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The Historic Inn At Rio Rancho

The area is steeped in history. Back in 1540, explorer Francisco Vásquez de Coronado and his men set up camp near the Tiwa pueblo of Kuaua ten miles up the road. About thirty minutes south, Fred Harvey helped "Civilize the West" at one of his world renowned eating-houses where weary train travelers chowed down on blue-plate specials served by attractive young women dressed in starched black and white uniforms. At one time, cattle roamed the Alameda Grant of which this area was part. Now, some of the most sophisticated products the world has ever seen are tested and manufactured here.

This is Rio Rancho, New Mexico. Known as the City of Vision, it is the fastest-growing metropolitan area in the United States. Nestled at just shy of 5,300 feet and centrally located between Albuquerque and Santa Fe, it traces its origin to the early 1950s when two young entrepreneurs started a mail-order business in New York. At first, the men only sold rose bushes. As time went on, they added other products, including homes.

Opened in 1967 and known as the Panorama Inn, the hotel was described as an "ultra-modern 40-room motel with a restaurant, cocktail lounge, swimming pool and sundry store." It was the first inn or lodge of any kind to be built on the west side of Albuquerque. Its Vista Room provided a magnificent view of the towering Sandia Mountains and its Galleon Lounge offered liquid refreshment, dancing and entertainment. It was the perfect place for perspective buyers to relax, unwind and dream about their future in a new city that was rising from the desert.

Things changed rapidly. In 1969, forty rooms were added, the cocktail lounge was expanded and the Inn soon became a landmark where visitors and locals could while away the hours. In 1971, AMREP purchased and platted an additional 35,000 acres to its housing development and Rio Rancho Estates, which now encompassed 92,000 acres, filed incorporation and became the City of Rio Rancho. In 1976, AMREP sold the Inn to Mr. and Mrs. Dennis Garber who changed its name to The Rio Rancho Inn, "to more clearly place the facility in a new and expanded type of operation."

The next thirty years were tough for the landmark hotel. Although thirty-seven additional rooms were added, ownership changed hands several times and the Inn sadly fell into disrepair. In 2007, however, it was sold to Sang Chae, an aspiring Washington real estate investor and immigrant of South Korea. According to Tabitha Hrynck of the Inn at Rio Rancho, "Sang Chae immigrated to Tacoma, Washington with his family from post-war South Korea in 1977. Despite entering an American high school speaking no English, he graduated with honors and went on to attend the University of Washington where he joined the Army ROTC and became an Army lieutenant upon graduation. After the Army, he entered law school and successfully practiced as a real estate attorney within Washington State. After marriage and the birth of twin sons, Sang and his new wife Connie formed William Ryan LLC (named after the boys of course), and ventured into the next leg of their lives journey: real estate. They started with a dilapidated old shopping center in Kent, Washington, fixed it up and sold it for double what they paid. Today, they own five hotels across the Western U.S. including the Country Inn and Suites near the Albuquerque International Support"



Upon purchasing the Inn at Rio Rancho, Sang and his wife, "turned their attitude toward hard work and challenge" into action by transforming the aging hotel into a luxurious destination resort. At the entrance, they stationed two Aztec warriors to welcome everyone who walks through the double glass doors. The old reception area was gutted and replaced with a spacious stone lobby that envelops guests like the legendary ruins at Chaco Canyon and antique Tree of Life benches that invite them to sit and rest. Off to one side a well-stocked boutique tempts customers to "shop till they drop." Off to the other side, the Toro Bar & Grill dishes up delicious entrees, appetizers, and desserts plus regional specialties while the adjacent Toro Bar serves Aho Toro, a 100% blue agave sipping tequila brewed and imported from Mexico. Historical photographic images of Rio Rancho and the surrounding area line the walls of a hallway leading to meeting/event space (10,000 sq ft) that have been modernized to accommodate state-of-the-art conferences. The Grand Ballroom is large enough for 300+ guests and has a private entrance from the parking lot. Stepping outside, a gazebo, wedding altar, and cascading fountain grace the verdant courtyard whose centerpiece is an updated outdoor pool and whirlpool and workout facility. But the real attraction is the 118 guest rooms that are anything but cookie-cut in layout.

Unlike chain hotels where all the rooms look the same, each of the rooms in the Inn at Rio Rancho has its own personality. Some are standard bed and bathroom while others are executive or efficiency suites. While all have king or queen size beds, free local telephone calls and microwaves - some have fireplaces and walk-in showers. The restful interiors were decorated with comfort in mind. Pillows are hypo-allergenic and comforters are soft and cozy. Add in free wifi and premium cable television, there doesn't seem to be a reason to go anywhere else. But for those able to drag themselves away, there are plenty of places to go and things to see.

Visit the past and meet the future in Rio Rancho. Absorb its history, experience its unique cultures, tour its museums, explore its ruins, meander through its shops and bask in the ambiance of its newly renovated Inn at Rio Rancho. As Wayne Hellberg of W.R.

Management Co. stated, "We wanted to create something Rio Rancho could be proud of. We didn't just remodel the Inn; we brought it back to life. It's perfectly suited for a vacation, reunion, conference or wedding. Whatever we don't have, we'll get. Our goal is to make the Inn at Rio Rancho a destination resort that caters to its guest's every wish. Our professional staff will make their visit truly memorable."

The Inn at Rio Rancho has been very active with the Rio Rancho Regional Chamber. A long time member they have been involved with the Leadership Sandoval County program while hosting a number of chamber events. The hotel owner Mr Chae and General Manager Wayne Hellberg have shown their commitment to the community through sponsoring a number of events. The Inn recently was the location for the New Mexico State Chamber Executives Annual meeting. Next month the Inn at Rio Rancho will be hosting the Chamber Volunteer Appreciation Luncheon on December 16.

For reservations and information about the Inn at Rio Rancho/Conference Center, call 800-658-9558 or please visit www.rioranchoinn.com. For a visitor's guide, calendar of special events and information about Rio Rancho, call 888-746-7262 or logon to www.rioranchonm.org.

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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.

CHAMBER EVENTS CALENDAR

Nov. 10

Thursday, Nov 10
Pet Food Gone Wild
Ribbon Cutting 4:00 pm
2415 Southern Blvd Ste B
Rio Rancho

Nov. 18

Friday, Nov 18
The Oxford Group
Ribbon Cutting 4:00 pm
481 Quantum Road
Rio Rancho

Nov. 11

Friday, Nov 11
Chamber office closed in
observance
Of Veteran's Day

Nov. 24

Thursday, Nov 24
Chamber Offices Closed
in observance
Thanksgiving

Nov. 16

Wednesday, Nov 16
LA Subs
Ribbon Cutting 4:00 pm
1009 Golf Course Rd SE
Rio Rancho

Nov. 25

Friday, Nov 25
Chamber Offices Closed
in observance
Family day

Nov. 18

Friday, Nov 18
Century Bank
Ground Breaking 10:30 am
3650 Rio Rancho Blvd NE
Rio Rancho

Nov. 29

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

NO COST NETWORKING MEETINGS

Business After Hours

First Financial Credit Union
Tuesday, November 15
5:30-7:00pm (Ribbon Cutting @ 6:00pm)
2201 Rio Rancho Blvd.

Visionaries

Wednesday, November 2 & 16
8:00 - 9:00 am
Fairwinds Rio Rancho 920 Riverview Drive

No Cost Business Meetings

Jumpstart Your Business
Monday, November 14 & 28, 2011
8:00 - 9:00 am
Rio Rancho Regional Chamber Conference room
4001 Southern Blvd SE Ste B
Rio Rancho

GROUND BREAKING



Visionaries meeting guest speaker Jeffrey Pearl, Managing Partner of IP5280, visits with Kat Fragua from IP 5280 and Chris Lucero from Fairwinds Rio Rancho. Mr. Pearl shared with the Chamber Visionaries his vision of the future for telecommunications.

OCTOBER, 2011 NEW AND RENEWING MEMBERS

"WELCOME ABOARD"

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

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

Havana House Cigar Shop
2345 Southern Blvd
Rio Rancho NM 87124
891-8027
havanahousecigarshop.com

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

L.A. Subs
1009 Golf Course Rd SE
Rio Rancho NM 87124
896-4555

Tri-Beka Enterprises LLC
900 Spur Place
Rio Rancho NM 87124
896-3025
www.invu4u.com

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

RENEWING MEMBERS

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

Lovlace 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 and click *members*.

Visionaries



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Rio Rancho Observer

Gazing Upon The City of Vision Since It All Began

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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.rrrcc.org

RIBBON CUTTING



Village of Corrales Village Hall

Village of Corrales Village Hall celebrating the opening of the PV Solar project. Mayor Gasteyer is accompanied by representatives from 3C Solar, 310 Solar, PNM, Corrales Mainstreet, and the Rio Rancho regional Chamber.



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.



The beauty of being local is that we're always close at hand.

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