

# PROGRESS

Leading Businesses...Leading Communities...

**Chairman's Message**

With Senate Bill 1 behind the Texas Legislators... Education has been on the forefront of many heated debates and emotional pleas to include the pros and cons of how Texans will pay for public education. To make the issue more complicated, recently we've read in the news how our local school district has had leadership challenges. But then... I think about the awards and accolades our educational system has won in the past few years to include the Broad Prize in 2008 and think Brownsville must be doing something right.

Moreover, our President, Angela Burton talks to the board about the \$1.5 million dollar Bill & Linda Gates Foundation grant that may be coming our way and how educators, administrators' workforce leaders, nonprofit agencies and business people jointly contributed to the success of applying for this "Partners for Post-secondary Education" grant. As I understand it, the grant will help develop ways to keep more of our



Robert Berry  
International Shipbreaking, Ltd., LLC

local students on a path to higher education.

Our Chamber and all of its members consider education one of the key elements of our mission statement. Year after year, when we have our retreat to discuss what the business plan will be for the upcoming year, education always ranks among the top three issues the Chamber board wants to focus on.

With school out for the summer it affords time to reflect on the past year in education. It is a tough time for all government institu-

*continued on page 6 (Chairman's Message)*

## Chamber Celebrates 74 Years!

Brownsville and history are synonymous and the Brownsville Chamber of Commerce is no exception. The beginning of the Chamber goes as far back as 1925.

According to historical documents, area businessmen were known to assemble at various office buildings in downtown Brownsville before the association built its first office in 1927, a beautiful Spanish Style structure on East Levee Street adjacent to the Missouri Pacific railroad passenger depot.

Ten years later, in July 1937, a voluntary association of thirty-nine business people formed the not-for-profit organization known as the Brownsville Chamber of Commerce.

According to the first Articles of Incorporation, "the beginning purpose of organizing a Chamber of Commerce was the power to provide and maintain suitable rooms for the conduct of its business, to acquire, preserve, and disseminate valuable business information, and

to promote the interest of trade and increase the facilities of commercial transactions."

In 1966 a new structure was built on East Elizabeth Street next to the Gateway International Bridge which to this day continues to be the home of the Brownsville Chamber of Commerce.

Since its inception, the Brownsville

*continued on page 6 (Chamber Celebrates)*

## Shining Star Customer Service Award



July's Shining Star Customer Service Award is presented to Platinum Hair Design.

The staff at Platinum Hair Design demonstrated what going above and beyond truly looks like when it comes to Customer Service even when it comes to assisting clients with car trouble. Here's one client's story... I was at Platinum Hair Design for an appointment. When I left I walked out to my car and

*continued on page 6 (Shining Star Customer Service)*

### INSIDE THIS ISSUE!

PAGE Chamber Officer & Director  
2 Nominations

PAGE You can't just "WING IT"  
3

PAGE New & Renewed Members  
4

PAGE Ribbon Cutting and Ground  
5 Breaking Ceremonies

# Members Network at Freedom Celebration Mixer

On Thursday, June 30, 2011, the the Brownsville Chamber of Commerce and the Veteran's of Foregin Wars (VFW) Post 2035 located at 1801 Veterans Drive hosted the Chamber's ninth annual "Freedom Celebration Mixer". Despite the rainy weather, more than 200 guests were in attendance.

The VFW is a voice for veterans and provides support and assistance to the military community through a variety of programs. Chamber members donated more than \$450.00 dollars to assist the VFW and their mission.

Special thanks to event partners Boogedy Bear

Partyland and L&F Distributors, Brownsville Elk's Lodge #1032, International Shipbreaking LTD, LLD, New York Deli II, Neo Music- Jaime Sandoval, Veteran's of Foreign Wars (VFW) Post 2035, Lorena & Ankjaer Jensen, Rudy's Bar-B-Q, Taco Palenque Del Valle, L.L.C., D'event

Alta Reposteria and Gold's Gym - Michael Lopez. Without their contributions, events such as this would not be possible. Additional gratitude goes to door prize sponsors Holiday Inn, U-Mix Frozen Yogurts, SG Boot Camp, Bliss Hair Spa & Boutique and Residence Inn

by Marriott. Last but not least, thank you event volunteers Carolina de Avila, Alicia Flores, Scott Hinote, Jimena Perez and Carmen Salinas for their hard work and dedication.

A Business After Hours Mixer organized and implemented by the Chamber

is the perfect opportunity to showcase your business or organization to other chamber members as well as to the community. We hope that during your organizational planning process you'll consider this opportunity. The Chamber is a great marketing tool that is often left undiscovered.



## Chamber Officer and Director Nominations

At the Chamber's May 19, 2011 board meeting, the Chamber Board of Directors considered and approved FY 2011-2012 officers.

Chairman, Placido J. Garcia, PlaGar Engineering, LLC, is 2nd Vice Chairman/Secretary and D. Marty Bogart, CPA, has been appointed Treasurer.

Robert Berry, International Shipbreaking L.L.C., the current Chairman will become Immediate Past Chairman and remain on the Board for one more year while. Glen Boles, Valley Baptist Medical Center-Brownsville will become Chairman of the Board. Alex Martinez, International Bank of Commerce is First Vice

Moreover, the Director Nominating Committee met on Monday, June 6, 2011 and reviewed a list of twelve nominees along with submitted resumes and chamber involvement information. Votes were cast in writing by committee members for six vacant positions. Votes were tallied by the committee.

On Thursday, June 16, 2011 the Nominating Committee presented the slate of director nominees to the Chamber Board of Directors and the slate was unanimously approved. Those nominees are as follows:

1. Dutch Fisher, Dutch Fisher Real Estate
2. Ankjaer Jensen, Saber Steel Group
3. Bea Lopez, HEB
4. Nancy Reed, Express Employment

5. Professionals Mark Roberts, Tiptex Chevrolet
6. Elayne Sloane, Newtek Business Services

In accordance with the Chamber bylaws, additional candidates for director positions can be nominated by a petition bearing the genuine signatures of at least 5% of the regular membership of the Chamber. Such petition shall be filed with the nominating committee within 15

days after notice has been given of the names of those nominated.

"The Progress" newsletter, which will be delivered no later than July 19th, shall serve as notice to the Chamber membership. If no petition is filed within the designated period (Wednesday, August 3, 2011), the nominations shall be closed and the nominated slate of candidates shall be declared elected by the Board of Directors at the next regular board meeting; scheduled

for August 18, 2011.

If a valid petition is presented and determined valid by the nominating committee, an election committee will be appointed by the Chairman to prepare the ballot containing the nominees and petitioners as adopted by the Board of Directors. A ballot shall then be mailed to each eligible elector in the Chamber membership. For more information, please contact President/CEO, Angela R. Burton at 542-4341.

# You can't just "WING IT"

by Maria Nuez Hall  
Ignite Consultants Plus

You've got this amazing product/service...you think someone will want it...actually they'd be willing to pay for it. So who wants it? What is the demand? Is someone already doing it? How will you market it? These are all key questions that we explored recently. The fifth session of the Women Entrepreneurs' Small Business Boot Camp was held on June 9, 2011; our topic was "Marketing". Arturo Gonzalez, Business and International Trade Advisor of the SBDC/UTPA, was one of our presenters. He shared the 7 Keys to Small Business Marketing Success and the various components of a Business Plan which are impacted by this area.

Arturo shared with the participants that one of the most important aspects of a business plan is the Market Analysis. This analysis requires you to look at industry trends, identify the total market, estimate your projected market share, identify your target market, evaluate your competition and fully develop your Unique Selling Proposition (USP). Interestingly enough this is a crucial area which many businesses neglect to fully develop. Lack of information, misinformation or a haphazard approach to the market analysis can cost a business countless hours of frustration, misaligned advertising or worst yet... its failure. The success rate of a new business is less than 50%, with in the first two years, according to national statistics. This key component of market analysis



**Boot Camp Alumni Nelly Burquete a Mary Kay Independent Beauty Consultant, shared her insights with the class. She has found the information she learned during the Boot Camp to have been invaluable to the success of her business. She has just recently qualified to become a District Manager with Mary Kay and feels that her success is due in great part to the skills she learned in the Boot Camp last year.**

cannot be overlooked or underestimated. Arturo Gonzalez works with business owners via the Small Business Development Center and their partnership with the Brownsville Chamber. His services are free and confidential.

Our Alumni speaker, Nelly Burquete, Mary Kay Independent Beauty Consultant, shared her insights with the class. She has found the information she learned during the Boot Camp to have been invaluable to the success of her business. She has just recently qualified to become a District Manager with Mary Kay and feels that her success is due in great part to the skills she learned in the Boot Camp last year. The sessions which impacted her most were the Path Elements Personality Profile, Marketing and the Customer Service Sales sessions. She encouraged the participants to apply what you learn immediately in your business.

The participants also ex-

plored "Ten Low Cost Marketing Strategies". As the presenter for this part of the program I cautioned the participants to not let the name fool them. It is true the hard costs are low but there is one key factor which cannot be underestimated, the time that is needed to make any of these strategies successful. Another factor was the importance of having your target market and USP defined before deciding which strategy to use. The majority of these strategies are tailored to give you an opportunity to foster and develop relationships with new or existing clients.

A business cannot afford not to market, but it must also be smart about how and what they do. It is vital that you don't "Wing It" - you need to have a plan and then work it. I am in the process of collecting success stories from businesses regarding their "Low Cost Marketing Strategies"...What is working for you? Send your comments to maria@ignite-consultantsplus.com

# CBP at the Brownsville Port of Entry Celebrates 1st Anniversary with Passenger Service Manager

One year ago, on June 11, 2010, Port Director Michael Freeman introduced Customs and Border Protection Supervisor Manuel Maldonado as the Brownsville Port of Entry's first passenger service manager (PSM).

Supervisor Manuel Maldonado has been the public's local point of contact for passenger service issues, complaints and employee recognitions. Supervisor Maldonado's appointment was the first for the Laredo Field Office, which encompasses eight ports of entry from Del Rio, Texas to Brownsville, Texas. CBP has more than 50 PSMs throughout the United States, the majority located at international airports.

"Brownsville CBP is com-

mitted to working with our travelers by providing a highly trained workforce to ensure that their processing is done in a courteous and professional manner. Our PSM has been available to address and resolve concerns our traveling community might have, as well as document any employee recognition for daily acts of professionalism by CBP officers or staff that our travelers might want to express," said Michael Freeman, CBP Port Director, Brownsville, Texas.

Posters displaying Port Director Michael Freeman and PSM Manuel Maldonado's contact information have been distributed throughout the port of entry and placed in high visibility areas to assist the traveling public in getting in contact

with PSM Manuel Maldonado to express their comments.

The Brownsville Chamber of Commerce was an advocate and a supporter of the appointment as the Chamber has worked closely with CBP on a variety of cross border issues related to the processing of legitimate trade and traffic.

U.S. Customs and Border Protection (CBP) is the unified border agency within the Department of Homeland Security charged with the management, control, and protection of our Nation's borders at and between the official ports of entry. CBP is charged with keeping terrorists and terrorist weapons out of the country while enforcing hundreds of U.S. laws.

## Boogedy Bear's Partyland

### SPRING SPECIAL

POPCORN MACHINE  
ICE CREAM TREATS  
FACE PAINTING

• 4hrs rental • Clean up  
• Balloon decor • 4 hrs music  
• Access to kiddie & video arcade


**For Only \$399**

\$49 Boogedy Bears show or 50 kidsmeals

\*Res. May Apply



22 Palm Village Shopping Ctr. • 541-6920



## SUNWAVE

AIR CONDITIONING, LLC

INSTALLATIONS • SALES & SERVICE


WE SERVICE ALL BRANDS


TOM GUTIERREZ • TACLA012932E

7250 N. EXPWY • OLMITO, TX

(956) 350-4813

- Heat Pumps
- Air Conditioning & Heating
- Residential & Commercial
- Financing Available with Approved Credit





# Welcome! Bienvenidos! New Members

New Members as of  
6-28-11

## America's Shoes

Shoes

Mrs. Marie Muniz  
2921 Boca Chica Blvd.  
Brownsville, TX 78521-  
2385

Phone: (956) 578-5890

## Brownsville Injury Center

Rehabilitation-Physical  
Therapy-Occupational  
Therapy

Mrs. Laura Sayas  
2143 Barnard Rd., Ste.1  
Brownsville, TX 78520-  
8621

Phone: (956) 544-4141

Fax: (956) 544-4121

## Gold's Gym Express

Fitness Center and/or Fitness  
Supplies

Ms. Jennifer Treviño  
3025 Boca Chica Blvd.  
Brownsville, TX 78521-3581  
Phone: (866) 600-1043

## Monique's Cake Co.

Bakeries

Mrs. Monique Villavicencio  
Lira  
74 S. Price Rd. Ste 7  
Brownsville, TX 78520-  
0262

Phone: (956) 986-2253

## Region Staffing, Inc.

Employment Agencies  
Mrs. Gloria Salazar  
2414 E. Price Rd., B-101  
Brownsville, TX 78521-  
3195

Phone: (956) 550-1110

Fax: (956) 504-5223

## Rumors Bar & Lounge

Night Clubs- Lounges  
Mr. Ramiro Sayas  
600 Springmart Ste. 8 & 9  
Brownsville, TX 78520-4267  
Phone: (956) 234-3913  
Fax: (956) 544-4121

## Southern Commercial Real Estate Group

Real Estate-Residential &  
Commercial  
Ms. Claudia Ayarzagoitia  
154 Palo Verde Dr.  
Brownsville, TX 78521  
Phone: (956) 459-2528  
Fax: (956) 425-0868

## Storage Depot

Storage-Household &  
Commercial  
Mr. Noe Guerrero  
654 N. Expressway 77  
Brownsville, TX 78521-1421  
Phone: (956) 546-4740  
Fax: (956) 982-2039

## TD American Limestone

Concrete, Cement, Sand &  
Stone  
Ms. Carolina de Avila  
9805 Old Highway 48  
Brownsville, TX 78521-8916  
Phone: (956) 838-2755

# Thank You! Gracias! Renewed Members

Renewed Members as of  
6-28-11

Ace Eateries dba Denny's  
April 23, 2009

Boogedy Bear's Partyland  
June 22, 2007

Border Properties, Inc.  
January 1, 1984

Brisky & Perez Insurance  
Agency, Inc.  
July 20, 2000

Brownsville Navigation Dis-  
trict (Port of Brownsville)  
January 29, 1989

Brownsville Reha-  
bilitation Services,  
P.C.  
July 19, 2000

Brownsville Society for the  
Performing Arts  
July 13, 1998

C & C Wings  
July 2, 1997

Children's Museum of  
Brownsville  
July 19, 2000

Christina Building Project  
Partnership, LTD  
May 14, 2010

Companion Animal  
Hospital  
June 25, 1996

Continental Airlines  
June 22, 2009

Courtyard by Marriott  
June 28, 2006

Cubco Construction, Inc.  
June 1, 1996

Dairy Queen West  
June 28, 1993

Delphi Delco Electronics de  
Mexico, S.A. de C.V.  
January 1, 1980

English Motors, Inc.  
July 2, 2008

Ernie's Fiesta Graphics  
January 1, 1990

First Cash Financial  
Services  
March 12, 2003

First National Merchant  
Solutions  
June 9, 2004

G & T Paving, LLC  
June 1, 1993

Gallegos Electric, Inc.  
July 20, 1992

Godinez Communication  
January 20, 2009

G-Shank, Inc.  
July 9, 1998

Healthy Communities  
of Brownsville  
September 1, 2004

Hilton Garden Inn Beach  
Resort South Padre  
July 7, 2009

Interim Healthcare  
June 25, 1996

International Carpets  
March 10, 2008

International Christian  
Center  
July 13, 1998

JK Family Medical Clinic  
June 26, 2009

Johnstone Supply of  
Brownsville  
June 6, 2008

La Estancia at River  
Center  
May 20, 2008

Lacks Galleria  
July 8, 1998

Medwin Family Medicine  
& Rehab.  
May 3, 2005

Mr. G's Fireworks  
June 9, 2005

Nevill Imaging Solutions  
March 16, 2004

Oliver Achleitner, M.D.,  
P.A.  
July 19, 2000

One Stop Realty, Inc.  
July 19, 2000

Pattillo, Brown, Hill LLP.  
July 8, 1998

PaySmart Payroll Service  
July 8, 1998

Perfect Crab Company  
July 18, 2000

Ralph Cowen  
July 18, 2000

RGV Pizza Hut, L.L.C.  
July 14, 1998

Ricardo Gonzalez  
Customs Broker  
January 4, 1991

River Bend Resort, Inc.  
July 18, 2000

Rudy's Bar-B-Q  
June 20, 2002

Security Depot, Inc.  
June 26, 2008

Sierra Title Company  
June 1, 1996

Southern Careers Institute  
June 11, 2009

Southwestern Security  
Services, Inc.  
June 26, 1996

Tejas Equipment Rental  
& Sales  
July 19, 2000

Texas Southmost College  
District  
May 6, 1994

Trinity Scrap Processors dba  
Port of Brownsville Recycling  
May 5, 2008

U.S. Forwarding Agency,  
L.L.C.  
July 14, 1998

UETA Duty Free Stores  
May 6, 1994

Valley Baptist Health System  
April 9, 2004

Valley Speech Language  
& Learning Center  
June 21, 1993

Vizta Property Development  
July 19, 2006

Warehouse Group, LLC  
June 25, 1996

Wings Pizza N Things  
December 17, 2008

Workforce Solutions Cameron  
July 20, 2001

# Coffee Talk at BBVA Compass



On Tuesday, June 21, 2011 Chamber President in partnership with BBVA Compass hosted Coffee Talk. More than 30 members from a variety of businesses attended the early morning event. Coffee Talk is an informal opportunity to discuss chamber programs, benefits and issues as well as network with member businesses. Topics of discussion included the BUS Multitmodel Terminal Downtown and a review of city financial data.



On Tuesday May 31, 2011, Classic Car Wash located at 7300 N. Expressway hosted a ribbon cutting ceremony in celebration of their grand opening. Classic Car Wash is an individually owned business by Mr. Esteban Guevara Jr. who was born and raised in Brownsville. Because of his passion for cars, classic cars in particular, Mr. Guevara has derived an interest in opening this business. Every vehicle deserves to be spoiled therefore Classic Car Wash's specialty is to do so by offering full detail and quality hand wash care.

Construction is complete on the North Brownsville Industrial Park, which held its grand opening on Wednesday, June 15, 2011. The park, designed for light to medium industrial operations, took two years and \$4.2 million to build, paid for through state sales tax revenues funneled through the Greater Brownsville Incentives Corporation and nearly \$200,000 in federal money from the 2009 Omnibus Appropriations Bill. Construction entailed building roads and installing utilities at the site which is divided into 11 lots.



On Thursday June 2, 2011, U-Mix Frozen Yogurts located at 1805 E. Ruben Torres Blvd. Suite A-10 hosted a ribbon cutting ceremony in celebration of their grand opening. With a history of more than 11 years in the area of healthy eating, Umix opened its doors with a new image. Being the first in the area in bringing the concept of self serve frozen yogurt, a fun, delicious and healthy way to eat yogurt, where each person creates his own combination, from a variety of 10 flavors of fruit and more different than 40 toppings.

On Wednesday, June 29, 2011 Digital Print Shoppe/Arts on Line located at 85 Industrial Dr. hosted a ribbon cutting ceremony in celebration of their grand opening. Digital Print Shoppe & Arts on Line is set to put to the Valley on the world spotlight of Commercial Printing and Book Publishing with sister company-Sarah Book Publishing. Arts on Line will be propelled worldwide through RGV Arts. From the small job to the long run, putting out a quality product is top priority of Digital Print Shoppe. Digital Print Shoppe wants to build a reputation by delivering unparalleled personalized service and customized solutions.



# What is the Economic Impact of Schools?

On Wednesday, June 29, 2011, the very day the 82nd Legislature closed session, Workforce Solutions Cameron hosted a networking breakfast with community stakeholders and business leaders to discuss Workforce 2021.

As part of the meeting presentations were given by a variety of area superintendents and education leaders. Additionally, Chamber President Angela Burton spoke on the economic impact of schools in the region as well as the current budget situation.

"I am not an economist so I will not make any fiscal assumptions or conclusions however; if we really want to see how "public education" impacts the economy we need only to look at School District Revenues." She continued by stating, "If we simply take a look at the 2009-2010 School District Revenues by County

the total revenue for 4 counties is almost \$7 billion dollars with Cameron County at \$2 billion."

Of the \$7 billion, approximately \$4.2 billion came from state funding, with almost \$1.3 billion of that going to Cameron County. Moreover, she pointed out, education employment levels in the 4 county region amounted to 48,235 employees of which 15,593 of those are in Cameron County. And according to the U.S. Bureau of Labor Statistics "Education & Health" sectors employ the highest number of people next to Government and Trade, Transportation & Utilities Sectors.

"If we just look at revenue numbers we can see that public education is a significant financial force in the region and in Cameron County."

The President then discussed

the state's current budget situation as public education funding was reduced by \$5.4 billion (\$4 billion in formula funding and \$1.4 billion in grants).

She explained, Senate Bill 1 contained the school finance plan for distributing the \$4 Billion in cuts to districts statewide over the next two years and is expected to cost thousands of school employees their jobs as well as force cutbacks in school programs across the state.

Many Texas districts saw the writing on the wall and even before the session was over laid off or gave early retirement incentives to teachers and other school employees as they have prepared for the funding cuts in the coming school year.

Additionally, as a way to help mitigate the decrease in state funding the legislation also passed Senate Bill 8 during the

special session which is a comprehensive mandate release measure that allows school districts to furlough teachers, reduce contract termination notification and minimum salary requirements and expands the Texas Education Agency's authority to grant waivers for the 22:1 student teacher size ratio. The idea behind Senate Bill 8 according to Chairman Eissler was to give "school boards and administrators new management authority" to help districts contend with a \$4 billion - or 6 percent - reduction in state aid." Ultimately, it could affect teacher pay, job security and seniority as well as termination rights.

The approximately 170,000 new students entering the school system will have to be absorbed with fewer resources and fewer teachers. Already ranked 44th nationally in what it spends on education per pupil, Texas' funding de-



Chamber President Angela Burton discusses the economic impact of schools in the region as well as the current budget situation

crease will have consequences in the classroom and ultimately the economic development of the state. "We know the loss of investment in any industry is not good for the economy and as we can see education is a financial force in more ways than one," stated Burton.

The 82nd Legislative Session is over nevertheless, citizens must make it known to the Texas leadership the broken finance system must be addressed, education must be a priority, and local community members must understand the issues facing public education and communicate

their concerns to legislators.

Early in the session, Brownsville ISD estimated its share of the shortfall to range from \$15 million to \$50 million for the 2011-2012 school year. The district based its working budget on the assumption BISSD would lose about \$30 million in state funds.

Now that the session is over, Brownsville ISD is expected to see a loss of state aid by 5.1% (approximately \$18 million in 2011-2012 and another 1.6% (approx. \$5.7 million) in 2012-2013. Within two school years this is a loss of almost \$24 million dollars to Brownsville.

# AeroMexico to begin non-stop jet service from Monterrey to Brownsville/South Padre Island

The trip from Monterrey to Brownsville will now take less than an hour. On July 15th AeroMexico will begin non-stop jet service between Monterrey and the Brownsville South Padre Island International Airport. Tickets went are already on sale at travel agencies and on the web [www.aeromexico.com](http://www.aeromexico.com).

“The announcement follows years of working with AeroMexico to convince Mexico’s oldest and largest airline of the need for service and its potential profitability” said Brown-

ville’s Director of Aviation Larry A. Brown. “AeroMexico was most impressed with the Airport’s award winning marketing and the results it has achieved” Brown added. Since 2005 Brownsville’s Airport has won dozens of marketing awards and tripled the number of flights and airlines that serve the Airport.

According to Brown the airline will offer seasonal weekend service at first with an eye toward expanding the number of flights. “We are very excited about this new service and will

be watching its performance with great expectations” said Aidee Reyes, AeroMexico’s Route Planning Coordinator.

AeroMexico has one of the most modern fleet of aircraft in the world and will use 50-passenger, one class service jets on the Monterrey-Brownsville route. Ticket prices are as low as \$136 one way and can be purchased on the Airport’s web site [www.flybrownsville.com](http://www.flybrownsville.com). AeroMexico joins American Airlines, Continent and United Airlines at the region’s first Airport.

*continued from page 1 (Shining Star)*

it wouldn’t start, so I went back in and asked if they had jumper cables I could use. They said no, but Celeste (the owner) offered me her car so I could go and purchase some cables at the auto store down the street. When I came back, an employee Angel (stylist) connected the cables for me and we tried to start the car, it didn’t work. I went back into the salon to call a wrecker service. Celeste again stepped up and says let’s go look at the battery, you probably just need to have

*continued on from 1(Chamber Celebrates)*

The Brownsville Chamber of Commerce has been the community’s united front and a catalyst for the improvement of the civic, economic and social welfare of Brownsville and its citizens. The Chamber has celebrated community victories and has responded to challenges, but its most important role has always been relentless advocacy for the region.

*continued from page 1(Chairman’s Message)*

There have been cuts in the budget and more will come next year. It is a tough time to be a legislator. Even fights that were won were small victories. In all this it is easy for many to blame the educators for poor outcomes. If I’ve learned one thing in my years in business, the easy way out is usually not the right way. If everyone that worked for me was as dedicated and hard working as most of the teachers and professors I have met, my business would be a snap to run and I have a lot of very good people working for me. A few are even studying to be teachers, and working hard to get there. It is surely not for the huge salaries. It is dedication and wanting

it replaced...long story short Celeste brings out her wrench and socket set and starts taking apart the battery so I can go back to the auto store and get a new battery. I found Celeste is not only a talented stylist, but a mechanic to boot. I am very grateful for Celeste and Angel in their sincere care, effort and help. That’s what I call going beyond the call of duty.

On behalf of the Brownsville Chamber of Commerce thank you for making Brownsville “shine” with great customer service.

The Brownsville Chamber of Commerce can be credited with helping establish Charro Days, Inc., Sombrero Fest, the Mr. Amigo Association, Leadership Brownsville, Brownsville Crime Stoppers, and Healthy Communities of Brownsville just to name a few.

Today, the Brownsville Chamber of Commerce membership exceeds 1,000 members - companies, individuals, organiza-

success for others and to watch the knowledge grow in the eyes of the students. I have never done that, but it has been described to me in glowing terms by a number of friends that happen to be teachers. And, I’ve watched and listened to a few of the Teach for America teachers that were sponsored by our Chamber and other business people. I have to tell you these dedicated professionals are the foundation to our economic future. A future built on the backs and good works of the teachers of today.

I was reminded of all this recently when I had occasion to meet a coach and teacher at Pace. Coach Jason Starkey. He had donated his time and skills to a charity. He gave 2

Nominate your favorite teller, clerk, food server, secretary, checker, colleague, news carrier...all chamber members qualify!

Fax 956-504-3348 or email [angela@brownsvillechamber.com](mailto:angela@brownsvillechamber.com) your recognition, along with company name, employee name, and a brief write up about the customer service provided. Deadline date is the second Wednesday of each month. Business must be a member in good standing of the Brownsville Chamber of Commerce.

and industries wanting to promote the economic vitality and quality of life in Brownsville. As in the past, the Chamber is the voice of the business community in the issues of business, education, international transportation, and any other issue affecting the future of Brownsville. The Chamber provides leadership by drawing upon the ideas, talents, energies, and finances of its members.

hours on a Saturday. I had the pleasure of watching not just a skilled coach, but a teacher. I watched coach Starkey’s eyes sparkle as the young man he was helping soaked up not just skill but knowledge. He happens to be a coach, but I see him as a teacher first of all. I have seen that sparkle in the eyes of many of our communities teachers. Yes, I’ve also seen the frustration and exasperation.

I just wanted to take this forum that our Chamber affords me, and use it this once, to thank ALL the teachers and administrators in our community for the work and dedication they give to our community and families. Thank You.



# *What are you looking for?*

**A SOFA?**

**A PLUMBER?**

**A NEW CAR?**

*The Valley Bargain Book now brings you local print ads from local businesses all over the Valley - and all online in a searchable format. Search for deals from your favorite Valley Bargain Book advertisers, or browse for deals on the items you are looking for. No matter what you are looking for, find it at...*

[www.shopping.valleybargainbook.com](http://www.shopping.valleybargainbook.com)

**SHOP THE VALLEY.  
LOCAL BUSINESSES, LOCAL ADS.**

  
**Valley  
BARGAIN BOOK**  
*Proven results you can count on!*

*"Advertise in the Shopper  
Everyone Reads"*

**VALLEY BARGAIN BOOK**  
1300 Wild Rose Lane  
Brownsville, TX 78521  
**956-546-5113**

**VALLEY BARGAIN BOOK**  
1126 S. Commerce  
Harlingen, TX 78501  
**956-423-1818**



Join  
Brownsville Chamber President  
Angela R. Burton  
for

## Coffee Talk

an informal opportunity to discuss  
member benefits, chamber programs  
or just chat about  
Brownsville's business climate.

Tuesday, July 19, 2011  
7:30 AM to 8:30 AM  
Rio Bank  
3401 Old Hwy 77  
Brownsville, Texas



**The Chamber**  
Brownsville, Texas

**Don't miss this early morning networking opportunity!**

MEMBER ADVOCACY



## The Voice of Business for Strong Communities

Communities and businesses need each other. As the leading advocate for both, the chamber of commerce champions vibrant, thriving communities. Advocacy. One more way the chamber ensures your community hears the voice of business.

Be a part of the

**Brownsville Chamber of Commerce**

Leading Businesses. Leading Communities.™



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

Address Service Requested

# PROGRESS

Leading Businesses...Leading Communities...

is published by  
**The Brownsville Chamber of Commerce**

1600 University Blvd.  
Brownsville, Texas 78520  
(956) 542-4341 \* Fax (956) 504-3348  
email: [info@brownsvillechamber.com](mailto:info@brownsvillechamber.com)  
website: [www.brownsvillechamber.com](http://www.brownsvillechamber.com)

The Progress is printed and distributed by Valley Media, Inc.  
For Advertising information call 546-5113.

Publisher:.....Angela R. Burton  
Editor: .....Angela R. Burton  
Graphic Designer.....Angela R. Burton  
Writers: .....Angela R. Burton and Chamber Members

## BROWNSVILLE CHAMBER of COMMERCE 2010-2011 OFFICERS & DIRECTORS DIRECTORY

### OFFICERS

Robert Berry  
CHAIRMAN OF THE BOARD  
International Shipbreaking  
LTD,L.L.C.

Barry Goodrich  
IMMEDIATE PAST CHAIRMAN  
Delphi Delco Electronics de  
Mexico

Glen Boles  
1ST VICE CHAIRMAN  
Valley Baptist Medical Center

Alex Martinez  
2ND VICE CHAIR/SECRETARY  
International Bank of Commerce

D. Marty Bogart  
TREASURER  
Marty Bogart, CPA

### DIRECTORS

Roy de los Santos, Jr.  
Brownsville Elks Lodge # 1032

Diana Delaunay  
BBVA Compass

Neel Fulghum, III  
Sierra Title of Cameron & Wil-  
lacy Counties

Placido Garcia  
PlaGar Engineering, L.L.C.

Joe Atkinson  
Wells Fargo

Olga Gonzalez  
Falcon International Bank

David Handley  
Valley Regional Medical Center

Erick Lucio  
Royston, Rayzor, Vickery &  
Williams, L.L.P.

Jorge Montiel  
Walmart Superstores

David P. Musso  
Plitt Crane & Rigging, Inc.

Dr. Manjula Raguthu  
Medwin Family Medicine &  
Rehabilitation

Humphrey Thomas  
Edward Jones

Norma Torres  
Brownsville & Rio Grande  
International Railroad

Brunilda Villarreal  
Farmers Insurance Group-  
David Villarreal Insurance

Esmeralda Villarreal  
Residence Inn by Marriott  
Brownsville

Angela R. Burton  
President/CEO  
Brownsville Chamber  
of Commerce