

# PROGRESS

Leading Businesses...Leading Communities...

## Chairman's Message

I would like to wish each and everyone of you a very happy and prosperous holiday season!! In addition to celebrating this special time of the year we, here at the Brownsville Chamber of Commerce will be celebrating something very momentous this upcoming year --- our 75th Anniversary!!! This occasion will be marked by a very special event on July 26, 2012...So mark your calendars!

In addition to our 75th Anniversary, your Chamber of Commerce is also busy planning the following events and business building programs over the next several months:

1. Holiday Business Mixer on Thursday, December 15, 2011
2. Seminar: A Passion for Service on January



**Glen Boles**

Chairman of the Board  
Valley Baptist Health Systems

with nationally recognized Bill Drury, Thursday, January 26, 2012

3. Kelly Miller Circus, February 9,10,11,12, 2012

4. Charro Days Mixer, Wednesday, February 22, 2012

5. Diamond Ball 2012, Saturday, March 24, 2012

Your Chamber is always working very hard to help ensure that the community and your business

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## A Passion for Service

Great customer service is absolutely critical to every company's success

Great customer service is absolutely critical to every company's success. Effective leaders use customer service tools to ensure customer satisfaction, retention, and financial growth.



The Brownsville Chamber of Commerce has partnered with the Holiday Inn to present customer-service expert Bill Drury's: "A Passion for Service", in two same sessions on Thursday, January 26th at the Holiday Inn located at 3777 N. Expressway. The morning session will be from 8:30 to 11:30 am and the afternoon session will be from 1:00 p.m. to 4:00 p.m.

Early registration is \$89 per person (up until two weeks prior to the seminar) \$79 each five or more. Late registration is \$109 for one; \$99 each, five or more. Price for Non-Members is \$149.

In 3 short hours, you'll dis-

cover secrets and acquire skills to improve your level of service. Remember, paychecks come from your customers, not accounting, payroll, or "the boss". Learn how to dazzle customers and keep them coming back for more. Learn how to turn tough situations into future sales opportunities.

Bill is noted for his humorous and enthusiastic presentations. He is someone who believes learning can be fun and productive. Bill's training is "results oriented" and will enhance your organization's ability to compete in

the business world of today.

This seminar has received rave reviews from more than 200 Chambers of Commerce and Associations. He has delivered more than 2,000 seminar presentations the last 20 years and ninety nine percent of all attendees rate his programs as excellent in both content and presentation.

"This is the perfect way to help our Chamber members go to the next level of service excellence," stated Chamber President Angela Burton. According to the annual member survey "Customer Service" training was number one of the top three areas of interest.

Drury was a national training consultant for the Zig Ziglar Corp. from 1985 to 1990. His seminar focuses on winning

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Grand Openings

# Last Speed Networking of 2011 – A Great Success!

On Thursday, November 10, 49 business individuals got together for our well-known Speed Networking event. This time Rumors Bar & Lounge was the wonderful host and provided attendees with delicious appetizers and refreshing beverages.

As you may know, the dynamic of this event is to connect with other 48 business contacts. Seven to eight individuals are seated per

table and each has 60 seconds to introduce him or herself and talk about their business, products and/or services they provide.

"I think it was really good, I got to meet a lot of interesting people and very quickly I was able to get a lot of leads for my business," Mary Gonzalez, HR Business Consultant for IBEX Business Solutions said. "I liked the way it was set up, how smoothly it ran and it

was organized very well. I think we were given enough time to introduce ourselves, give information about our company and switch business cards," she added.

This was our last Speed Networking for 2011 but all participants agreed it had a great turnout and that it really helped them establish new contacts.

"It's the first time I've ever been to an event

like this, it was very informative. I was able to give a lot of information to the other business people and it was very resourceful to know about other businesses. Thank you for having us and I'm looking forward to the next event like this," Cristina Gonzalez, Alquimia Spa's Office Manager shared.

Although most attendees were first timers, we also had some loyal Speed Networking participants that love the event's dynamic.

"What I liked the most that is fun, fast and economical because it's a good way to meet lots of people in a fast amount of time and it's upbeat," five times Speed Networking participant, Angela Rodriguez-Bricker, Independent Sales Director for Mary Kay shared. "I liked that you get to meet a lot of people in a short amount of time but also finding out about the services they represented. This event has helped me increase the visibility of Mary Kay."

Attendees were satisfied with their accomplishments for the night and thought it was a great way to meet other business contacts in one place, in a reasonable amount of time and best of all they didn't have to drive



around town.

"I think it was a great event because in a short period of time I was able to meet so many people and get the word out about our hotel, the amenities we offer and benefits, I think is a very good event," Homewood Suites by Hilton Sales Manager, Andrea Figueroa expressed. "People should give it a try at least once so that they know what it is about. I think it's worth the time as you are

able to promote your business or service to at least 60 people in just one hour."

In addition, we'd like to thank our door prizes sponsors; Holiday Inn, Jones Liquor, La Condesa Cafe & Grill, Mas Natural, Panda Express and Serenity Springs.

Please mark your calendar for next Speed Networking at Beef O'Bradys on Thursday, January 12, 2012.

## SPEED NETWORKING

PRESENTED BY THE BROWNSVILLE CHAMBER OF COMMERCE

### A fun, fast way to build your business contacts!

You will be seated at a table with up to six other business people. Going around the table, each participant presents a "60-second commercial" on his or her business and passes out their business cards. After everyone has had a turn, you have two minutes for networking while you advance to the next table and begin again.

Bring a minimum of 60 business cards with you to exchange.

Sponsored By:

**BEEF O'BRADY'S**  
GOOD FOOD. GOOD SPORTS.™

**Thursday,  
January 12, 2012**

**5:30 PM to 7:00 PM**

Beef O'Bradys  
3457 Old Hwy 77, Ste. 100

**\$20.00  
per person**

if paid on or before  
1/08/12 or

\$25.00 after 1/08/12  
Non Members - \$25.00 if  
paid on or before 1/08/12  
or \$30.00 after 01/08/12.

(includes appetizers &  
beverage)

Sorry, no refunds or  
rescheduling.

**LAST EVENT WAS  
SOLD OUT!**

To make the event  
successful registration is  
required and the fee must  
be prepaid.

**Questions?  
Call Delia Pena  
(956) 542-4341**

**Would  
you like to  
make more  
than  
49  
new  
business  
contacts in  
an hour?**

# Thank You! Gracias! Renewed Members

Renewed Members  
as of 11-30-11

Brownsville  
Navigation District  
(Port of Brownsville)  
January 29, 1989

Cameron County  
Children Advocacy  
Centers, Inc.  
November 5, 2008

Cavender's Western  
Outfitters  
November 19, 2009

Chili's Bar & Grill  
September 29, 2008

Cintas - The Service  
Professionals  
December 30, 1994

Cobbleheads Bar &  
Grill  
July 8, 1996

Day Financial Group  
Inc.  
May 3, 2005

E & D G, LLC  
November 7, 2008

Frank E. Perez &  
Associates  
December 9, 1999

Gorgas Science  
Foundation, Inc.  
November 5, 2007

Hamilton & Lucio, P.C.  
December 9, 1980

Jason's Deli  
August 22, 2006

La Michoacana Meat  
Market  
April 16, 2008

La Quinta Inn & Suites  
September 19, 2005

Matthews Institute of  
Languages  
December 10, 2002

Mexico Industrial  
Supply  
October 23, 1998

Navco Logistics, LLC  
May 1, 1994

Paseo Plaza Apart-  
ments  
December 3, 1997

Rio Bank  
December 7, 2004

Rosenbaum Flowers &  
Gifts  
December 23, 1992

SCI Hispana/ Jardines  
y Funerarias del Angel  
November 6, 1995

Shrimp Outlet  
November 10, 2009

Southern Texas  
Physicians Network-  
Brownsville  
September 30, 2008

Tropical Patios, Inc.  
May 6, 1994

Xtreme Security  
November 23, 2010

# Welcome! Bienvenidos! New Members

New Members as of  
11-30-11

Alquimia Spa  
Day Spa  
Dr. Patrick Ellis, MD  
3380 Ruben Torres  
Blvd. Ste 204  
Brownsville, TX 78526  
Phone: (956) 280-5487  
Fax: (956) 280-5529

Auto Air & Electrical  
Automobile Repairs  
& Service  
Mr. Israel Peña  
1405 E. Monroe St.  
Brownsville, TX 78520  
Phone: (956) 639-7603

BCG Marketing LLC.  
Advertising & Marketing  
Mrs. Deyanira Blanco  
301 Mexico Blvd.  
Ste. 205  
Brownsville, TX 78520  
Phone: (956) 204-5103

Combat Fitness LLC  
Martial Arts  
Mr. Gilbert L. Pineda  
620 Paredes Line Rd.  
Ste. B  
Brownsville, TX 78521  
Phone: (956) 504-5425

Gulf Special Services  
Industrial Machinery  
and Supplies  
Mr. Reynaldo R. Santos  
7770 Padre Island Hwy.  
Brownsville, TX 78521  
Phone: (956) 541-1445  
Fax: (956) 541-3734

Los Perrones Taqueria  
LLC.  
Restaurants  
Mrs. Araceli S. Cer-  
vantes  
705 W. Elizabeth St.  
Brownsville, TX 78520  
Phone: (956) 621-1109

Los Portales de  
Matamoros  
Restaurants  
Matamoros  
Ing Everardo Gonzalez  
6a y J.S. Elcano #136  
Matamoros, Tamp  
87300  
Phone: (868) 812-3338  
Fax: (868) 812-0009

McDonald's  
Restaurants  
Mr. Kerry Coronado  
3500 Alton Gloor Blvd.  
Brownsville, TX 78520  
Phone: (956) 350-8064

McDonald's  
Restaurants  
Ms. Connie Infante  
4315 N. Expressway 77  
Brownsville, TX 78520  
Phone: (956) 350-2527  
Fax: (956) 350-2377

Old Navy  
Retail  
Ms. Denisse A. Nunez  
2780 Pablo Kisel Blvd.  
Brownsville, TX 78526-  
4124  
Phone: (956) 504-0970

Sun Loan Company  
Financial Services  
Mrs. Carmen Jimenez  
1474 W. Price Rd.  
Suite 8  
Brownsville, TX 78520  
Phone: (956) 541-1200  
Fax: (956) 541-1204

Toscafino  
Restaurants-Fine Dining  
Ms. Thelma Cortez  
3001 Pablo Kisel Ste. N  
Brownsville, TX 78526  
Phone: (956) 574-9888

Valley Dental  
Dentists-Dental Care  
Mr. Jason A. Mihalick  
2334 Boca Chica Blvd.  
Ste. 200  
Brownsville, TX 78521  
Phone: (956) 546-2973  
Fax: (956) 546-1342

Join  
Brownsville Chamber President  
Angela R. Burton and Special Guest  
TSC President Dr. Lily Tercero  
for  
**Coffee Talk**  
an informal opportunity to discuss  
member benefits, chamber programs  
or just chat about  
Brownsville's business climate.  
Tuesday, December 20, 2011  
7:30 AM to 8:30 AM  
Denny's Restaurant  
6131 Paredes Line Rd.  
Brownsville, Texas

**The Chamber**  
Brownsville, Texas

Don't miss this early morning informative & networking opportunity!

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**The Chamber**  
Brownsville, Texas

We're all about action!  
Renew today!

956.542.4341 www.brownsvillechamber.com

# A Savior is Born!

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Savior, which is Christ the Lord. Luke 2:10-11 (K.J.V.)



*From our family to yours – may your Christmas be blessed with family, friends, love and warmth.*

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**BARGAIN BOOK**  
www.valleybargainbook.com

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*Old fashion, full service, Meat Market  
serving the area for over 70 years.*



~SINCE 1940~



*Would love to wish your family a*

**Merry Christmas**



- |  |   |  |   |
|--|---|--|---|
| <b>A&amp;V Lopez Super Meat Markets</b><br>3831 Boca Chica Blvd. • (956)554-9247 | <b>A&amp;V Lopez Super Meat Markets</b><br>2814 International Blvd. • (956)542-8695 | <b>A&amp;V Lopez Super Meat Markets</b><br>Los Fresnos • (956)233-4597 | <b>Lopez Food Store #1</b><br>278 McDavitt St. • (956)542-2372      |
| <b>A&amp;V Lopez Super Meat Markets</b><br>384 Military Hwy. • (956)544-4400     | <b>A&amp;V Lopez Super Meat Markets</b><br>3244 Southmost Rd • (956)541-7535        | <b>A&amp;V Lopez Super Meat Markets</b><br>San Benito • (956)399-4111  | <b>Lopez Food Store #2</b><br>1800 E. Van Buren St. • (956)541-6802 |

# Free Tax Assistance Available in Southern Cameron County

Working individuals and families who earned less than \$49,000 during 2011 can save from \$25 to \$300 in tax preparation fees by taking advantage of free volunteer income tax preparation provided by members of the community.

Six volunteer income tax assistance sites across southern Cameron County will provide free tax preparation and e-filing to individuals and families earning less than \$49,000. Free tax preparation and e-filing help community members by allowing them to save their hard earned money while volunteers ensure that they take advantage of the many tax credits offered to working families. The Volunteer Income Tax Assistance (VITA) sites will open the week of January 23, 2011 and provide assistance through April 17.

"Family financial stability is one of United Way's highest priorities," said Traci Wicklett, President and CEO of United Way of South-

ern Cameron County. "The IRS says that many eligible families in southern Cameron County aren't claiming their Earned Income Tax Credits. This is an easy way to United Way and local volunteers to help increase the income of working families."

Financial Stability Partnership members including the University of Texas at Brownsville/Texas Southmost College ITEC Center, Community Development Corporation of Brownsville, Brownsville Public Utilities Board, Gladys Porter High School, the Ethel Whipple Memorial Library, and Loaves and Fishes of the Rio Grande Valley will host volunteer income tax sites this year.

The program is currently recruiting volunteers to receive tax preparation training from the Internal Revenue Service to become certified to prepare basic tax returns. Volunteers could include retirees, employees, high school students, teachers all who are

interested in obtaining marketable skills in tax preparation.

United Way of Southern Cameron County reports that last year the VITA volunteers prepared 1,623 tax returns resulting in \$1.4 million returned to local families in Earned Income Tax Credits (EITC). An increasingly difficult economy means that more people in the community will be able to benefit from the free tax assistance sites where volunteers will ensure they receive all tax credits for which they qualify.

United Way works with many local employers to provide information to their employees and their clients about the EITC and free tax sites. Any business wishing to inform its employees about VITA and EITC may contact the United Way of Southern Cameron County at (956) 548-6880 or taxproject@unitedwayrgv.org for payroll stuffers, posters, and press releases for company newsletters.

*continued from page 1 (A Passion for Service)*

customers and reducing lost sales.

Some topics to be covered in the seminar are motivation, making first impressions, creating a vision for service, communicating respect to customers, personalizing service, handling irate customers, and overcoming stress and burnout.

Here are some interesting facts:

FACT: 7 out of 10 cus-

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

tomers who stop doing business with a company do so because of the way they were treated on the first contact.

FACT: 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them.

FACT: According to the National Retail Association, a 5% increase in customer retention can increase long term profitability by as much as 85%.

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

have a wonderful and prosperous year. You can help us do that by mentioning the Chamber to your friends and the people you do business with.

Let them know about the services and information sources as well as the many networking events and more.

Some of the Brownsville Chamber of Commerce advantages offered are:

- Fantastic networking opportunities at our various events
- A local voice for the business community on federal & state business legislation
- Various volunteer opportunities on Chamber committees and task forces
- Educational events with business seminars and workshops to attend
- Member to member discounts - a way to save money and grow your business
- Chamber web site

FACT: Courting new business can cost up to five times more than strengthening relationships with current clients.

Again, the same seminar will be held in two separate sessions at the Holiday Inn. The morning session will be from 8:30 AM to 11:30 AM and the afternoon session will be from 1:00 PM to 4:00 PM. You can e-Register at [www.brownsvillechamber.com](http://www.brownsvillechamber.com) or call the Brownsville Chamber of Commerce at 542-4341.

which provides an informational services and the Progress publication

A dedicated Chamber staff and board of directors that are here to serve

International business advocacy with Mexico

Small business development

And best of all we are actually a fun group of folks.

For the most Current Calendar of Events  
Visit Our Website at:  
[www.brownsvillechamber.com](http://www.brownsvillechamber.com)

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- Air Conditioning & Heating
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*Season's Greetings*





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# Chamber Quick Q&A

Membership at the Brownsville Chamber of Commerce is a valuable commodity in terms of information, credibility, contacts, advocacy and protection of business resources. Chamber membership is an investment in the future. As the Chamber proceeds with indirect benefits such as the various activities that support economic growth, it also provides our member businesses with direct benefits such as services, resources and information needed for success. Below are just a few questions that I answer daily. Maybe there's one you've wanted to ask.

1. How big is the Chamber? - The Chamber is comprised of more than 800 members, 5 full-time staff, 10 committees and task forces, and more than 300 active volunteers.

2. Who runs it? - A Board of Directors of 21 men and women, who represent all segments of the business community. Terms are three-year elected terms. A list of directors can be found in this publication on page 8.

3. What's the best way to get the most out of my membership? - The most satisfied members are those who attend meetings and events, and who use the chamber as a source of information. It's been long believed that business is a full

contact sport, and the Chamber is the perfect place to make contacts with the potential new customers for your business or profession. Your contacts are limited if you stay in your place of business or office all the time.

4. If I'm busy and can't attend an event, are any of my employees eligible to come? - All of them are welcome to attend, either in your place or with you. In fact, many of our seminars and hands-on workshops are aimed at employees and not employers, so watch for information and announcements regarding programs that might be of interest to someone in your company other than you.

5. When are meetings held? - Meetings of our 10 committees and task forces are held at varying times each month, but there are several general membership gatherings that occur on a fairly regular basis. Watch for this newsletter the "Progress" for those events or go to our online calendar at [www.brownsvillechamber.com](http://www.brownsvillechamber.com)

6. How do I advertise through the Chamber? - We have a variety of advertising and marketing opportunities available. Those opportunities range from magazine, newsletter and flyer advertising to a series of promotional mixes included with sponsorships.

7. What's the Chamber's relationship with the City Hall? - While not officially connected with local government, we work closely with the city and their staff in a number of ways. We also provide input and opinions on a range of issues affecting our business community, economic development and quality of life.

8. Does the Chamber endorse candidates? - No. Our policy is to study and take action on issues that affect our members and/or the community. We leave the election of candidates to the citizens. Whoever is elected, we want to work closely with them and that cannot be accomplished if we were to make endorsements. However, we do encourage everyone who is eligible to vote!

9. How do I get on a committee or task force? - Just give the Chamber a call and we will add you to any particular committee you wish to be. Participation on a committee is encouraged and is free of charge as part of your membership.

10. Is my membership tax deductible? - Yes, the membership is deductible as a business expense.

Call Sadie Macias at 542-4341 for more information about member benefits!

On Friday, November 11, 2011 McDonald's located at 3500 West Alton Gloor Blvd, (Inside Walmart) hosted a re-grand opening ribbon cutting in celebration of their newly remodeled restaurant. The ribbon cutting featured guest speakers from corporate offices, donation give-aways and Ronald McDonald himself.



On Friday, November 18, 2011 Old Navy located at 2780 Pablo Kisel Blvd. hosted a re-grand opening ribbon cutting in celebration of their newly remodeled store. Old Navy brings fun fashion and value to the whole family. From newborns through adults, they offer on-trend, modern clothing and accessories, as well as updated basics.



On Thursday, December 1, 2011 Friendship of Women, inc. located at 95 East Price Rd. hosted a ribbon cutting ceremony for their new Community Center. Friendship of Women has been providing services for almost 35 years in Brownsville and surrounding areas of the Texas Rio Grande Valley.



On Friday, December 2, 2011 McDonald's located at 4315 N. Expressway 77 hosted a ribbon cutting in celebration of the grand opening of the newest store. The grand opening featured guest speakers from corporate offices, donation give-aways and Ronald McDonald himself.



# Season's Greetings!

We wish you the cheer that the Season brings  
Special greetings and joyous things  
May the New Year be filled with happy days  
Best wishes for the holidays!



Your friendly Chamber Staff and Board of Directors!  
Sadie, Delia, Angela, Jimena, Veronica & Alfredo



## Chamber Holiday Business Mixer

Join the Brownsville Chamber of Commerce and the Mitte Cultural District for the Chamber's Holiday Mixer and networking opportunity.



Thursday, December 15, 2011

5:30 PM - 7:30 PM

Camille Playhouse

#1 Dean Porter Park, Brownsville



For a chance to win some great DOOR PRIZES, please bring an UNWRAPPED TOY worth \$5.00 to fill our toy box in support of the "Christmas for the Kids" project with the Brownsville Police Department. Last year Chamber members donated a total of 140 unwrapped toys.

Registration Deadline is: Monday, December 12, 2011  
Call 542-4341 to register or e-register at [www.brownsvillechamber.com](http://www.brownsvillechamber.com),  
click calendar, go to event, click register now.  
Event organized for Brownsville Chamber Members.



### BROWNSVILLE CHAMBER OF COMMERCE 2011-2012 OFFICERS & DIRECTORS DIRECTORY

#### OFFICERS

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Valley Baptist Health Systems

Robert Berry  
Immediate Past Chairman  
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LTD, L.L.C.

Alex Martinez  
1st Vice Chairman  
International Bank of Commerce

Placido Garcia  
2nd Vice Chair/Secretary  
PlaGar Engineering, L.L.C.

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Commerce

#### DIRECTORS

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Dutch Fisher Real Estate

John Phillips  
Christ Church of the Valley

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# PROGRESS

Leading Businesses...Leading Communities...

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