



Depot Express



Edinburg Chamber of Commerce E-News Letter

Volume 2, Issue 2

February 2011

NEWS HEADLINES:

Fiesta Edinburg



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February is FIESTA Month in Edinburg, Texas



February is a busy month for Edinburg, check it out!

- 2/5/2011 *Edinburg 10K by Edinburg Parks and Recreation (past)*
- 2/12/2011 *Edinburg Rotary Cajun Fest, plus Edinburg's Market Days*
- 2/19/2011 *Museum of South Texas History Pioneer Days*
- 2/24-2/27/2011 *FIESTA EDINBURG* live music by: Jimmy Gonzalez y Grupo Mazz, Elida Reyna y Avante plus NEW BOYZ!



Thank you Fiesta Sponsors:

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The Edinburg Review

Piñata Sponsor

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Play on Wheels



RIBBON CUTTINGS & Ground Breakings...



Rio Grande Produce Park
877-366-4846
 East of the intersection
 of U.S. Highway 281 and
 FM 2812, Edinburg, Tx.

Feature Business of the Month ...



January
Rio Grande Bible Institute
4300 S. Business 281
Edinburg TX 78539
(956) 380-8100
Robert Kracht



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.



Public Affairs Luncheon with ECISD



The Public Affairs Luncheons are 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 our quarterly luncheons. Thank you Dr. Rene Gutierrez and ECISD!

Sponsored By:





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...



Edinburg Vision Center on Contact Lens Care

As a prescription health device, contact lenses must be monitored on a regular basis. As a contact lens wearer here are some of the do's and don'ts to ensure long term use of your contact lenses and the health of your eyes.

As a contact lens wearer, you **MUST**: wash your hands with lanolin-free soap and water and dry with a lint-free towel prior to handling contact lenses. Just prior to placing the solution in the lens case, place 3 drops of contact lens solution on one side of the lens surface. Gently rub your lenses for 10 seconds (never rub in a circular motion, because it may tear and not clean the outer edge surface). Avoid using aerosols such as hairsprays, perfumes, air fresheners, cleaning products and anti-bacterial/hand sanitizer etc., when wearing contact lenses. Avoid sleeping or napping in your contact lenses and also make sure you replace your contact lens storage cases every 1-3 months. Monitor expiration dates on all solutions and discard any remaining solution that has passed the expiration date.

As a contact lens wearer, you **MUST NOT**: insert your lenses if eyes are red and/or irritated. If irritation occurs during wear, remove lenses immediately. Never use over-the-counter eye drops to reduce redness, dryness, or allergy; unless recommended or prescribed by your eye care practitioner. **NEVER** wear lenses longer than prescribed and they should not be worn more than 12 hours daily. You should never rinse your lenses in any non-sterile water, including tap water and you should never swim, shower or use hot tub while wearing soft contact lenses. **NEVER** use saliva or put lenses in mouth to rewet. Saliva contains bacteria that can cause serious infection and damage to the eye. Sharing your contacts with others is also not recommended since contact lens are medical devices they are prescribed for only you.

For more information on contact lenses or to see if they are right for you please contact the experts at Edinburg Vision Center for more information. You can contact us at 956-383-5581 or www.justmyeyes.com.

Dr. Luis S. Navarro O.D.
Optometric Glaucoma Specialist
Therapeutic Optometry



Edinburg Chamber of Commerce Ambassador of the Month



January
Marty Martin
Rio Valley Realty

Marty Martin, our Ambassador of the Year for 2010, was born in Edinburg, Texas He went to school in Edinburg and graduated from Pan American University in 1989 with a BBA in Finance. Marty still lives in Edinburg with his wife Debbie and two sons Christopher and Cameron. He obtained his Real Estate Salesman's license in 1989. He currently is a Broker/Co-owner of Rio Valley Realty, which he formed with partners in 1994. Marty serves on several Chamber committees including Ambassadors, Depot Restoration, Texas Cook-Em and Leadership

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 member-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

I Shop Edinburg 2011

I Shop Edinburg is an exceptional program that helps you save by shopping local. Designed to keep tax dollars in Edinburg, I Shop Edinburg provides special incentives to shoppers through a unique savings card.

Everyone is invited to pick up a **FREE** I Shop Edinburg savings card at the Edinburg Chamber of Commerce or @ Edinburg City Hall.

Businesses are also heartened to take part by registering their business for **no fee**, and includes an accessible marketing package that each individual business will choose to honor. Please call 956-383-4974 for more information.



For a list of businesses that honor the I Shop Edinburg discount card, please log on to www.edinburg.com



Come see what Market Days has for YOU



The Edinburg Chamber of Commerce and the Edinburg Convention and Visitors Bureau will hold "Edinburg Market Days" the 2nd Saturday of each month from September-May. Market Days will be held at the Town Square across from the Court House in Edinburg. Antiques, Collectibles, Unique finds, Arts/Crafts and more! Visit us on Saturday, February 12th, 2011 from 8am-2pm for fun and excitement! This is one of Edinburg's most popular weekend events that the entire family can enjoy; please come out and see what Market Days has to offer! Please call 956-383-4974 for further information.



Mark your Calendars:



Edinburg Market Days Saturday, February 12th, 2011 from 8am-2pm. Market Days will be held at the Town Square across from the Court House



Power Punch @ Lunch: Sponsored by Edinburg Regional Hospital 2/16 11:30-1 @ the Depot

Hasta La Vista Panchanga Thursday, February 24th, 2011 3-6pm @ the Edinburg Activity Center. Food, door prizes, music and more!



Fiesta Edinburg Last Weekend in February, Edinburg Municipal Park: food, fun, carnival, parade, live music and MORE! February 24th-27th, 2011



www.edinburg.com



Look to see what's coming up in February:



**Edinburg On
Wheels
March 5th, 2011
Enjoy a 6 mile ride
along the Edinburg
Hike/Bike trails**



**Hasta La Vista
Pachanga: February
24th, 2011
Edinburg Activity
Center
123 Palm Drive
4-7pm**

South Texas Health System sponsors Edinburg's Power Punch @ Lunch Wednesday, February 16th

The Edinburg Chamber of Commerce would like to invite you to Power Punch @ Lunch, one of the Chamber's most popular social-networking events. Power Punch @ Lunch is generously sponsored by South Texas Health System. Please join us for a fun and informative luncheon on Wednesday, February 16th, 2011 at the Depot on 602 West University Drive. This event is FREE and will include food, door prizes and fun! Bring your business cards and a friend! Please call 956-383-4974 to RSVP. www.edinburg.com





Marketing Your Business during Hard Economic Times”



Pictured promoting the Marketing Seminar "Marketing Your Business during Hard Economic Times" is Left: Pedro Salazar, EEDC Executive Director, Letty Reyes, EEDC Project Manager, Evana Vleck, ECOC Marketing Director, Letty Gonzalez, ECOC President, Johnny Rodriguez, ECOC Chairman and Mark Pena, ECOC vice chair for Marketing

The Edinburg Chamber of Commerce and EDBG City Limits, will host a marketing seminar on March 3, 2011 from 11:30am-1pm titled "Marketing your Business during Hard Economic Times". This seminar will give you tips on marketing your business through social networks, radio, television and newsprint Medias through DIY (Do it yourself) networking or on a modest budget. We all go through budget crunches, economic woes as businesses struggle to gain notice to news, events and finding ways to attract new business without having to spend. Join us on Thursday, March 3rd at the Edinburg Chamber of Commerce Depot for only \$10 per person. This informative session will include lunch, refreshments and door prizes. Bring your business cards, and expect to network. To RSVP your attendance, please call 956-383-4974. www.edinburg.com

Only \$10 per person March 3rd, 2011



The City of Edinburg sponsored \$5,000 to the Fiesta Chevrolet Fiesta Edinburg Parade. The monies will be used as prize money to 1st, 2nd and 3rd places in two competing divisions: business/civic and schools. Everyone is welcomed and encouraged to participate, the theme is simple: FIESTA!. This is the largest prize money awarded for parade decoration/spirit in the Rio Grande Valley. 1st place winners will receive: \$1,100, 2nd place will receive \$850, and 3rd place will receive \$550. "We are so thrilled to have this opportunity to award such a large amount of prize money, it's very deserving to all of the winning participants; we feel that the prize money will be a great incentive to schools and businesses to get involved in our community celebration. Fiesta Edinburg is one of Edinburg's largest community events, each year during Fiesta Edinburg we are celebrating holding the county seat of Hidalgo County and we are very proud of that" noted Cris Torres, Fiesta Edinburg chairman. Please call 956-383-4974 or go to www.edinburg.com to participate NOW!





Fiesta Chevrolet & Bert Ogden Motors' Proudly Presents: Fiesta Edinburg last weekend in February!

Fiesta Edinburg is excited to announce Jimmy Gonzalez y Grupo Mazz as the headlining musical act for Fiesta Edinburg on Saturday, February 26th, 2011 along with Elida Reyna y Avante plus others. Musical acts for Friday, February 25th are still in the works. We anticipate a large crowd and big community support. We will have the traditional parade, Heart of America Carnival and will also be partnering with the Edinburg Scenic Wetlands & World Birding Center and Texas Parks and Wildlife for the RGV Coastal Expo all taking place the last weekend in February at the Edinburg Municipal Park.

In one of the pavilions we will host the "fun and ease of Education". This area will host various attractions including face painting, dancers, musical groups, as well as poetry readings. Partnering with UTPA and the Dustin Michael Sekula Library has enabled Fiesta Edinburg to grow bigger, attracting a larger crowd.

Fiesta Edinburg Parade: 10am beginning at the County Courthouse travelling South on Closser ending at Cats Stadium on Saturday, February 26th. Don't miss out!



Thank You Sponsors:

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City of Edinburg

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Memorial Funeral Home
South Texas Health System

Piñata Sponsor

Temple Inland
Southern Mechanical
UTPA Foundation
Security First Credit Union
Texas Gas Service
Play on Wheels



(Feb 24th-27th)

2/24: All you can ride \$5 Heart of America Carnival 6pm-10pm

Heart of America Carnival Thurs-Sun

2/25: Hip Hop night, food, carnival, music, entertainment 6pm-11pm

Parade at 10am beginning at the County Courthouse

2/26: Tejano day/night food, carnival, music, entertainment, World Birding Center Coastal Expo noon-11pm

2/27 Carnival noon-10pm

FREE with only \$10 Parking!



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

www.edinburg.com

EXECUTIVE OFFICERS:

Chairman

Johnny Rodriguez *Austin Personnel Services

Chair-Elect

Edna Pena * Horizon Properties

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Elias Longoria * Lone Star National Bank

Vice-Chairmen

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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 Cavazos Receptionist/Tourism Asst.

Letter from the Chairman



Greetings Friends, I hope everyone survived one of the RGV's largest freezes since 1989, it was a tough time, but we must move forward and continue to strive to make ourselves successful in all we chose to do. February is the busiest month of the year not

only for the Edinburg Chamber of Commerce, but for the entire city. As you might or might not have known, there is something to do every weekend during the month of February:

2/5/2011 *Edinburg 10K by Edinburg Parks and Recreation (past)*

2/12/2011 *Edinburg Rotary Cajun Fest, plus Edinburg's Market Days*

2/19/2011 *Museum of South Texas History Pioneer Days*

2/24-2/27/2011 FIESTA EDINBURG

Speaking of Fiesta Edinburg, we are proud to announce that we have partnered with Fiesta Chevrolet and Bert Ogden Motors to bring you Fiesta Edinburg 2011. Thank you to the City of Edinburg for their support, and of course all monetary donations and in-kind services. There will be plenty of thing to do for the entire family from 2/24-2/27 including the Rio Grande Valley Coastal Expo organized by Edinburg's Scenic Wetlands and Birding Center. If you would like to get involved, and volunteer your time to a wonderful community event please call the chamber staff at 956-383-4974, and we will make your time worth while! Hope to see you all out at the Edinburg Municipal Park!

Sincerely,

Johnny Rodriguez, Edinburg Chamber of Commerce Chairman of the Board