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<b>Roger Probasco</b> <i>Chaparral Materials</i>	<b>Alan Varner</b> <i>Southwest Mobile Media</i>
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## WESST

THE PLACE TO START & GROW YOUR BUSINESS

By Stacy Saaco

WESST is a statewide small business development and training organization committed to growing New Mexico's economy by cultivating entrepreneurship. Founded in 1988 as a 501(c)3 non profit by two PNM executives, Joellyn Murphy and Carol Radosevich, and an initial Executive Director, Jessica Glicker, WESST has nurtured the entrepreneurial dreams of thousands of New Mexicans by providing training, technical assistance and access to capital.

In 1994, WESST expanded from its single location in Albuquerque to its current statewide network of six Enterprise Centers serving Albuquerque, Farmington, Las Cruces, Rio Rancho, Roswell and Santa Fe. This network of local centers are funded in part by the SBA's Office of Women's Business Ownership through its Women's Business Center program.

Over a period spanning two decades, WESST has assisted a diverse roster of clients at every stage of business. Historically, WESST focused on transforming people's lives and creating a pathway out of poverty by helping low-income women and minorities achieve financial self-sufficiency through sustained self-employment. In fact, WESST is distinguished in New Mexico as the only organization offering long-term, comprehensive training, technical assistance and loans specifically targeted to low-income women and minorities.

- More than 75% of WESST clients are women
- Approximately 70% of WESST clients are classified by federal guidelines as low or very low income
- Over 60% of WESST clients are members of an ethnic minority

More recently, WESST has broadened its outreach to anyone wanting to start and grow a small business no matter what market sector, gender or ethnicity they represent. Indeed, WESST is driven by a mandate to develop opportunities for small businesses that help create new jobs and build a strong business climate in the communities they serve. Since its inception, WESST has achieved the following results:

- Provided business training, technical assistance and financial education to nearly 30,000 individuals
- Facilitated the start-up and growth of 2,035 small businesses in New Mexico

- Helped create of more than 3,200 jobs
- Provided more than \$4.5 million in loans
- Facilitated the investment of more than \$100 million in client sales revenue into New Mexico's economy in the last five years alone
- Recognized by the New Mexico Business Weekly as the 3rd largest economic development organization (by budget) statewide
- In October 2011, CNN Money named the WESST Enterprise Center as one of "7 Hot Startup Incubators" nationally

WESST provides a number of programs small business owners can tap into to support their success. Current programs include:

**Client Consultations:** WESST's staff members have extensive experience in starting and running small businesses including several subject-matter experts in accounting and bookkeeping, business planning, marketing including on-line promotions, social media and SEO.

**Small Business Training:** Each of the WESST state-wide centers offer a mix of training courses either for free or at a low cost. Recent workshop titles ranged from Beginning Quickbooks to Search Engine Visibility and Social Media Basics, to an eight-week series of workshops, the Business Plan Working Group, to help you understand the components of a business plan and write a working document to begin your small business journey.

**Micro-Loans:** WESST is the smallest of the three main micro-lenders in New Mexico, offering loans up to \$10,000 for a start-up business to \$50,000 for an on-going operation. WESST rates are the lowest statewide at 7.5%.

**Business Membership Program:** In response to numerous client requests, WESST recently launched a Membership Program to provide exclusive members-only services, and events and guidance designed to help small businesses succeed. Key program features include a listing in WESST's Online Business Directory, access to a members-only Business Growth Online Forum to trade ideas with your peers and other small business owners, discounts on WESST events, your choice of either an annual SWOT Analysis or Internet Visibility

Audit or Business Financial Review, and much more.

**Small Business Incubator:** In 2009, WESST opened the doors of the WESST Enterprise Center, a mixed-use business incubation facility in east downtown Albuquerque. The center is a hub for entrepreneurship and small business development in Albuquerque and beyond. The 37,000-square-foot facility offers state-of-the-art amenities and business assistance programs for up to 20 light manufacturing, service, professional and technology businesses.

**Media Studio:** In 2012, WESST plans to launch the Comcast Digital Media Studio at the Albuquerque Enterprise Center featuring a cyclorama-wall, green-screen studio to support young companies in the film and advertising space, and to provide distance-learning programs, training webinars and streaming video lecture capabilities for start-ups and the local business community.

WESST maintains a local office serving Rio Rancho and Sandoval County that's headed up by Stacy Sacco who also works part-time as an Adjunct Professor at both the UNM Anderson School of Management and Webster University's MBA program where he teaches sales and marketing courses for entrepreneurs. Stacy is also an active member of the Rio Rancho Regional Chamber of Commerce Ambassadors organization and is enrolled in the 2011-2012 Leadership Sandoval County program.

Stacy provides expert consulting in marketing, local business information and connections, and small business lending. The WESST Rio Rancho office also hosts bi-monthly Brown Bag luncheons showcasing local small businesses' and WESST client's expertise, workshops on networking and guerilla marketing, and will soon be offering HP Life courses to better utilize technology to improve your bottom-line results.

The WESST Enterprise Center in Rio Rancho is co-located with the New Mexico Small Business Development Center at the Rio Rancho Regional Chamber of Commerce office at 4001 Southern Blvd in the New Mexico & Trust building. For more information, visit [www.wesst.org](http://www.wesst.org) or to make an appointment, contact Stacy at 505-892-1238 or via email at [ssacco@wesst.org](mailto:ssacco@wesst.org).

We are proud to partner with the

Rio Rancho Regional Chamber of Commerce to bring you the RRRCC Communique

If your business wants to do business with other businesses this is an incredible marketing opportunity for you.

This bi-monthly newspaper will be distributed in the Rio Rancho Observer as well as at Chamber of Commerce networking events.

**Rio Rancho Observer**

Gazing Upon The City of Vision Since It All Began

For information on how you can advertise in this special publication call the Rio Rancho Observer at 892-8080.

## FROM THE BOARD

Debbie Moore



PRESIDENT & CEO

Thanksgiving Day, known informally as Turkey Day, is a harvest festival celebrated primarily in the United States and Canada. Thanksgiving is a holiday to express thankfulness, gratitude, and appreciation for family and friends. We always take this time that be grateful for which all have been blessed of material possessions and relationships. Traditionally, it was a time to give thanks for a bountiful harvest. The precise historical origin of the holiday is disputed. Although Americans commonly believe that the first Thanksgiving happened in 1621, at Plymouth Plantation, in Massachusetts, there is strong evidence for earlier celebrations in Canada (1578) and by Spanish explorers in Florida (1565).

As we celebrate Thanksgiving tomorrow, I wish all of you a very "Happy Thanksgiving." We at the Chamber are grateful for our many members and volunteers who do so much for our community. The year has been challenging and we do pause to be grateful for our blessings. Even in the midst of challenging times, I never cease to be amazed at the "spirit of community" that exists in all of you. Always being willing to help those most vulnerable in our community from collecting food, clothing, donations...YOU DO INDEED MAKE A DIFFERENCE! Let's us all be grateful this holiday season!

As tradition, the Friday after Thanksgiving is the biggest shopping day of the year. "Black Friday" has become almost a holiday in of itself. While you pursue the ads and map out a plan, we encourage you to SHOP RIO RANCHO! The gross receipt taxes your purchases generate continue to help ensure our city maintains the highest level of quality of life.

With the holidays quickly upon us, we are reminded of those in our community who are less fortunate. The VISIONARIES, a program of the RRRCC to Young Executives, are partnering with Haven House to collect children's pajamas, socks and underwear now through December 9th. Also, donations of small appliances, infant/toddler carseats and Spanish reading books are being accepted. Items can be dropped off at the Chamber or the Observer. This is a great opportunity for you to give back to your community.

Leadership Thought:

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

— John Fitzgerald Kennedy

## CHAMBER EVENTS CALENDAR

Nov. 24

**Thursday, Nov 24**  
Chamber Offices  
Closed in observance  
Thanksgiving

Nov. 25

**Friday, Nov 25**  
Chamber Offices Closed  
in observance  
Family day

Nov. 28

**Monday, Nov 28**  
**Jumpstart your business Sign Ordinance Meeting**  
Chamber Conference Room 8:00-9:00am  
No cost to attend, but please try to RSVP (via email - dmoore@rrrcc.org) if you are planning to attend.

SECOND MEETING ON SIGN ORDINANCE IS MONDAY, DECEMBER 12th (same time & place)

Nov. 29

**Tuesday, Nov 29**  
Home Video Studio  
Ribbon Cutting 4:00 pm  
3705 Tierra Vista Place  
Rio Rancho

Dec. 7

**Wednesday, Dec 7**  
Visionaries  
8:00 am at Fairwinds Rio Rancho, No cost, no RSVP

Dec. 9

**Friday, Dec 9**  
**Visionaries Holiday Party**  
5:00 pm sharp at Turtle Mountain Brewing Company in the backroom.  
6:45 pm load bus for Mustang Hockey game held in a suite. Tickets for game are \$11 each.  
Haven House donation drive collection delivered.  
Contact Michael Muscari at mmuscari@financialguide.com

Dec. 16

**Friday, Dec 16**  
Quarterly Membership Meeting/Luncheon  
Volunteer Appreciation Rally hosted by the "Red Coats"  
11:30 am - 1:00 pm at the Inn at Rio Rancho  
1465 Rio Rancho Blvd SE, Rio Rancho  
\$30 members/\$45 non members  
Call 505-892-1533 x 100 or register on line  
www.rrrcc.org

Dec. 20

**Tuesday, Dec 20**  
Business After Hours  
Holiday Open House  
5:30pm-7pm Hosted by the Rio Rancho Regional Chamber of Commerce & New Mexico Bank & Trust  
No cost, no RSVP

## OCTOBER, 2011 NEW AND RENEWING MEMBERS

### "WELCOME ABOARD"

#### Armada Towing Service

2815 Princeton Dr NE  
Albuquerque NM 87107  
244-0925  
www.armadatowing@msn.com

#### Havana House Cigar Shop

2345 Southern Blvd  
Rio Rancho NM 87124  
891-8027  
havanahousecigarshop.com

#### L.A. Subs

1009 Golf Course Rd SE  
Rio Rancho NM 87124  
896-4555

#### Liberty Mutual Group

6410 Coors Blvd NW Ste 100  
Albuquerque NM 87120  
899-5171

#### New Mexico Stars

3001 Civic Center Cir NE  
Rio Rancho NM 87144  
891-7313  
www.newmexicostarsfootball.com

#### Streamline Insurance Services

750 Broadmore Blvd NE  
Rio Rancho NM 87124  
896-1118  
www.streamlineinsurance.com

#### Thirty-one Gifts "Huggs"

609 La Casa De Prasa Dr SE  
Rio Rancho NM 87124  
453-8251  
www.mythirtyone.com/huggs

#### Tri-Beka Enterprises LLC

900 Spur Place  
Rio Rancho NM 87124  
896-3025

## RENEWING MEMBERS

1st Choice Technical Services, LLC  
1050 33rd Street, NE  
Rio Rancho NM 87144-7713

Lovelace Outpatient Therapy  
505 Elm Street, NE  
Albuquerque NM 87102

Flintco, LLC  
6020 Indian School Road  
Albuquerque NM 87110

Massage Envy  
9731 Vivaldi Trail NW  
Albuquerque NM 87114

Business Environments  
5351 Wilshire, NE  
Albuquerque NM 87113

For more information on these businesses, visit our website at [www.rrrcc.org](http://www.rrrcc.org) and click members.

## NO COST NETWORKING MEETINGS

### BUSINESS AFTER HOURS

#### Holiday Open House

Rio Rancho Regional Chamber of Commerce & New Mexico Bank & Trust  
**Tuesday, December 20, 2011**  
5:30 pm - 7:00 pm  
4001 Southern Blvd SE, Ste B • Rio Rancho

### Visionaries (ages 21 - 40 yrs)

#### Wednesday, Dec 7

8:00 - 9:00 am  
Fairwinds Rio Rancho 920 Riverview Drive

### Friday, Dec 9

**Holiday Party - collection drive ends for Haven House**  
5:00 pm backroom at Turtle Mountain Brewing Company  
open seating

905 36th Place, SE, Rio Rancho, NM 87124  
6:45 pm load bus to attend Mustangs Hockey game in a suite  
Tickets are \$11.00.

Contact Michael Muscari at mmuscari@financialguide.com

## NO COST BUSINESS MEETINGS

### Jumpstart Your Business

Mondays, November 28 & December 12  
8:00 - 9:00 am

Sign Ordinance discussion  
Rio Rancho Regional Chamber Conference room

# Business after **HOURS**

## First Financial Credit Union Hosts Chamber Business After Hours

By Yvette Gutierrez



First Financial Credit Union Branch Manager Yvette Gutierrez along with First Financial CFO Ron Moorhead introduces the staff at the November Chamber Business After Hours. The Rio Rancho branch of First Financial Credit Union is located at 2210 Rio Rancho Blvd.

First Financial Credit Union served as host for the November Rio Rancho Regional Chamber of Commerce "Business After Hours" event. It proved to be a great night for both the Rio Rancho branch of First Financial Credit Union and for those attending the chamber's Business After Hours. More than 50 people attended the monthly gathering of business professionals and other interested community members to learn more about the chamber upcoming events and First Financial Credit Union programs. First Financial Credit Union's Chief Financial Officer, Ronald Moorehead, joined the branch and marketing staff to host the event.

Attendees were able to connect with other chamber members. The monthly chamber event is hosted by active chamber members as a means of promoting their business and highlighting their products.

Rio Rancho is home to one of several First Financial Credit Union branches. Other branches are located in the Gallup, Pine Hill, Portales, Farmington and Albuquerque areas. First Financial Credit Union was formed in 1937 by ten members of the telephone company in New Mexico. In the early 80s, the break-up of the Bell System occurred and with that came a period of downsizing in the state. At that point, First Financial chose to pursue additional fields of membership so as to not be impacted by the changes in its environment. As a State Chartered Credit Union, First Financial continues to grow serving over 200 selected employment groups.

As a full-service credit union, they offer the same services you'll find at other financial institutions with competitive rates and terms while providing emphasis on personal and caring service. For more information regarding the Rio Rancho Regional Chamber Events visit the chamber web site at [www.rrcc.org](http://www.rrcc.org).

# RIBBON CUTTINGS

## LA Subs

Linda Lorens, family and staff prepare to cut the ribbon at the grand opening of L.A. Subs at 1009 Golf Course Rd in Rio Rancho. Deputy Mayor Steve Shaw presented the city plaque commemorating the event.



## Pet Food Gone Wild

Pet Food Gone Wild Owners Susan Vasquez and Roberto Holness prepare to cut the ribbon along with Mayor Swisstack, family, and friends celebrating their grand opening. Pet Food Gone Wild is located at 2415 Southern Blvd in Rio Rancho.



## UP-COMING RIBBON CUTTINGS

**Friday, December 2, 2011 at 4:00 pm**

Jack in the Box & Aaron's Sales & Leasing in Enchanted Hills  
3009 New Mexico Hwy 528 corner of Enchanted Hills & 528

**Monday, December 5, 2011 at 4:00 pm**

A-1 Self Storage, 116 Industrial Park Pl, Rio Rancho NM 87124

## GROUND BREAKING



## Rio Rancho Allergy Partners

Dr. Michael Keslin, Ashly Probst and Dr. Shanze (Sam) Wang participate in the ground breaking for the new Rio Rancho Allergy Partners office to be built at 820 Pinehurst. Steve Nakamura with Rachel Mathew Family of Companies is the builder.



## Pet Food Gone Wild

Century Bank Vice Chairman Paul Sowards (far right) joins Mayor Swisstack, Counselor Colley, Reid and Associates representative and fellow Century Bank personnel for the ground breaking of the new Century Bank to be located at 3650 Rio Rancho Blvd.



## Communiqúe

## Rio Rancho Observer

Gazing Upon The City of Vision Since It All Began

**PUBLISHER:**  
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**DESIGN:**  
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Denise Nava, Advertising Consultant

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Rio Rancho Regional Chamber of Commerce • 4001 Southern Blvd. SE, Ste. B • Rio Rancho, NM 87124  
(505) 892-1533 ext. 100 • [www.rrcc.org](http://www.rrcc.org)

# WESST Creates Jobs

By Stacy Sacco

WESST is a statewide small business development and training organization committed to growing New Mexico's economy by cultivating entrepreneurship. Founded in 1988 as a 501(c)3 non profit, WESST has nurtured the entrepreneurial dreams of thousands of New Mexicans by providing training, technical assistance and access to capital.

In 1994, WESST expanded from its single location in Albuquerque to its current statewide network of six Enterprise Centers serving Albuquerque, Farmington, Las Cruces, Rio Rancho, Roswell and Santa Fe.

In 2009, WESST also opened the doors of the WESST Enterprise Center, a mixed-use small business incubation facility in east downtown Albuquerque near the intersection of Broadway and Lomas Blvd. The 37,000-square-foot facility offers state-of-the-art amenities and business assistance programs for up to 20 light manufacturing, service, and professional and technology businesses.

WESST is driven by a mandate to develop opportunities for small businesses that help create new jobs and build a strong business climate in the communities they serve. Since its inception, WESST has achieved the following results:

- Provided business training, technical assistance and financial education to nearly 30,000 individuals
- Facilitated the start-up and growth of 2,035 small businesses in New Mexico
- Helped create of more than 3,200 jobs
- Provided more than \$4.5 million in loans
- Facilitated the investment of more than \$100 million in client sales revenue into New Mexico's economy in the last five years alone

WESST provides a number of programs small business owners can tap into to support their operations and insure their success. Current programs

include client consultations, small business training and access to capital (offering low-interest loans up to \$10,000 for a start-up business to \$50,000 for on-going operations).

In response to numerous client requests, WESST recently launched a Membership Program to provide exclusive members-only services to help member small businesses succeed including a listing in WESST's Online Business Directory, access to a members-only Business Growth Online Forum to trade ideas with other small business owners, discounts on WESST events, and the choice of either an annual SWOT Analysis or Internet Visibility Audit or Business Financial Review.

WESST hosts a local office serving Rio Rancho and Sandoval County that's headed up by Stacy Sacco who also works part-time as an Adjunct Professor at both the UNM Anderson School of Management and Webster University's MBA program where he teaches sales and marketing courses for entrepreneurs. Stacy is also an active member of the Rio Rancho Regional Chamber of Commerce Ambassadors organization and is enrolled in the 2011-2012 Leadership Sandoval County program. Stacy provides expert consulting in marketing, local business information and connections, and small business lending.

The Rio Rancho office also hosts bi-monthly Brown Bag luncheons showcasing local small businesses' and WESST client's expertise, workshops on networking and guerilla marketing, and will soon be offering HP Life courses to better utilize technology to improve your bottom-line results.

The WESST Enterprise Center in Rio Rancho is co-located with a satellite office of the New Mexico Small Business Development Center at the Rio Rancho Regional Chamber of Commerce office at 4001 Southern Blvd in the New Mexico & Trust building. For more information, visit [www.wesst.org](http://www.wesst.org) or to make an appointment, contact Stacy at 505-892-1238 or via email at [ssacco@wesst.org](mailto:ssacco@wesst.org).

# Chamber Announces Special Jumpstart Program

In response to our members request and inquiries, the Chamber has invited staff of the City of Rio Rancho Development Office & Code Enforcement to join us at two of our upcoming "Jumpstart - Coffee & Discussion" meetings to answer questions on the changes to the **City of Rio Rancho's Sign Ordinances**. These meetings will be held on Monday, November 28th & Monday, December 12th. Each of these meetings will be at the Chamber of Commerce Conference Room, beginning at 8:00am each respective Monday. There is no charge for these meetings, but please call the Chamber at 505.892.1533, ext. 107 to RSVP.



## Chamber Visionaries Announce a Special Holiday Drive

VISIONARIES, a program initiative of the Rio Rancho Regional Chamber for Young Executives ages 21-40, announces a Holiday Drive benefiting Haven House and in partnership with the Rio Rancho Observer. The drive will begin November 9th and continue through December 9th.

Items being collected include children's pajamas, socks and underwear. Additionally, small appliances, infant/toddler carseats and Spanish reading books are also being accepted.

These various items will be

of great benefit to some of our most vulnerable families in the Rio Rancho and Sandoval County area. Donations are being accepted at the Rio Rancho Observer (1594 Sara Road) or the Rio Rancho Regional Chamber (4001 Southern Blvd, Suite B.)

Businesses are encouraged to join the efforts of the Visionaries in this drive. Feel free to involve employees, co-workers, customers, family, friends and neighbors in this effort. All donations must be received by December 9th. For more information, please call the Chamber at 505-892-1533, x107.



# Pets of the Week

New Mexico's Largest No-Kill Animal Shelter



Name: Bailey  
Breed: Coonhound  
Age: 2 yr 4 mo  
Gender: Female



Name: Chama  
Breed: Chihuahua mix  
Age: 1 yr 11 mo  
Gender: Male



Name: Fonzi  
Breed: Hound mix  
Age: 6 yr 5 mo  
Gender: Male



Name: Ginger  
Breed: Shar-Pei mix  
Age: 12 yr 4 mo  
Gender: Female



Name: Autumn  
Breed: Domestic Short Hair  
Age: 2 yr  
Gender: Female



Name: BB  
Breed: Domestic Short Hair  
Age: 1 yr 4 mo  
Gender: Female



Name: Chloe IV  
Breed: Domestic Short Hair  
Age: 13 yr 9 mo  
Gender: Male



Name: Leo  
Breed: Domestic Long Hair  
Age: 4 yr  
Gender: Male

## NEWS

**RESALE SHOP & ADOPTION CENTER Going to the Dogs (and Cats)** 4405 Jager Dr, Rio Rancho, NM 87144 (Enchanted Hills area - US550 & NM528). Come shop for antiques, furniture, clothing, household goods, jewelry, rugs and much more! **Store Hrs: Tue-Sat 10-6, Sun 12-4 (Closed Monday). Dogs are available in the adoption center Wed-Sat 11-4, Sun 12-3. Cats everyday.**

## HOME FOR THE HOLIDAYS

Our biggest tent of the year houses the largest number of dogs looking for a home for the holidays - and forever. Cats will be available inside the PetSmart store. Dec 16-18 in the parking lot of PetSmart on Coors Bypass NW. See the Calendar page at [wmranch.org](http://wmranch.org) for more information.

## GRANT WRITERS NEEDED

The Ranch is in need of volunteer grant writers to research, write and submit grants. Work can be done from home. For more information please call 331-0908.

## VOLUNTEER!

It's easy to volunteer with WMR! Take a tour every Saturday, 12-1pm. No reservations required, and learn about all of the opportunities there are to help the animals. See the Contact Us page at [wmranch.org](http://wmranch.org) for directions.

Mailing Address: 1512 Deborah Rd SE # 203, Rio Rancho, NM 87124 (505) 771-0140 For directions to the Ranch, please visit [www.wmranch.org](http://www.wmranch.org)

For more information on any of the pets seen here, contact 771-0140 or visit [www.wmranch.org](http://www.wmranch.org)