



# Depot Express



Edinburg Chamber of Commerce E-News Letter

Volume 2, Issue 5

April/May 2011

**NEWS HEADLINES:**

**Texas Cook'em  
Coming Soon!**



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&  
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**Inside this issue:**

Ribbon Cuttings/Feature Business of the Month	2
New Members	3
Ask an Expert/Ambassador of the Month	4/5
ECVB/Market Days/Calendar	6/7
Edinburg Day/Marketing Seminar	8/9
HOSA/other Edinburg News	10/11
Thank You Note / Letter from the Chairman	12

## **Texas Cook'em: High Steaks in Edinburg, Coming SOON!**

Do you like Barbeque? If your answer is yes, then you need to be a part of the RGV's first IBCA sanctioned cook off that awards \$15,000 in prize money to the best cooks right here in Edinburg!

Come out for T-bone steak, chicken, ribs and brisket plus live music, fireworks and more! If you are a cook, we want you too! If you don't fancy yourself a cook, but like to eat, we NEED you as a tasting judge. Please call us at 956-383-4974 for more information on how you can become involved in Edinburg's largest cook off!

**When:** Saturday July 2nd, 2011

**Where:** Edinburg Municipal Park 714 Raul Longoria

**Time:** 10am-11pm

**COOK'EM**  
**HIGH STEAKS IN**  
**EDINBURG**

**edinburg.com**



# Ribbon Cuttings and Ground Breakings



**Mercedes Benz of San Juan**

**Alfonso Cavazos**

**400 E. Exp 83**

**San Juan, TX**

**956-787-4400**

## Feature Business of the Month ...



March

**D&M Cleaners  
& Office Supply, Inc.**

**315 S Closser**

**Edinburg TX 78539**

**(956) 383-3861**

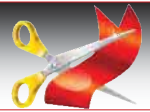


The Edinburg Chamber of Commerce Ambassadors Committee are a group of volunteers who are all members of the Chamber. The Ambassador's meet the first Wednesday of each month to discuss various topics within the community, organize fundraisers and to select a business as a Feature Business of the month; the criteria for selection is as follows: 1. *Special Acknowledgement and recognition of years of support of the Edinburg Chamber of Commerce and/or recognition of outstanding support of the community* 2. *Number of years in business* 3. *Contributions and support of Edinburg Chamber of Commerce programs and events* 4. *Recent renovation and/or expansions of their business* 5. *Silent members (strong supporters) of the Edinburg Chamber of Commerce in good standing.*

If you are interested in being an Ambassador, please contact Martin Rivas at 956-383-4974.



# Welcome new ECOC Members:



**Children's Depot LLC**  
 1005 E Schunior Edinburg, TX  
 78541  
 Melynda Vasquez  
 (956) 316-3382

**Continuing Education-UTPA**  
 1800 S. Main Suite 1100  
 Mcallen, TX 78503  
 Jay Bhat  
 (956) 665-2071

**Rio Grande Women's Clinic**  
 2502 E Richardson  
 Edinburg, TX 78541  
 Dina Garcia  
 (956) 380-4477

**Mercedes Benz of San Juan**  
 400 E Exp 83  
 San Juan, TX  
 Alfonso Cavazos  
 (956) 787-4400

**Edinburg Child Care INC**  
 PO Box 3487  
 Edinburg, TX 78540  
 Mary Villarreal  
 (956) 383-6789

**Safeguard Universal**  
 1728 Sante Fe  
 Corpus Christi, TX 78404  
 Anthony Anzaldua  
 (361) 884-8640

**Greater Mcallen Association  
 of REALTORS**  
 509 Nolana  
 Mcallen, TX 78504  
 Mary Lou Henry  
 (956) 682-4119

**South TX Artisan Cheese LLC**  
 1708 S 28TH  
 Edinburg, TX 78542  
 Hector Sanchez  
 (956) 720-4256

**South Texas Eye Clinic**  
 8004 N 19th St  
 Mcallen, TX 78504  
 Emma E. Gonzalez  
 (956) 655-0012

**Vasquez Grocery, LLC**  
 523 W Schunior  
 Edinburg, TX 78541  
 Ruben Vasquez  
 (956) 381-5166

**Taglestar Web Design**  
 1524 S 7th St  
 Edinburg, TX 78539  
 Mr. Chris Tagle  
 (956) 682-9889

## Welcome!

### @ The Depot

Have a small group that you or your business is hosting? Bring them by the Historic Depot, current home of the Edinburg Chamber of Commerce to learn some facts about the historic train station, or just to say hi.

### DID YOU KNOW:

In 1994 the Depot was purchased by the Edinburg Chamber of Commerce?

Please support the Depot Restoration Committee; call Elva Jackson Garza for further information

956-383-4951



# Thank you VIP Members:



Boggus Motor Sales, Inc.  
 Charles Clark Chevrolet  
 Edinburg Industrial Foundation Inc.  
 Elite Rehab Services L.L.C.  
 Exquisita Tortillas, Inc.  
 Kolder Inc.  
 Roy's Hauling Service, Inc.  
 Teleperformance  
 D. Wilson Construction Company  
 South Texas Health System  
 Edinburg Regional Health Center  
 Santiago Gonzalez, Jr., CPA



**As a Chamber VIP Member you will receive:**  
 50% discount for one Leadership Edinburg Participant  
 4 VIP tickets to Fiesta Edinburg  
 10% discount on all Chamber advertising  
 3 participants to each Chamber-sponsored seminar  
 Set of mailing labels  
 2 E-Newsletter Inserts  
 Broadcast Fax



## Ask a Chamber Expert...



**Alpha and Omega Cleaning Services**  
4210 East Ramseyer  
Edinburg TX

Alpha and Omega Cleaning Services, LLC seeks to ensure that businesses have a spotless office environment to support the work they do and forget their worries about office cleaning. The company **values** its employees to clean well and clean smart, **listens** to the needs of its client to do the job they need done, and **responds** to the demands of the environment.

### Keys to Success

To become successful in the office cleaning business or any business, Alpha and Omega Cleaning Services, LLC must:

**Foster an environment of employee empowerment** from day one of operation to make sure work is done thoroughly and carefully while being efficient.

**Listen** attentively to the needs of the client and **communicate** this information effectively to employees

**Research and remain experts of your services**

Remember that the service must meet or exceed clients expectations to be considered done.

*For more information please contact Ismael De Leon at (956) 569-6633*  
[alphaomegaservice@yahoo.com](mailto:alphaomegaservice@yahoo.com)

## Edinburg Chamber of Commerce Ambassador of the Month



**April**

**Jose Noe Valdez**

**Horizon Properties**

**2407 Blue Ridge**

**Edinburg Texas, 78539**

**[jnvaldez@rgv.rr.com](mailto:jnvaldez@rgv.rr.com)**

*The Edinburg Chamber of Commerce Ambassador's Committee meets the first Wednesday of every month. If you are interested in investing your time with your community, please call Martin Rivas at 956-383-4974 or email [memb ship@edinburg.com](mailto:memb ship@edinburg.com)*

**THANK YOU!**





## Edinburg Convention and Visitors Bureau...

# WELCOME

It is the mission of the Edinburg Convention & Visitors Bureau to provide leadership in initiating as well as coordinating the marketing of Edinburg throughout the world as a highly desirable vacation and convention destination; to solicit and serve conventions and other related group business; and to engage in visitor promotions which generate overnight stays for Edinburg, thereby, enhancing and developing the economic fabric of the community.



The Edinburg Convention & Visitors Bureau must continue to be recognized as a viable entity, not only in the Texas travel industry, but also as a marketing strength in the Rio Grande Valley. In order to achieve this goal, there are many projects, programs and activities that need the participation and support of the Edinburg Chamber of Commerce. In addition to many projects that we must do on a daily basis to stay competitive in the marketplace, the Chamber/CVB will continue to develop and innovative such projects and programs: Tourism Marketing, Conventions and Media.



The Edinburg Convention and Visitors Bureau (ECVB) is here to serve you and to assist in securing conventions and seminars in the Edinburg area. If your business or organization is interested in hosting an event, the ECVB is happy to accommodate to assist in making your event successful. At the ECVB, we will supply your event with hotel listings, business and restaurant listings, plus maps and other helpful information that will make your event or meeting a success. Please contact Imelda Rodriguez for further information 956-383-4974. [tourism@edinburg.com](mailto:tourism@edinburg.com)

## Tour de Edinburg



The Edinburg Convention and Visitors Bureau recently conducted a tour for Winter Texans. Tour de Edinburg is a 6 hour tour, visiting various locations highlighting the city of Edinburg including but not limited to: the Museum of South Texas History, the Edinburg World Birding Center, Tejano Walk of Fame, Sal De Rey and others. The tours are only \$10 per person and include information on said attractions as well as snacks, drinks and lunch at one of Edinburg's eateries.

Pictured are Imelda Rodriguez and Gus Garcia both representing the Edinburg Convention and Visitor's Bureau with a group of Winter Texans stopping at Colima Restaurant in Edinburg for lunch, also pictured on the far right is Ruben Vasquez, co-owner of the Children's Depot who in addition donated the transportation as well as his time, and services for the Tour de Edinburg.



Tour de Edinburg showcases the city of Edinburg encouraging locals and visitors to utilize the cities resources to boost interest as well as community involvement and sales tax.

The tours are conducted throughout the year and require advance notice; please contact the Edinburg Chamber of Commerce for further information on how to schedule your tour 956-383-4974.



## Edinburg Chamber's Public Affairs Luncheon

With Pedro Salazar with the  
Edinburg Economic Development Corporation

May 18th, 2011

Topic: Economic Development in the City of Edinburg

The Public Affairs Luncheons are one of the chamber's latest initiative introduced in 2006. The vision is that it will inform, involve and educate Chamber investors and civic leaders. The event allows business people to meet, network and create opportunities for the companies they represent. We encourage all Chamber investors and others interested in learning about hot topics affecting our community and the Rio Grande Valley to attend.

956-383-4974

### Mark your Calendars:



**Edinburg Market Days** Saturday, May 14, 2011  
from 8am-2pm. Market Days will be held at the Town  
Square across from the Court House



**2nd Annual Night Golf Tournament** Friday, June  
10th, 2011 @ Ebony Golf Course 300 West Palm Drive  
from 5pm-midnight



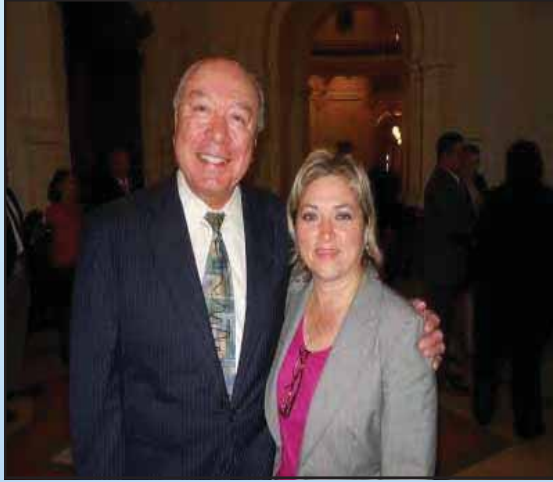
**Texas Cook'em: High Steaks in Edinburg** Satur-  
day, July 2nd, 2011 Edinburg Municipal Park: food,  
fun, cook off, prize money, live music and MORE!



[www.edinburg.com](http://www.edinburg.com)

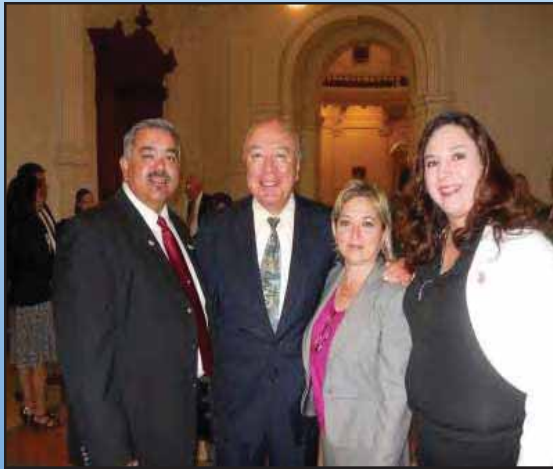


## Edinburg Day in Austin, Texas



City leaders, employees, and residents visited the state Capitol for Edinburg Day. The purpose of Edinburg Day is for the delegation to meet with legislators so they can be better acquainted with the issues affecting Edinburg and the Rio Grande Valley.

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# Edinburg Chamber hosts Marketing Seminar

We would like to thank Elizabeth C. Martinez, Leby Salinas, Shaine Mata, Eric Cassity Hayles, and Cindy Garza for serving as special guests speakers for the recent Marketing Seminar held @ The Depot. We would also like to thank all those who attended. The Chamber of Commerce will be holding future marketing seminars, so please keep yourself informed. Thank you! ~~~~~



# Marketing Tips



# HOSA stays active @ Fiesta Edinburg 2011

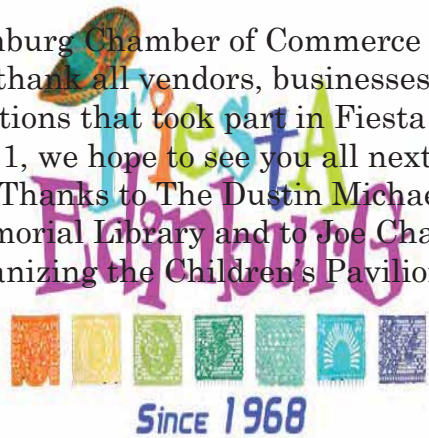


Med High HOSA Chapter #7335 participated in this year's Fiesta Edinburg to promote Organ Donation Awareness. They were on sight to register anyone interested in becoming a donor.

Participating in the event was Cathy Torres, Veronica De La Garza, Jason Krentz and Isaac Carrera, 9<sup>th</sup> grader at South Texas High School for Health Professions. For more information regarding organ donation, please call the Texas Organ Sharing Alliance in McAllen at 630-0884



The Edinburg Chamber of Commerce would like to thank all vendors, businesses and organizations that took part in Fiesta Edinburg 2011, we hope to see you all next year! Special Thanks to The Dustin Michael Sekula Memorial Library and to Joe Chapa for organizing the Children's Pavilion





## What's Happening in Edinburg!



Boxing Fans! Come catch "**Rumble @ The Park**" with Raul "El Tigre" Casarez from Edinburg, Texas pictured with Letty Gonzalez. Raul will go against Sergio "Time to Shine" Perales at Edinburg Municipal Park on Saturday, April 16th, 2011 doors open at 6:30pm. Call 956-206-9543 for more information



## 2nd Annual Night Golf Tournament

**Date:** Friday, June 10th, 2011

**Place:** Ebony Golf Course 300 West Palm Drive

**Time:** 5pm-midnight

**Team Levels:**

**\$250** \*Gold Sponsor\*

**\$750** \*Platinum Sponsor\* includes 1 4-man team

**\$2,500** \*Title Sponsor\* includes 2 4-man teams





P.O. Box 85  
 602 W. University  
 Edinburg, TX 78540  
 Phone (956) 383-4974  
 Fax (956) 383-6942

*Letter from the Chairman*

[www.edinburg.com](http://www.edinburg.com)

**EXECUTIVE OFFICERS:**

**Chairman**

Johnny Rodriguez \*Austin Personnel Services

**Chair-Elect**

Edna Pena \* Horizon Properties

**Immediate Past Chair**

Cynthia Bocanegra \* Chaps Bar & Grill

**Treasurer**

Elias Longoria \* Lone Star National Bank

**Vice-Chairmen**

Gus Casas \* G&S Glass

Flo Prater \* Rio Valley Realty

Elva Jackson Garza \* Edwards Abstract and Title Co.

Mark Pena \* Lewis, Monroe & Pena Attorneys at Law

Cris Torres \* Inter National Bank

**Directors**

Dina Araguz International Bank of Commerce

Marissa Castaneda Doctors Hospital at Renaissance

Darcy Kelly Peter Piper Pizza

Maggie Kent General Dentistry Center

Robert McGurk Elsa State Bank

Toribio "Terry" Palacios Law Offices of Garcia, Quintanilla & Palacios

Naomi Perales Texas Gas Service

Jacob De Leon Memorial Funeral Home

Dr. Robert S. Nelsen UTPA

**Staff**

Letty Gonzalez President

Evana Vleck Director of Marketing

Imelda Rodriguez Director of Tourism

Martin Rivas Director of Membership

Crystal Sanchez Receptionist/Tourism Asst.



Spring is here, and we have a lot behind us like Fiesta Edinburg, but the momentum never stops with Texas Cook'em: High Steaks in Edinburg right around the corner, as well as our Annual Night Golf Tournament, plus Market Days and more. The

Chamber keeps busy and stays active with members and within the community. The Marketing Department held a seminar, which was well attended so we are looking forward to holding another one in the near future. Another thing worth mentioning are the monthly Ambassador meetings held the first Wednesday of the month at noon; keep yourself informed with what's going on within the Chamber and our city, please call the chamber and ask how you can become an Ambassador; we'd love to have you.

With so much going on, the Chamber is always looking for volunteers, even if it's just to show your support and presence by attending Ribbon Cuttings and Ground Breakings; these Chamber events are crucial to our community and mean a lot to business owners; as the chamber of commerce, we want the business community to know that they have our support. Also coming up is our Public Affairs Luncheon featuring Pedro Salazar with the Edinburg Economic Development Corporation on Wednesday, April 18<sup>th</sup>; we hope to see your faces at some of these great events.

Sincerely,

Johnny Rodriguez, Edinburg Chamber of Commerce Chairman of the Board