

# THE INTERCOM

GALLUP-McKINLEY COUNTY CHAMBER OF COMMERCE BIMONTHLY NEWSLETTER

FEBRUARY, 2009

## Chamber Goals and Outlook for 2009

by **Beth Hathaway**

**B**oth Chamber Director, Bill Lee, and Board President, James Rich expressed great enthusiasm and energy regarding the Chamber's plans for the upcoming year in pursuing public relations, legislation, and events. Overarching these three fields is the desire to involve and maintain better communication with Chamber members. "Our goal is to include not only our nine member board but also our nearly 300 members and tap into their vast knowledge and experience," said James. He used the example of the project of creating a brochure for tourists guiding them to authentic handmade Native American craftsmanship with the help of member experts in the field.

The Chamber also aims to continue its involvement in legislation through the Association of Commerce and Industry (ACI), a governing body of New Mexico Chamber executives who advocate for small businesses throughout the state. The local Chamber has moved beyond its mere membership in ACI to having an active voice in the proposals and bills that affect area businesses. The Chamber will keep its members informed of current legislation and actions to take to support or reject legislation at stake.



On a local government level, the Chamber is organizing a Candidates Forum for the City Council to which members can submit questions and have them answered; it is tentatively scheduled for February 18<sup>th</sup>. The Chamber is active on an economic development level, especially in the absence of an Economic Director for the city, and has just recently been allocated funding to help get the job done. The Chamber

also plans to continue the successful Lunch and Learn activities through its Public Relations Committee. The Chamber will continue to pursue a greater presence with its members through activities such as these in order to avoid any question of what the Chamber is accomplishing and where it is visible.

As usual, tourism and events are concerns of the Chamber. In January, the Chamber hosted 20 travel writers and agents from around the globe, which was met with great success. We can expect more international tourism as Gallup comes under the spotlight in travel magazines even in places like France. This opportunity was the result of the Chamber's strengthening relationship with the State Tourism Department. The Chamber will once again help with the Wrangler Junior High School Rodeo,

which has just recently been secured for another two years in Gallup. Besides involvement in annual events like the



Intertribal Ceremonial, the Chamber hopes to start an event of its own, the Route 66 Rally, a combination of balloons, motorcycles and airshow event.

While the details of the Chamber's initiatives of

2009 would take many more pages to describe and are still being determined, as per the Board retreat in February, it is quite clear that the Chamber will be evermore present and active this year.

## SENATOR LIDIO RAINALDI RETIRES



*Sen. Lidio Rainaldi during his speech at his retirement party in January.*

Senator Lidio Rainaldi's retirement party this past January was a huge success. The community came out to show their support and gratitude for Sen. Rainaldi's lifetime of service. All the proceeds from the event were donated to UNM-Gallup to start a scholarship in his honor.



*Father and son during the ceremonies.*



*The Chamber's very own, Alice Perez, and her husband, Max, were in attendance for the occasion.*



*Helen Rainaldi and Sen. Rainaldi sit at the head table for the ceremonies.*



## THE PRESIDENT'S CORNER

# Trust in Others

by James Rich

In my line of business I often ask my managers “what do you think” or “how would you handle it”. You see, I would prefer the managers “act like owners”. After all, they have the keys to the building. I have given them enormous responsibility to supervise people, ensure consistency and make decisions that could have an adverse effect on our entire organization.

“We believe in each other and trust that we will do the right thing.” This is one of the “how we work together principles” of YUM! Brands Inc., the largest Quick Service franchisee in the world. The president and CEO, David Novak, introduced the franchise community to this concept 10 years ago. This was a shock to many owners who had invested in Taco Bell, KFC and Pizza Hut. I was not among the doubters that shook their heads at the idea of releasing some control to others. As our organization grew from 2 locations to 8 in just five years I recognized a need to take the next step on the ladder. Along the way, as our

company continued to grow, I relied more and more on others to run the day to day operations of each location. I believed that by creating a trust culture among the people who make up our team, we would create a simpler path to success. Along with trust came a unique sense of unity, motivation and pride.

As a coach you must trust in your team to execute the training that you have rehearsed over the past week. As in business,

*I believed that by creating a trust culture among the people who make up our team, we would create a simpler path to success.*

you must also trust your team members to execute the training they have received. You must be confident and trust that all team members or employees want to do the right thing; nobody wants to fail. Give your team the rules to play by and I can assure you

that the majority will follow the rules. You must however, be honest and sincere. Follow through with your commitments as a business leader or you will quickly lose that trust.

# Chamber Invests in Continuing Education

by Beth Hathaway

Chamber Director, Bill Lee, is still fired up about his experience at the Institute for Organizational Management (IOM) and the enthusiasm will probably last for at least a year, the minimum amount of time the Chamber will need to implement all the excellent ideas gleaned from the training. For the first time, the Chamber decided to send its Director to this week-long school put on by the U.S. Chamber of Commerce January 4-8 with courses in Financial Fitness, Governance, Leadership, Customer Service, and Community Development. While Bill admits he was skeptical, thinking it might be like any other conference, he now says not only was it the most intense business training he's received but also, "all of the training will play into every facet of what we do at the Chamber."

Just a few of the far-reaching effects include clarifying governance responsibilities, improving service toward members, especially the recruiting, rewarding, and retaining aspects, and renewing energy and ideas as to the Chamber's integral part in local economic development. Initially Bill's experience at IOM will help transform the inner workings of the Chamber but eventually Chamber staff will offer similar training to interested members, for example, a refresher on customer service based on IOM's course.

Besides going to school, the week also provided ample opportunity to network with Chamber of Commerce staff from all over the country. The 250 attendees were split into classes complete with an advisor and a homeroom. Bill has already been in contact with all 41 of his classmates, since the training, sharing ideas and experience. Bill is now a quarter of the way to the first certification through IOM and hopes to make IOM a constant item in the budget for himself and other Chamber staff. Bill says, "This experience will certainly help add stability and growth to the ups and downs the Chamber has experienced in recent years."



*Bill Lee is pictured in the back row with his IOM training group.*

# BUSINESS AFTER HOURS

## 2009 Schedule

### FEBRUARY 25

Big Brother's Big Sisters of Northern New Mexico at Big Cheese Pizza

### MARCH 25

The Gallup Sleep Inn at 3820 E. highway 66

### APRIL 29

Manuelito Navajo Children's Home at 12 Veda St. in Williams Acres

### MAY 27

Bi County Fair at UNM-Gallup, Lions Hall

### JUNE 24

Little Sister's of the Poor

### JULY 29

Benjamin Franklin Plumbing

### AUGUST 26

Mystique Salon and Day Spa at 509 S. Third St.

### SEPTEMBER 20

Healing Hands Wellness Center at 1808 E. Aztec

### OCTOBER 28

First Financial Credit Union at 1383 N. Highway 491

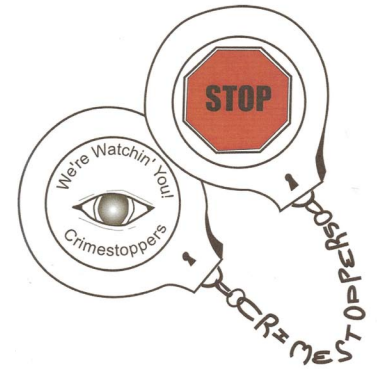
### NOVEMBER 18

Still Available! Call the Chamber today to book your Business After Hours.



*Above: Scott Summy walks away with a prize at the January Business After Hours hosted at Sammy C's Rockin' Sports Pub and Grille. Left: Jeannie Morales else tries their luck at the Chamber Treasure Chest during BAH.*

# NEW MEMBER SPOTLIGHT



# Crime Stoppers

by Beth Hathaway

Crime Stoppers is bringing its quiet community service into the public by joining the Chamber of Commerce. The organization's chief goal is to work with local law enforcement agencies in order to deter crime. Crime Stoppers' Officers have been serving their community for many years through this organization and their regular jobs.

The Board President, Tom Ray, worked for UNM for 30 years and now serves as a counselor at Kennedy Middle School; Vice President/Secretary Carol Bartlett was the RMCH Human Resources Director for many years before working for TRIO at UNM; and Treasurer, Ron Caviggia has spent his career with the Procurement Office.

While the rest of the nine-member board is advised to remain anonymous, the officers are enthused about networking through the Chamber and joining in activities like Business

After Hours. They hope to bridge the gap between area businesses and local citizens when it comes to fighting burglary and graffiti in downtown Gallup.

Crime Stoppers works by collecting tips through a tip line and sending it to the applicable law enforcement office where detectives work the tip. If it results in an arrest or other crime solution the tip is brought to the Crime Stoppers board for a vote on the appropriate award up to \$1,000.

In order to protect the tipster, the person remains anonymous to the board and general public. In the last two years, Crime Stoppers has awarded at least \$3,000. While anonymity is key to Crime Stoppers so is awareness in the community.

Through Chamber membership Crime Stoppers hopes to start creating a stronger presence in order to gain more support and tips and therefore resolve more crimes.

*Crime Stoppers officers are enthused about networking through the Chamber and joining in activities like Business After Hours.*

# THE INTERCOM'S CAMERA



*Marlene Custer with her husband at the International Travel Wholesales Event at El Rancho on January 23.*



*Balloominaria at Rio West Mall during Balloon Rally.*



*Left: Bill Lee, running the show.*



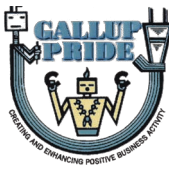
*Sharon Maloof, Deputy Cabinet Secretary for the NM Department of Tourism, at the International Travel Wholesalers event at the El Rancho.*



*Santa steals the show at the City of Callup Christmas events in the Courthouse Plaza the first weekend in December.*

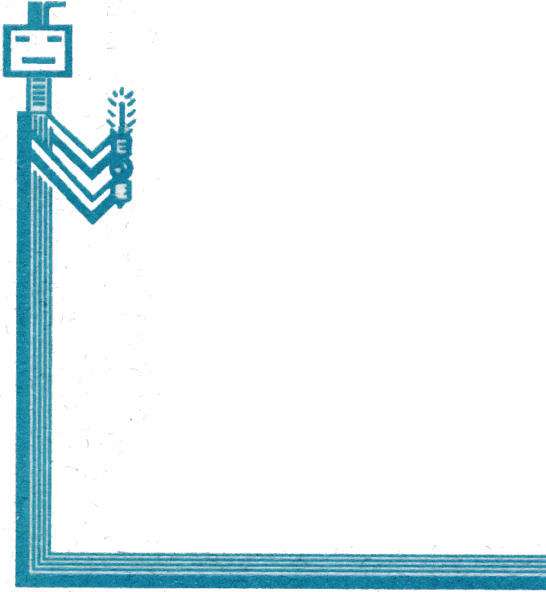
## Advertising Rates for the Intercom

	COLOR	BLACK & WHITE
1/8 Page:	\$100.00	\$75.00
1/4 Page:	\$155.00	\$125.00
1/2 Page:	\$225.00	\$200.00
Full Page:	\$375.00	\$300.00



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Chamber of Commerce**  
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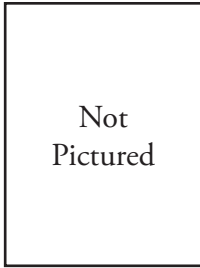
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## CHAMBER OFFICE STAFF

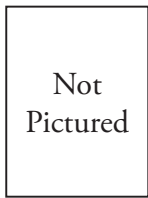
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