



Depot Express



Edinburg Chamber of Commerce E-News Letter

Volume 2, Issue 1

January, 2011

NEWS HEADLINES:

Night of Lights



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Coming to Fiesta Edinburg in 2011!



SATURDAY

February 26th:

Jimmy Gonzalez
y Grupo Mazz

Elida Reyna y
Avante

Gas Light Band

Eddie Perez and
Legendz



FIESTA EDINBURG BROUGHT TO YOU BY:

Elsa State Bank, Linebarger Goggan, Blair and Sampson, Temple Inland, Southern Mechanical, HEB, Memorial Funeral Home, First National Bank, EEDC, UTPA Foundation, Security First Credit Union, Magic Valley Electric Coop, Play on Wheels, Martin Farm & Ranch Supply and the City of Edinburg



RIBBON CUTTINGS & Ground Breakings...



Farmer's Insurance

1108 South Closner
Edinburg, Texas 78539

956-457-5740

Mr. Joe Hinojosa

Feature Business of the Month ...



December

Edinburg CISD

411 Nth 8th Street
Edinburg, Texas 78539

956-289-2300

Dr. Rene Gutierrez



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 featuring Dr. René Gutiérrez



*Pictured is Dr. René Gutiérrez,
Superintendent for ECISD; Dr.
Gutiérrez will be the main speaker
at the Edinburg Chamber of Com-
merce Public Affairs Luncheon
on January 13th, 11:30am-1pm @
The Echo Hotel and Conference
Center*

Sponsored By:



The Edinburg Chamber of Commerce will host the quarterly Public Affairs luncheon on Thursday, January 13th, 2011 at the Echo Hotel and Conference Center, located on 1903 S. Closner. The luncheon will take place from 11:30am-1:00pm and is \$15.00 per person or \$150.00 for a reserved table of 8.

Dr. Rene Gutierrez, ECISD Superintendent will be the guest speaker, addressing Education as the topic.

Dr. René Gutierrez was named Superintendent of Schools for Edinburg Consolidated Independent School District in June 2009. Dr. Gutierrez attended McAllen schools and graduated from McAllen High School and then attended Texas Southmost College at Brownsville where he received an Associate Degree in Applied Science. He received a Bachelor in Business Administration (BBA) from Pan American University at Brownsville, a Master of Education Degree and a Doctoral Degree in Educational Leadership from the University of Texas - Pan American. His doctoral dissertation is entitled: *Factors Contributing to the Academic Achievement of Mexican-Origin Immigrant High School Students*. Dr. Gutierrez is an immigrant from Mexico and an example of how a quality education can make a difference in an individual's life. He holds the following Texas Educator Certificates: Superintendent, Mid-Management Administration, Counselor, and Secondary Mathematics.

His experience includes serving as Assistant Superintendent for Administration and Finance, Director of Federal Programs, Elementary School Principal, Migrant Program Coordinator, Facilitator, Counselor, and a High School Math Teacher. As an Elementary School Principal, Dr. René Gutiérrez led his school to be a TEA Recognized and Exemplary Campus. He has presented to local and state conferences on migrant students; has been involved in curriculum writing and grant writing; and has served as a mentor to college students who are obtaining Administrator Certification.

“The Public Affairs Committee extends an invitation to the Chamber membership and the public to attend the first program of 2011. Information addressing education will always be an important matter and popular subject to address within the community and our members at the Edinburg Chamber of Commerce. Our goal is to serve as a liaison between governmental affairs and the general public by offering informative events such as this” noted Elva Jackson Garza, Board of Director for the Edinburg Chamber of Commerce and vice-chairman for the Public Affairs committee. **This event is sponsored by Inter National Bank.**



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 Systems
 Edinburg Regional Health
 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...



BUILDING YOUR OWN PUBLICITY CAMPAIGN

It Starts With an Idea

Are You an Expert?

Your Product Needs to Get Noticed

Publicity Budget

Media Campaign

Publicity Strategy

Get yourself Out THERE!

If you have any questions or would like some ideas on how to maximize your business exposure, please feel free to contact me at (956) 821-2474 or

allurepublicrelationsfirm@gmail.com.

Celeste Cabrera

Marketing & Public Relations Consultant

Allure Marketing and Public Relations Firm

(956) 821-2474

"Maximize Your Business!!!"

Publicity doesn't just happen. You need to execute a well thought out plan to make your own publicity. And then you need to continue the momentum. A quick blurb in a newspaper or magazine or a five second flash on the local cable channel isn't going to take you as far as you need to go.

In order to receive publicity, you need to have an idea of where you see yourself. Set your course and stick with it. Identify your objective and figure out how to achieve it. You can see that this needs to be more than a one-time moment if you want your publicity to stick. That is why you need to consider it a campaign. And at the end of the publicity campaign comes the beginning of your career. All of the little successes along the way build on each other to develop into your vision or initial objective for publicity. Consider beginning with a simple idea or sound bite.

You will never be successful if you keep yourself hidden. Get out there. Find a group you can identify with. One of the best places to go for that if you are connected to any group right now is by joining the Edinburg Chamber of Commerce, a Rotary Club, etc. To begin a publicity campaign you need to be public. It doesn't have to be a group that is about what you are publicizing. Many times those people will be saturated with information and won't be interested in absorbing what you have to say. The best strategy is doing something else that you love and let those contacts you make learn about you and/or your product in a natural, nonthreatening discussion.

Edinburg Chamber of Commerce Ambassador (s) of the Month

January



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 Edinburg.

Dr. Walter Green joined the Chamber in September 1985, representing UTPA as their Small Business Institute Director. One of the first committees served on was the Business Committee. He worked with the Tourism, and Transportation Committees to name a few. Dr. Green also helped initiate "Leadership Edinburg." He is now retired with UTPA and still is an active member with the Edinburg Chamber of commerce. He was named Chamber Champion of the year in 2009.

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 membership@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 \$ave 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, January 8th, 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, January 8, 2011 from 8am-2pm. Market Days will be held at the Town Square across from the Court House



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



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



www.edinburg.com



Edinburg Chamber of Commerce Gives Back



The Edinburg Chamber of Commerce collected toys for the Edinburg Police “Blue Santa Toy Drive” program that gives back to the community by distributing toys to needy children during the Holiday Season. Pictured promoting Blue Santa Toy Drive are Left: Officer Balde Gomez and Right: Officer Araceli Pena from Edinburg, Texas.



The Edinburg Chamber of Commerce Ambassador’s Committee held a donation drive for a needy family in Edinburg, Texas. Ambassador’s and sponsors collected non-perishable food items, blankets and toys and delivered the items to the family on Tuesday, December 21st. Thank you to Wal-Mart, Rio Valley Realty and the Edinburg Chamber of Commerce Ambassador Committee.



Leadership Edinburg: Where Are They Now



Elva Jackson Garza
 Edwards Abstract and Title Co.
 3111 West Freddy Gonzalez
 Drive
 Edinburg, Texas 78539
 956-383-4951



What Leadership Edinburg Class were you a part of?
 Leadership Edinburg Class II

Why were you interested in serving in Leadership Edinburg?

The Leadership Edinburg program was initiated by the Edinburg Chamber of Commerce in 1988-89. The caliber of business leaders that were accepted and participated in the inaugural class was impressive. This motivated me and encouraged others in the business community to be a part of the exciting new program that educated and informed the class on a variety of topics during the nine month program.

What most important thing did you take out of the program?

As someone who is very involved in the community, I thought I was pretty knowledgeable about Edinburg. However, there was so much more that I was not aware of. The Leadership Edinburg Steering Committee did an outstanding job of designing the program in a manner that brings out the best of our city and gets behind the scenes of the inner workings of our local and county government, community affairs, health care, etc.

What was your class project?

Our class project focused on creating a comprehensive manual of the local clubs and organizations for the community and Valley. Leadership Edinburg Class II was held in 1989-90 during a time when there was a lot of interest in serving in the various organizations. The spirit of volunteerism and giving back to the community and many worthwhile civic groups was at an all time high, so there was a need for that type of information.

Do you remember all the names of your class mates?

Absolutely! Even though it's been over 20 years that we "graduated", many of us remain friends and we still keep in touch. We held our class retreat in the historic San Juan Hotel and we bonded instantly. We were a good class full of great people! Many of us are still doing our thing leading our own businesses, serving in leadership roles volunteering and helping others, and making a difference however we can.

Has Leadership Edinburg impacted your life, how?

In my opinion, Leadership Edinburg is the BEST program that has been implemented by the Edinburg Chamber of Commerce. It has been a strong influence in my life primarily because as we spent nine months together, we learned from one another. Everyone in the class of 20 had a different leadership style. We were able to mold our own style by sharing our thoughts and picking and choosing the traits that worked for us. I considered it an honor to be a part of Class II with people like Lucy Canales, Fred Kurth, +Robert Case, Doug Martin, Frank Mendieta, Juan Lopez and others.

Where are you now?

I am Vice President and Marketing Manager for Edwards Abstract and Title Co. serving Cameron and Hidalgo Counties. In 2000, my husband Fred R. Garza and I established E & F Enterprises, headquartered in Edinburg and have been successfully operating our property management company for 10 years. In 2007, I was honored by the Texas House of Representatives with the approval of House Resolution 1801 for my service to many organizations in the Rio Grande Valley.



Fiesta Edinburg last weekend in February!



Fiesta Edinburg 2011



Pictured Left to Right promoting Fiesta Edinburg are: Josie Rios (First National Bank) Penny the Pig (First National Bank), Letty Reyes (Edinburg Economic Development Corporation), Ray Garza (HEB on Freddy), Edward Greaves (HEB on Freddy), Johny Harris (HEB on Closner), Letty Gonzalez (Edinburg Chamber of Commerce), Dalia Arce (Fiesta Edinburg Committee member), and Cris Torres (Fiesta Edinburg Chair and Board Member for the Edinburg Chamber of Commerce)



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 Closner ending at Cats Stadium on Saturday, February 26th. Don't miss out!



- THANK YOU 2011 Fiesta SPONSORS**
- Elsa State Bank
 - Linebarger Goggan, Blair & Sampson
 - Temple Inland
 - Southern Mechanical
 - HEB
 - Memorial Funeral Home
 - First National Bank
 - EEDC
 - The City of Edinburg
 - UTPA Foundation
 - Security First Credit Union
 - Martin Farm & Ranch
 - Play on Wheels
 - Magic Valley Electric Coop

(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!



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 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

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 Aragus 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 Cavazos Receptionist/Tourism Asst.

Letter from the Chairman



Another great year has gone by, as Chairman of the Edinburg Chamber of Commerce, I have to say that 2010 was very productive, and that 2011 will be even busier, with hard economic times, the Chamber has continued to prosper and grow with membership, events, and happenings.

On behalf of the Edinburg Chamber of Commerce Board of Directors and staff, I'd like to wish everyone a prosperous new year, with much good tidings and successes to come.

We are happy to have anyone involved at any level and appreciate everything our volunteers, and sponsors do for us throughout the years. We are especially grateful to the City of Edinburg, Hidalgo County, ECISD and the EEDC for their continued support. If you would like to become involved with the Edinburg Chamber, please call us; we'd love to have you.

We are looking forward to many upcoming events such as the Edinburg Public Affairs Luncheon next week and hope you all can make it out. Aside from that, we have Fiesta Edinburg the last weekend in February, and are currently looking for volunteers and sponsors; this is one of Edinburg's largest festivals, and we assure that you will benefit thorough association, plus also learn how a festival is run behind the scenes. Texas Cook'em is also right around the corner, and any support you can lend us is greatly appreciated call the chamber for more information on our upcoming events. We are looking forward to another great year!

Sincerely,

Johnny Rodriguez, Edinburg Chamber of Commerce Chairman of the Board