to be able to provide more resources for our community. We would like to encourage all businesses and organizations to unite their specialties in promoting our community in Lea County.

Best Regards,
Juana Frazier

Member of:



*"We have not become a melting pot, but a beautiful mosaic.
Different people, Different beliefs, Different yearnings, Different hopes, Different dreams."
- Jimmy Carter*

The Hispano Chamber of Commerce Board



From left to right (back row): Secretary-Oscar Gonzalez, Hector Baeza, President -Alberto Caballero, Vice President -Rose Scott, Saul Villarreal, Treasurer - Monica Boyle (front row): Oscar (O.J.) Jaquez, Laura Castillo, Tony Mendoza.

WHAT WE'VE BEEN UP TO

Since our last publication of *Nueva Vision*, the Hispano Chamber has continued to facilitate several activities in which we believe are continuing to further accomplish our mission of promoting and advocating for small minority owned businesses, altruistically serving the community, and simultaneously promoting and preserving the rich Hispanic culture. We would also like to extend a special thanks to our members who have made all of our accomplishments possible and have made it possible for our organization to grow from humble beginnings to a thriving servant of the community within the past three years.

Pan Dulce y Café

Pan Dulce y Café is held at one local small business each month. A light breakfast consisting of traditional Mexican sweetbread with coffee and juice is served. Pan Dulce y Café gatherings are held on the last Friday of every month and are a great way to network and meet other business members.



Hosted by HHCC



Hosted by Desert Gardens



Hosted by Elite Home Health

2008 AWARDS BANQUET

In September of 2008, we held our 3rd Annual Banquet. The banquet was held to honor small businesses and those who unselfishly dedicate themselves to serving the community. This year's theme was "Nuestra Vision Para Mañana" or "Our Vision for Tomorrow". We believe this vision will bring unity, further prosperity, and opportunities for future generations. This was the vision we sought to share with the attendants. The guest speaker was Deanna Saucedo of KRQE Albuquerque. "Los Amigos" performed while the guests enjoyed dinner.

Awards given:

- Business of the Year– KLMA Radio
- Business Man of the Year– Alberto Gonzalez (owner of A.G. Custom Sheet Metal)
- Business Woman of the Year– Dr. Carmen Gonzales
- Young Entrepreneur of the Year– Nick Horton (owner of S.W.A.T. Solutions)
- Advocate of the Year– Irene Rendon
- Best Customer Service of the Year– Kathy Trevino of Leavell's Insurance
- Volunteer of the Year– Elfida Lazos Winkler of Reagan & Sanchez Law Office



VOTER REGISTRY



The HHCC and the African American Affairs organization hosted a voter registry on October 3, 2008. The goal was to encourage the community to register to vote. Radio stations KLMA and KZOR set up a live remote to express the importance of voting and to implore members of the community to register. We are thankful for all of the volunteers that made this event possible.

Special Thanks To All Of Our Cinco De Mayo Sponsors



Ben Jaime and Oscar Gonzalez



Thank you Dale Carter and
Tony Mendoza



Ahmad Mughni and
Oscar Gonzalez

MARIACHI CHRISTMAS 2008



On December 14, 2008, the HHCC presented the second annual Mariachi Christmas at Tydings Auditorium. The performances were breathtaking and provided an undeniable connection to the vibrant and timeless Hispanic culture. To add to the experience, folklorico dancers accompanied the musicians. The dances ranged from ancient tribal dances to classic Mexican folklorico. The event not only did well in displaying Hispanic culture, but also educated the audience of the Mexican origins of many Christmas traditions we celebrate today.



FIESTA DE SALUD 2009

At this year's Health Fair, we were able to help over three hundred members of the community and surrounding areas. Several medical services were made available, including medical screenings and professional medical advice at no cost. Patients also received a free healthy meal. All extra food was distributed among Manna Outreach, The Opportunity House, and The Knights of Columbus. Our Fiesta De Salud proves our heartfelt belief that all should have access to adequate healthcare.

We would like to extend a special thanks to all businesses and services which made that special event a success.



CINCO DE MAYO

Hobbs' 36th Annual Cinco de Mayo Celebration was organized and coordinated by HHCC for the first time this year. The celebration was complete with a parade on Saturday morning, followed by entertainment, food, kids' area, a car show and the crowning of Cinco de Mayo queen. The festivities concluded the following Sunday at city park. For entertainment some of the performers

were Los Palominos and hip hop with DJ Sancho. There were also folklorico dancers, Mariachis, and performers from Lea County and West Texas. The celebration was a great success, attended by several thousand people.



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The American Dream . . .

Genaro Gonzales, Jr. has been President of G & G Roofing Inc. for the past 24 years and co-owner with his wife Ruth Gonzales, and brother Mario Gonzalez. He was raised in Hobbs with 8 other siblings, where even as a child, he dreamt of owning his own business. A restaurant manager at age 16, Gonzales proved to be a visionary and never shied away from hard work. Since its' inception in 1985, G & G Roofing has strived to provide the highest quality customer service possible, and has become a successful company rooted in integrity and hard work. In addition, G & G Roofing has always sought to give back to the community.

What is the American Dream?

“I suppose that most people would say that the American Dream is about attaining wealth, but I believe that it runs much deeper.

First, we must realize that we are blessed to live in a country where we have the ability to dream big, regardless of socioeconomic status. The freedom that we are afforded as Americans enables us to make something of our lives and to invest in the future prosperity of our children. With the many opportunities available, we must be ready to seize the opportunities that are put before us. Taking advantage of these opportunities requires a certain amount of risk taking. When we first started our business, we started during a recession. Many people told us we wouldn't make it. I remember my father saying, 'What do we have to lose?' This proves that risk taking pays off, but it is important to remember that behind every risk one must be willing to work hard.

I constantly remind my children, and those who ask for business advice, that hard work never goes without reward. I learned the value of hard work at a young age. My siblings and I were aware that our parents could not afford many luxuries for us growing up. We learned that if we wanted anything extra we would have to work for it, and at age 14, that's exactly what I did.

The Dream is about hard work and taking advantage of the freedoms and opportunities that our country offers. It is about earning an honest living, being happy, providing for family and enjoying time spent with loved ones. Most of all, I believe it is the responsibility of one generation to help advance the next generation. The realization of the *true* American Dream comes when one is able to give back to one's family, church, and community in order to help them achieve their own dreams. Most importantly, always remember that through God's grace, nothing is impossible!”

2009 SCHOLARSHIPS AWARDED

It has been our goal to encourage and assist our youth in completing and continuing their education. We strive to recognize outstanding, exemplary students who volunteer and are actively involved in the local community. The Hobbs Hispano Chamber of Commerce Education Committee has recently presented its third annual scholarship awards, totaling \$5,000, to five outstanding high school seniors. A small dinner and awards presentation ceremony was held in honor of the recipients and their families.

**It is with great honor in which we present the 2009 Scholarship Awards recipients:
Veronica Zapata, Lavelda Verdoza, Ashley Reyna, Rey Coss, and Audrianna Barrientes.**



¡Bienvenidos!

Welcome New Members!

- Andres Arreola
- Chico's Burritos
- Desert Guns
- Eunice Health Clinic
- Flores Fashions & Bridal
- Fred's Electric
- JT Treats
- Kenzie Plumbing
- Kim Lawson
- KROZ-LP
- M & D Clothing
- Maria Nevarez
- Meno Cardona
- Miller Brothers Jumpers & Party Entertainment
- Mirror Image Photo Studio
- Pepper Dance Distributing/Gold Canyon Candles
- Rene Ponce
- Tee's Treats
- US Cable
- Ventra Rivera
- Ventra Vasquez
- Zia Fitness

June 2009

June 5th-6th: Downtown Farmers Market from 7:30am - 12:00pm
June 8th-12th: Summer Art Camp (call 575-397-2787 for more info)
June 9th: HHCC Community Affairs Meeting @ 4pm
June 15th: Basketball Camp (call 575-492-2751 for more info)
June 17th: HHCC Board Meeting @ 4pm
June 29th: Pan Dulce y Café: Hobbs National Bank

July 2009

July 1st: Board Meeting @ 4pm
July 4th: Community Wide Independence Day Celebration @ Harry McAdams (10am-4pm)
July 7th: Padrinos Committee Meeting @ 5:30
July 10th: Clayton Burrows Concert @ Western Heritage Museum (begins @ 7:30pm)
July 11th: Downtown Farmers' Market (begins @ 7:30am)
July 14th: **Community Affairs Committee Meeting @ 4pm**
July 15th: **Board Meeting @ 4pm**
July 29th: **Board Meeting @ 4pm**
July 31st-Aug.1st: Hobbs August Nights
July 31st-Aug.2nd: Gus Macker Tournament

August 2009

August 1st: Downtown Farmers' Market
August 1st-8th: 74th Annual Fair and Rodeo
August 4th: Padrinos Committee Meeting @ 5:30pm
August 11th: Community Affairs Meeting @ 4pm
August 12th: Board Meeting @ 4pm



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GENARO GONZALES, JR
President

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