

# How to build your business by networking

BY TOM EGELHOFF

**N**etworking. It's easily one of the most overused "buzzwords" of the last 10 years. Most people think they know what it means, but few practice it with any regularity. For this exercise we'll define it as meeting and relating to others in an effort to form relationships which will enhance our business.

## How did you network before you knew what it was?

Sit down and make a list of your closest business associates. They might be former employees, competitors, service club members (Kiwanis, Lions, etc.), suppliers, people from church, relatives and any others I may have left out.

Now, go through the list and try to reconstruct how you met each of these people and how the relationship grew to the level it is today. Were you born knowing these people? No! You met them yourself or were introduced to them by someone else. But beyond that YOU formed the relationship.

## How to do networking right

Here in my hometown of Bozeman, Montana, our Chamber of Commerce started "leads groups" four or five years ago. Leads groups are composed of non-competing businesses that may all have similar customers.

Not every customer of mine is going to need all of the services these businesses provide, but they might need some of them. So when someone asks, "Do you know a

good.....?" I can say, "Yes I do." "Let me call and introduce you."

## My "50 Butt" rule

This rule is very simple. Any time there are more than "50 Butts" in a room, my butt's in there with them. That may sound crude, but believe me it works. If you want people to come to your business and help you build and promote it you must have people who will talk about your business to people you'll never meet. Make the time; be there.

## Dealing with meetings

Using my 50 Butt rule, you are going to be attending some meetings from time to time. There are some basic meeting rules that anyone can use to make the evening go a little smoother.

Make sure you can describe what you do in a few words. Arrive early, stay late. Get to the meeting at least 15 minutes early. That's when most of the actual networking takes place. Think of yourself as the host of your own party rather than a guest. If you introduce yourself and extend your hand, almost everyone will shake it and introduce themselves.

## Your portable ad

What's a portable ad you ask? It's your business card and it goes everywhere you go — 24 hours a day. How can I make this clear? You are never, ever without a business card. They go in your wallet or purse, in all your vehicles, at home and at work.

After you've met someone, write down whatever you learned about the person on the back of their business card. This will remind you of the points you covered during the conversation.

## Name tags

"Hello, My Name Is....." I hate those name badges as much as anyone but they play an important part in the meeting process. Print your first and last name and the name of your company on your badge. Place the badge on your right side so when you shake hands the person can easily read the badge.

## One-on-one is best

Concentrate on one person at a time. Group discussions are sometimes productive but the real relationship building comes with personal contact.

## Follow-up is key

Make sure you follow up with an email, fax, letter or personal call to anyone you feel may turn into a business associate or customer. Start the relationship right away while the contact still remembers who you are.

## Contact list/Mailing list

Make a mailing list of new contacts. Send them information about your company with a letter expressing your pleasure in meeting them. Tell them that the information you are enclosing is to supplement the conversation

at the meeting.

## Referrals build business

There is nothing more powerful than a referral. When someone recommends you and your business the customer has an expectation of service and is more comfortable in dealing with you.

If someone sends you a referral make sure you thank them. Send a note or even better, a personal call expressing your appreciation for the referral.

## Pace yourself with networking

Bozeman has something going on almost every night. I could probably attend seven or eight meetings a week if I wanted to. Don't overdo it. Your professionalism will suffer because it will become tedious rather than fun. Keep it to one or two meetings a week. Pick and choose based on the subject matter of the meeting matching up with the target market you are looking for.

## Last word on networking

The final point I want to make is that in a small-town relationships are much more important than in large cities. People will find out about you faster and the good and the bad about your company won't be secret long. Being active in the community says a lot about you and your business. If you're not networking and your competition is it's going to be a long cold winter for you. Be the ant, not the grasshopper. Put customers away now for the cold months ahead.

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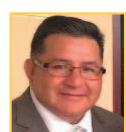
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# How would a money tree change your life?

BY MARIANNA VILLALOBOS,  
8TH GRADE  
HOLY CROSS CATHOLIC SCHOOL  
MR. MONTANO'S CLASS

All my life, I have seen my family struggle with money. Some people live as if money grew on trees, without any struggle whatsoever. That being the case, I often wonder what I would do if I had an abundant amount of money? Having an abundant supply of money...say a "Money tree" would enable me to help my family, my community, and the world.

In my family, we have always valued money because we have had to work hard to earn it. My family has gotten to the point of not even having enough money to buy food. If I had a money tree my first action would be to help my mom. I would buy her a nice house and a truck that she has wanted for quite some time now. I would make sure she would be taken care of, and that she wouldn't have to worry about money at all. Next, I would help my sister with her medical costs. She has a tumor in her head, so I would help take her worries away. Next, I would my other sister finish school and pay for her student loans. My family would be taken care of and still not know about my money tree.

Once I have taken care of my family needs, I would focus on helping my community.

I live in the city of Las Cruces, New Mexico. It is a fairly poor city and not very big either. If given the chance, I would create jobs in my community. With my money tree, I would add places where kids could play. I would help our university, pay for student loans, and give a donation for scholarships. In my community, there are many homeless people, I would start an organization named "Home Sweet Home," which would add a place for homeless people to stay until they get back on their feet. They would be able to shower and be provided food. I would also help with the building of the new hospital, and give donations to families who cannot pay their medical bills.

I will help take care of my community, because it is my home and I want my home to be the best it can be. When my community is taken care of, I will work on helping to care for, and fix the world.

The world is a very damaged place, people all over are suffering. I want to change that. I want to help the world so that when people talk about the world they don't talk about such a horrible place.

I would visit the world and every place that I would see struggling, I would help it in the best

way that I could. Mostly, I would add schools in places like Africa. Also, I would start organizations where starving people would be given food. I would pay people to help clean up places that need to be beautified. I would make sure someone would continue this and that government leaders would establish laws to keep it that way. While I am alive, and have my money tree, I will make sure that

I do my best for our world to be as perfect as it can be.

In conclusion, I would use my money tree to the best of my ability, to help in my life, my community, and my world. My life still wouldn't be perfect with a money tree, but it would help my mom and I to have less of a struggle. My community would be helped so much with a money tree, because it is small and much help is needed. The world also needs help. If I had a money tree I would use it to the best of my ability to help the world. My money tree would also be kept a secret, even from my own family. I would also have it look like a normal tree, and when it felt my fingerprint touch the leaf it would change to a dollar bill. If I had a money tree, it would change everything.

MONEYSMARTWEEK  
APRIL 22-29, 2017

## Successful Money Smart Week in Las Cruces

Las Cruces held its highly successful second annual Money Smart Week April 22-29. Several community events and workshops offered programs to all demographics and income levels that covered all facets of personal finance from establishing a first-time home buying budget to estate planning. Many students were able to participate in competitions during the Money Smart Week.



Sierra Middle School is presented with a \$500 check from First National Rio Grande. Pictured left to right is Marianna Villalobos, Holy Cross, 8th grade winner, John Switzer, 6th grade 2nd place, Sierra, Kyleigh Garcia, 6th grade 1st place, Sierra, Tiffany Valles, teacher at Sierra, Michelle Ronga, Principal Sierra, Ashley McDonald, 7th grade winner, Camino Real and Jen Garcia from Washington Federal.



## FROM THE PRESIDENT

## Breaking News: America Faces Challenges Everyday

**A**s we approach the summer months, I bring you sincere greetings and best regards.

When I was preparing to write this column, I was just settling in from a full day. Then suddenly I was interrupted by a breaking news headline that came across the television screen. So, I sat back and grabbed my glass of relaxation, which helps to smooth the rough edges off any long day. For a moment, I was tempted to turn off the television. However, I was compelled to continue observing the important breaking news. A top government official was just fired and there is chaos within the government.

It appears that each day in America, the nation that we love, leaves me with more uncertainties about our future. At times, it seems as if there is absolutely no clear direction or positive path to take. After listening to all these news stories regarding budget cuts, tax reform unemployment rates and government shut downs would make anyone feel this is way. I can only imagine how many young students must feel leaving school for their summer break and attempting to enter the workforce for their very first time. I truly understand that it can be a little frightening for those entering the job market.

Although to most of us, the news often seems to be nothing but doom and gloom.

Please bear in mind that we have a responsibility both to ourselves and to our youth to make this a better world to live in. We must try to keep a positive attitude and persevere.

So, I am challenging every student to obtain a higher education; don't give up on the pursuit of your goals and dreams. Educate yourselves about the needs and challenges in your community, as well as the progress that has been made in the past. Draw upon your existing skills and successes, but also be ready to learn, listen and contribute.

I also challenge business owners to mentor students this summer. Provide them with the opportunity to work, learn and strive to be better. We must encourage them to continue their education and give

them a chance to further their knowledge to be successful in the job market. By providing a positive example, we are helping to build a foundation for strong leadership for the future. As business owners, it should be our duty to guide and encourage the youth, to be a support system. We must prepare them to carry the torch and pick up where we have left off. A successful mentoring relationship will provide lasting benefits for both parties. These students are not only the future of Las Cruces and they are the future of this nation.

So, let this be my breaking news. Americans will conquer all challenges. Muchas Gracias!



**CURTIS  
ROSEMOND**  
LAS CRUCES  
HISPANIC CHAMBER  
OF COMMERCE

## FROM THE CHAIRMAN

## Continuing Our Forward Movement

**G**reetings on behalf of the Board of Directors of the Las Cruces Hispanic Chamber of Commerce.

We continue Moving Forward Together! ¡Avanzando Juntos! "Building Generations of Success," as we carry on our celebration of our 25th year anniversary together with all of you — the Chamber family.

I would like to thank all of our Chamber members, volunteers, partners and supporters for coming out to the ribbon cuttings, Mix n Mingles and other events. We really appreciate your continued support. Gracias mi familia!

I would also like to welcome our new members to the LCHCC family. One of the benefits of being a member of the LCHCC is that we have a diverse membership that can provide an array of products and services. Let's take advantage of our close-knit community and the great resources we have here in Las Cruces. The LCHCC family taking care of each other!

We held our Middle School Recognition Program Award Ceremony on May 3, 2017 at Doña Ana Community College - East Mesa Auditorium. Congratulations to all the students that were recognized during this event! The Middle School Recognition Program is the signature program for our Education Committee. This program works with twelve public and private middle schools in order to recognize outstanding achievement by 6th, 7th and 8th grade students.

These students received public recognition, a framed certificate and a plaque displaying their name at their campus. The intent behind these ceremonies is to motivate and inspire the students to reach their potential via higher education, military service, skilled trade or entrepreneurship. Thank you to Dr. Steven Lane who was our guest speaker for this event. His words of wisdom touched not only the students but the entire audience. A special

thanks to our Education Committee, volunteers, and sponsors. Without you this would not be possible.

Last month, we had the opportunity to visit with some folks in Washington D.C. and advocate for the military affairs of our region. We met with Senators, Congressmen, a couple of Generals as well as other individuals that have an impact on the work performed at White Sands Missile Range and other

military installations within our region. I want to thank Rick Jackson, Chairman of the Board of the GLCC, Debbie Moore, President & CEO of the GLCC, Bill Connor, Military Affairs Division Director for GLCC, and the entire board of directors of the GLCC for allowing us to be a part of their annual visit to DC. We truly appreciate the opportunity to represent our region together in DC.

So far this year, your chamber has seen quite a bit of activity: a very successful Annual Banquet, an impressive Middle School recognition award ceremony, monthly Mix n Mingles, and many ribbon cuttings.

Here are some things that are still to come:

- Annual Scholarship award program
- Annual backpack drive
- Annual Member Appreciation Luau
- Mindfulness in Business Conference
- Latinas in Leadership Conference
- 25th Annual Las Cruces Hispanic Chamber of Commerce Golf Tournament

Our Chamber is here to represent you as a member and your business interests. Let us know how we can be of assistance to you.

We invite all members to get involved. Not only would it help grow your business, but you'd help serve and support the needs of our wonderful business community. Please contact our board members or office for more information.



**RICHARD  
AGUILAR**  
LAS CRUCES  
HISPANIC CHAMBER  
OF COMMERCE

**FORWARD MOVEMENT, PAGE 4**



## need a Ribbon Cutting

The Las Cruces Hispanic Chamber of Commerce would love to come support you and your business! Ribbon cuttings are included as a benefit of membership.

Ribbon cuttings bring great exposure to your business and are perfect to celebrate Hispanic Chamber membership, grand openings, anniversaries, significant milestones or just because.

Schedule yours today by calling **575-524-8900**.



# Better, stronger career-focused education creates a win for us all

BY DR. RENAY SCOTT, DR. GREGORY EWING AND TRACEY BRYAN

In so many ways, Doña Ana County reflects the same trends in education and career readiness that we see nationally. Opportunities for employment are rising, and highly-skilled technical workers are retiring in droves. Poverty rates are on the rise at 28 percent countywide, but the cycle of poverty is becoming more and more entrenched the younger you look, with 44 percent of children 0-4 years old growing up in poverty.

Nationally, we have 5.6 million open jobs and 7.5 million people out of the workforce early in 2017 (according to the U.S. Bureau of Labor Statistics). In Doña Ana County, we had 9,800 open jobs and 27,000 people out of the workforce at the end of 2016 (data provided by Innovate + Educate). Jobs for low-skilled workers are shrinking, while jobs for middle-skilled workers are skyrocketing.

What's behind these growing gaps? Where's the disconnect? How do we change the story now, so the toddlers of today don't grow up in poverty and don't stay in it when they are grown?

We need to take advantage of what we now know works to remedy the misalignment between the skills needed to be successful in the workforce and in growing new businesses and the skills lacking in job seekers and those who could be budding entrepreneurs.

Career and Technical Education pathways are that path forward.

Career and Technical Education (CTE) programs in and between high schools and community colleges are helping young people and low-skilled workers gain the skills, technical knowledge, academic success and hands-on, real world experience they need for high-skill, high-demand, high-wage careers. Students in these pathways graduate at above 90 percent nationally, and at near 100 percent locally. This is not the vocational training of yesterday... this is the intersection of 21st Century skills, knowledge, and technology vital to career success today.

Even at the national level, one of the few things that has achieved bi-partisan support is recognition that students are not being prepared for entrepreneurial and employment success, and the answer lies in Career and Technical Education Pathways.

In March, the bipartisan leadership of the Senate Career and Technical Education (CTE) Caucus introduced the Educating Tomorrow's Workforce Act which amends the Carl D. Perkins Career and Technical Education Act to better meet the needs of a 21st Century workforce and ensure students have access to the highest-quality CTE programs. This bill picked up the momentum that ended in September 2016, when a deeply divided U.S. House of Representatives voted 405-5 in favor of reauthorizing the Carl Perkins funding for CTE in the Strengthening Career and Technical Education for the 21st Century Act, but failed to get a hearing in the Senate.

On April 29, we brought this national conversation to Las Cruces at the 2017 Pathways to Student Success Summit. Co-sponsored by The Daniels Fund, US Bank, The Bridge of Southern New Mexico, and Doña Ana Community College, this Summit featured national speakers Kevin Fleming and Janet Bray, alongside local workforce and business leaders who understand the power of CTE in boosting graduation rates and building the skilled and ready workforce our state desperately needs to succeed.

Fleming has become a champion for this message about the importance of emphasizing technical skills in education, not just the "university for all" message that has not served young people well. He discussed the importance of CTE in giving young people a competitive advantage. "Traditional school is set up to speak to only two of the eight learning styles. Very seldomly is (that knowledge) applied or embedded in a hands-on working environment where the classroom is brought outside of the school walls. CTE is really the

mechanism to help and to save a lot of students from dropping out."

He also pointed to national research that points to 60 percent of academic learning, combined with 40 percent hands-on learning, is "the secret to success to achieving 90 percent graduation rates."

When CTE students have access to a connected sequence of high school courses, combined with college-level dual credit courses, they are blazing trails toward career certifications and degrees. They are well on the way to lifetime success in high demand career fields or equipped with a more comprehensive understanding of their field when they pursue a four-year or more degree. The foundation they lay here will help place them head and shoulders above their non-CTE peers.

In the county that gave New Mexico the

hugely successful Early College High School, we are now poised and ready to bring to scale what we now know and can prove works for all students, helping them attain a brighter future for themselves and their families. Thanks to unprecedented alignment between our county's institutions and community partners, students in Doña Ana County are positioned for success for themselves and their families. When they win, we all win.

*Dr. Renay Scott is president of Doña Ana Community College. Dr. Gregory Ewing is superintendent of Las Cruces Public Schools. Tracey Bryan is president/CEO of The Bridge of Southern New Mexico.*

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# MIX 'N' MINGLE

## FEBRUARY



With two locations in Las Cruces, 9 Round Fitness Gym located on 3291 Del Rey Blvd. Suite #9 held their ribbon cutting and Mix N Mingle on the same evening. Owners Gina Rojas holding the proclamation as her husband Mark Rojas prepares to cut the ribbon.



Susan McGonnell, Rick Supple, Vince Catinbick, Gina and Mark Rojas pose with Yvette Bayless, as she receives her door prize with Manuel Morales and Curtis Rosemond to her left.



Mark and Gina Rojas owners of 9 Round pose with Mary Iadicicco and Curtis Rosemond as Mary wins a 1 month free membership to their gym.



Josie Puentes, Los Amigos Chair receives 1 free month membership at 9 Round Fitness Gym. Pictured from the left from the LCHCC are Rick Supple, Manuel Morales, Susan McGonnell, Josie Puentes, owners Gina and Mark Rojas and Curtis Rosemond of the LCHCC.

## MARCH



LCHCC Chairman of the Board Richard Aguilar of Tresco poses with Lorenzo Alba Jr., Executive Director of Casa de Peregrinos during their Mix N Mingle on March 16, 2017.



Operations Coordinator for Habitat for Humanity Yvette Bayless converses with a group of business professionals during the Casa de Peregrinos Mix N Mingle.



Lorenzo Alba awards LCHCC board member Manny Morales of WESST a gift card during the raffle at the Mix N Mingle.



Sally Frias from New Mexico Workforce Connections accepts door prize from Lorenzo Alba of Casa de Peregrinos.

## APRIL



Rick Supple - Washington Federal, Orlando Jimenez - Mariachi Conservatory, Curtis Rosemond - Las Cruces Hispanic Chamber and Robert Palacio - Mariachi Conservatory pose with commemorative mariachi posters.



Gathered for a group shot during the Las Cruces Mariachi Conservatory Mix N Mingle are Christina Fierro, Secretary - Executive Committee, Steven Chavira, President - Board of Directors, Orlando Carrillo-Jimenez - Vice President, Robert Palacios - Executive Director and Marcus Royo - Vice President - Board of Directors



LCHCC treasurer Rick Supple looks on as board member Susan McGonnell attempts to entertain the crowd with the guitarrón.



Chair of the Los Amigos, Jessie Sanchez from Citizen's Bank accepts commemorative poster given to him by Robert Palacios, Executive Director of the Las Cruces Mariachi Conservatory.



# Middle School Recognition Program

The Las Cruces Hispanic Chamber of Commerce held their second Middle School Recognition Program on May 3, 2017 at the Doña Ana Community College Auditorium. Students pose with the Chamber's Board of Directors.



Students from Camino Real Middle School, left to right: Michael Diaz, Ava Woodman, Christine Yoo, Gabriel Williams and Xavier Gutierrez.



Students from J. Paul Taylor Academy, left to right: Kiara Cardon, Megan Butler, Alisha Klingelmeier and Arinna Prieto.



Students from La Academia Dolores Huerta, left to right: Giselle Mata, Ameny Fonseca-Lopez, Jesus Prieto and Laura Sandoval.



Students from Lynn Middle School, left to right: Francisco Irigoyen, Galexia Rocha, Karen Rivas, Maddison Mason and Savannah Apodaca.



Students from Las Cruces Catholic Schools, left to right: Asher Everhart, Astryd Payne, Maria Limon and Avery Ledesma



Students from Mesa Middle School, left to right: Carlos Reyes, Brenda Montes-Solis, Sade Williams and Sarah Ramirez.





Students from Mesilla Valley Christian School, left to right: Dominic Charlton, Emma Carver, Marco Saldivar, Kyrie Rodgers, and Matteo D'Antonio.



Students from Picacho Middle School, left to right: Marissa Orozco, Mia Valles, Ryan Tavera, Alizandra Lara, Angel Hurtado and Principal Mrs. Marta.



Students from Vista Middle School, left to right: Israel Rosales, Alaya Esqueda, Odeth Quintana and Estrella Burgos.



Emcee Christopher Cruz questions 8th grade student David Vasquez from Zia Middle School, about his future goal in life.



Guest speaker Dr. Steven Lane addresses the students with a fantastic message on the importance of education at the Middle School Recognition Program.



Students from Zia Middle School, left to right: David Vasquez, Lesley Jaqueline Flores, Kayla Clements, Ana Perez and Danhnia Villegas Herrera.



# RIBBON CUTTINGS



**NEW MEXICO STEEL FABRICATORS INC.** — April 21, 5398 Del Rey Blvd.-LCHCC Board Member Manuel Morales and President and CEO Curtis Rosemond posse with Erica Marquez, Uriel Marquez, Lidia Baquera, Salvador Baquera while Bella Marquez holds chamber proclamation.



**MEMORIAL MEDICAL CENTER** — April 13, 2450 S. Telshor Blvd. – MMC Opens its newest wing for pediatric and intensive care. LCHCC Board Member Manuel Morales reads proclamation before ribbon is cut at the new unit.



**WASHINGTON FEDERAL** — April 17, 1800 S. Telshor Blvd. – Assistant Vice President Rick Supple of Federal Washington and Treasurer of the LCHCC Board prepares to cut ribbon, celebrating Federal Washington's, first 100 years of business.



**HABITAT FOR HUMANITY** — April 28, 720 Santa Fe St. – Proud new home owners cut ribbon before receiving keys to their new home from Habitat for Humanity. Four homes were built this year through Habitat for Humanity.



**HUB INTERNATIONAL, MAY 11,** — 3830 E. Lohman Ave. – Board member Manuel Morales of WESST reads proclamation as Gilda Dorbandt and Veronica Jurney from HUB prepares to cut ribbon at the grand opening of their new location.

## Join Los Amigos



**JESSIE SANCHEZ**

**L**os Amigos are the official ambassadors of the Las Cruces Hispanic Chamber of Commerce. In 2011, Los Amigos established the Junior Amigo Ambassador Program.

Los Amigos and the Junior Amigos proudly serve as Goodwill Ambassadors for Chamber and community events throughout the year.

### About Los Amigos:

Los Amigos is made up of professionals who have volunteered to serve as Ambassadors for the Las Cruces Hispanic Chamber of Commerce. Currently, Los Amigos supports most Chamber events; promotes the programs, products, and services of the Chamber; and helps attract new members, retain current members and promote Las Cruces businesses to insure continued growth for our economy. Los Amigos is self-governed with the guidance of a Board representative. All projects and events are approved at the monthly Executive Committee meeting which is currently

held on the third Thursday of the month. General meetings are held quarterly for the entire group.

In July 2015, the Los Amigos Ambassadors became members of the National Association of Chamber Ambassadors as a 100 percent chapter. This provides the opportunity for networking and sharing of ideas and best practices among chamber ambassadors across the nation. It brings exposure to our ambassadors, our chamber, and our community as a whole.

### Why become an Amigo?

As Amigos, we help support our Chamber and its members while we

simultaneously grow our business relationships. Most importantly, Los Amigos HAVE FUN celebrating the accomplishments of our fellow members, our Chamber, and our business community!

### Who can join?

If you are a LCHCC business member that is in good standing and who is willing to participate and support Chamber events. Contact Los Amigos for additional information or to request an application: please contact our Chamber office 277 E. Amador Ave, Suite 305 Las Cruces, NM 88001. Phone: 575-524-8900.





## Las Cruces native drives for her heritage

In a 2003 Trophy Dash, at the age of 13, Vanessa Robinson made her racing debut on a dirt track in Las Cruces, New Mexico. Racing amidst a sizable number of veteran drivers, Vanessa pulled out a win sitting behind the wheel of an old Street Stock. With the tires in the dirt and a smile on her face, she knew she was in love — in love with Southern New Mexico Speedway and in love with racing.

For those who know her father, Martin

Robinson, machinist and race engine builder of 35+ years' experience, you may know that Vanessa has followed him around since she could walk. Her life has been spent in the shop (where he built the engines) and at the tracks where they raced them.

Did I mention that her mother also won a Street Stock Championship title at Southern New Mexico Speedway? With a closer look one can get a glimpse into the drive behind her drive. Her story was not without its own challenges. Vanessa was diagnosed with dyslexia in elementary school at a very early age. Her struggle with academics, like many others, was not solely based on her difficulty with reading, but rather the combination of dyslexia and the often-inconsiderate treatment from others that do not understand the condition.

Daily, throughout her public education, she faced taunting bullies and constant ridicule. Many times, she came home in tears. When she was not in school, she felt comfortable and safe in the garage, where she spent endless hours watching her father build engines. Unbeknownst to everyone, the cultivation of her life long relationship with racing had begun. In this place of refuge, at the age of 9, Vanessa built her first race car with her father.

At that time, her parents felt that she was too young to drive it. Just a short four years later she hit the tracks. From that point on, racing became her sanctuary, a place that consumed her thoughts and left little room for the chanting of taunting bullies.

Racing too was not without its own obstacles. Again, the position of pointless ridicule found its way into her path. This time it came in the form of prejudice and ethnic related banter on small

tracks. This time, she was not unarmed. She had racing. She poured her focus into her driving. Today, that focus is proving its merit and she is the first Hispanic female to race in the NASCAR US series.

In the years following her first race, 2003 to 2009, she raced as often as she could, honing her skills in the dirt, earning numerous wins and multiple trophies. By 2009, she was racing full time and she became the youngest female to win

a Championship Street Stock title at Southern New Mexico Speedway (SNMS). In 2010, she surprised everyone. Bold and determined, Vanessa took on not one but two new challenges. She continued with dirt track racing at SNMS, this time behind

the wheel of a Limited Late Model, advancing her skills at higher speeds and increased horsepower. Simultaneously she expanded her repertoire to include asphalt racing at Sandia Speedway in the Modified division. This was one season of racing in two new cars, of different class and caliber, one on a dirt track and one on an asphalt track. The season ended in numerous event wins and multiple titles, including:

**2010:** "Rookie of the Year" at Southern New Mexico Speedway - Dirt Limited Late Models

**2010:** "FIRST Female Driver to win Main Event" at Sandia Speedway Asphalt Modified Division

**2010:** "Rookie of Year" at Sandia Speedway Asphalt Modified Division

She has continued to race with duality. Every season finds her behind the wheel of two or more cars and earning titles in various divisions. In 2015, she won the coveted title of NASCAR Whelen Super Late Model Rookie of the Year, thus landing her with the opportunity to drive in the NASCAR Drive for Diversity Combine in 2015. The drive behind her drive brings us to where we are today; she is scheduled to race in the 2017 NASCAR K&N Pro Series (NKPNPS). This series is one of four in NASCAR with the ultimate being the NASCAR Cup Series. NKPNPS races events host as many as and upwards of 20,000 people in the Grand Stands. Races are also aired on the NBC Sports Network.

“Many have asked, Is it blood or racing fuel that runs through her veins? She says, It’s racing fuel!”



FROM OUR U.S. SENATOR

## Creating jobs in southern New Mexico

BY U.S. SEN. MARTIN HEINRICH

Earlier this month, I hosted a Town Hall at the Las Cruces Convention Center with Senator Tom Udall. It was encouraging to see hundreds of people engage in our democracy and ask important questions about the direction of our state and nation. I am also grateful for the calls and letters I receive from New Mexicans every day in my offices about a range of issues and concerns.

I am hard at work finding ways to tackle these issues and seize concrete opportunities to create more jobs and grow New Mexico's economy. While I was in Las Cruces, I convened a meeting with Mayor Miyagishima, local clean energy businesses, and representatives of Doña Ana Community College, New Mexico State University, and Las Cruces Public Schools to discuss how

local schools can work with the city's growing solar and energy efficiency businesses to prepare students for installation, maintenance, and green construction jobs that will continue to grow in the years to come.

The significant growth of solar energy in cities like Las Cruces has been a real bright spot. The solar industry in our state is growing 179 times faster than the rest of New Mexico's economy. Our state added over 1,000 new solar jobs last year alone. I was proud to secure multi-year extensions of clean energy tax credits that have spurred major growth in the clean energy industry across New Mexico. I also introduced legislation to make sure our high schools, community colleges and universities can work closely with industry and our national labs to train and retrain New Mexicans for good-paying clean energy jobs.

While I was in southern New Mexico, I also

met with the Border Industrial Association and business leaders in the Santa Teresa industrial corridor to discuss the importance of cross-border trade for the economy. Key developments like the Union Pacific Railroad's Intermodal Terminal and the expansion of the commercial hours of operation and infrastructure improvements at the Santa Teresa Port of Entry have led to major job growth and made southern New Mexico an increasingly attractive location for export-driven companies.

As the ranking member of the Joint Economic Committee, I'm studying how additional resources, including port of entry staffing, could address border delays and accommodate increased economic activity. A new report by the committee found that adding 1,000 Customs and Border Protection officers at ports of entry across the country would increase economic activity in the United States by \$2 billion and lead to the creation of an

estimated 33,148 American jobs per year. This is essential for ensuring New Mexico ports of entry—which are processing the second-fastest-growing goods volume in the country—are able to operate at full capacity.

The economic challenges our state faces are significant, but there are pragmatic solutions and forward-looking investments we should be making in our people and our communities. I won't stop fighting until every New Mexican who is willing to work hard to support their family and their community can find a good job.



HEINRICH

FROM OUR U.S. SENATOR

## Grow NM economy through global exports

BY U.S. SEN. TOM UDALL

My top priority is to partner with New Mexicans to strengthen the economy and to create jobs. As a member of the Senate Appropriations and Commerce committees, I am able to fight for opportunities -- such as funding and policies that will help strengthen our state's business infrastructure and trade relationships. New Mexico's foreign trade is a bright spot in our economy, and trade with Mexico is especially important. Mexico is our number one trading partner and, between 2013 and 2016, exports from New Mexico to our southern neighbor increased by nearly

100 percent — from \$800 million to almost \$1.6 billion.

I was proud to work on the Appropriations Committee to help secure \$7.4 million for design in 2014 and \$85.6 million in 2016 for the long overdue expansion, replacement, and modernization of the Columbus Port of Entry. And in April, I joined local community members to break ground on the new construction. The Village of Columbus and Luna County made the case for improvements and the benefits to the regional economy. I took the community's concerns to the General Services Administration and Congress. When we come back to cut the ribbon on the new port,

there will be more bays for commercial truck inspections, adequate and safe office space, and updated technology to increase efficiency and expand trade and tourism with Mexico.

The same week, I also visited Santa Teresa to talk to local businesses and economic development officials about what is ahead for important trade relationships that affect them. The Santa Teresa port has become an important gateway for agricultural products and manufacturing and electronic goods. What I heard in Santa Teresa -- and other border communities -- is concern that the new administration's trade policies could hurt jobs and business. Rhetoric about building

a wall and withdrawing from the North American Trade Agreement is potentially destabilizing to commercial relationships. Businesses are hurt by uncertainty over the rules.

The thoughts and concerns I heard in Santa Teresa directly influence how I ap-



UDALL

GLOBAL EXPORTS, PAGE 11

FROM OUR U.S. REPRESENTATIVE

## American Health Care Act is one step in the right direction

BY U.S. REP. STEVE PEARCE

Hola Amigos! It has been a busy few months for Washington and New Mexico, and I've been hard at work fighting so that the unique needs of our state and our local communities are prioritized, and that our nation's most vulnerable are protected. One key issue in the spotlight, is the plan to repeal and replace the Affordable Care Act (ACA), also known as Obamacare.

When the first House Republican plan was introduced earlier this year, I was against it. It did not decrease the rising cost of premiums for New Mexicans, and overall affordability

and access would only continue increasing. As someone raised in Hobbs, much like most of the rural communities in New Mexico, I could not allow that to happen to the well-being of individuals, families, and small businesses.

When Obamacare was passed, it promised the American people lower premiums, affordability, more choices, and greater access to care. The reality is, our nation's health care system is in complete collapse due to Obamacare's failed provisions. Across the nation, people are dropping insurance because they either couldn't afford the deductible or their costs were increasing too rapidly. In fact, nationwide, Obamacare is failing more and more

every day. Of the 23 co-ops established under the bill, 16 are bankrupt and now closed. People were seeing their premiums increase over 40 percent on average and over 100 percent in some states.

We experienced many of these negative affects in communities throughout New Mexico as well. Our state is in a tough financial position, as many of us know, and most of our communities are considered rural, with unique needs that urban communities don't understand. For years, I've gone around to these communities hearing from many people who said they were forced to purchase insurance they either didn't like, didn't need, or couldn't

afford -- opposite of what Obamacare had promised. I've also met with local health care networks, insurance providers, and medical professionals on effective solutions to improve the health care industry in New Mexico.

For all these reasons, I promised the



PEARCE

CARE ACT, PAGE 11



# Matters of the Heart

## Men and women experience heart attacks differently

BY JOSEPH D'ANTONIO, MD

Good heart health is a combination of diet, exercise and knowing your risk factors for heart disease, as well as recognizing the signs of a heart attack. A heart attack rarely happens without warning; it's up to us to identify the signals and act in time. In honor of American Heart Month and Valentine's Day, do your heart a favor: learn the facts about how to keep your and your loved one's heart healthy and strong.

If you've never had a heart attack, you may picture it as you've seen it depicted in the movies: the sudden, sharp chest pain, staggering and eventual collapse. Actually, the signs of a heart attack are much subtler and are not the same for everyone.

We've all heard about the differences between Mars and Venus when it comes to matters of the heart. These differences hold true when it comes to heart health, as well. Knowing how to recognize the early symptoms of a possible heart attack, can help men and women – and their doctors – to prevent it, or intervene in time to minimize the damaging effects on the heart.

Men usually experience what we know as the “classic” signs of a heart attack: heavy squeezing or chest pain, discomfort in areas of the upper body (arms, back, neck, jaw or stomach); shortness of breath; a cold sweat or nausea.

Women suffering a heart attack sometimes experience chest pain, but not as frequently as men do – and, they experience other symptoms that people don't generally link to heart trouble: shortness of breath, nausea or vomiting, and back or jaw pain. Women also experience symptoms earlier: for men, symptoms come either right before, or during a heart attack.

Research by the National Institutes of Health indicates that women experience different physical symptoms as long as a month or more before experiencing a heart attack. In a 2007 study of more than 500 women, 95 percent of participants reported experiencing new symptoms at least a month before their heart attack, including unusual fatigue, sleep distur-

bance and shortness of breath. Less than 30 percent of women studied experienced chest pains prior to the attack, and 43 percent had no chest pain during the attack. Other symptoms included indigestion and anxiety. The study was one of the first to examine the differences in the way men and women experience a heart attack.

Knowing the differences is important for many reasons. Women who experienced these non-traditional symptoms did not identify them as a heart attack and put off seeking medical attention – decreasing their chances for preventing, or surviving, the attack. The American Heart Association estimates that about 95 percent of sudden cardiac arrest victims die before reaching the hospital.

The reason these differences are just now coming to light is that heart disease has, for decades, been considered a man's disease that did not generally affect women – so, research focused primarily on men. However, cardiovascular disease has claimed the lives of more women than men, every year since 1984.

Talk to your doctor today about steps you can take to educate yourself about heart health and any recommended health screenings based on your individual profile.

Remember that symptoms may come and go. Even if you're not sure if it's a heart attack, it's important to be checked by a doctor. New medications and treatments are now available that can stop some heart attacks in progress and save lives – but these drugs must be administered at the first sign of heart attack symptoms, for maximum effectiveness.

During American Heart Month, take care of the ones you love. Knowing the symptoms of a heart attack and how to minimize its effects will help ensure that you and your loved ones are heart-healthy for many a day to come.

*About the Author: Joseph D'Antonio, MD is a fellowship-trained cardiologist who practices at MountainView Cardiology. With more than 25 years of experience, Dr. D'Antonio is passionate about taking the time to listen to his patients and working closely with them to better their cardiovascular health!*

### Heart attack symptoms in women:

- Unusual/unexplained fatigue
- Sleep disturbances
- Shortness of breath
- Indigestion
- Back/jaw pain
- Anxiety
- Cold sweat
- Dizziness
- Nausea/vomiting
- Chest pain

### Heart attack symptoms in men:

- Chest discomfort or pain
- Upper body pain
- Stomach/abdominal pain
- Shortness of breath
- Anxiety
- Lightheadedness
- Sweating
- Nausea

### GLOBAL EXPORTS FROM PAGE 10

proach these issues in Congress. We need a reasoned approach toward updating NAFTA to expand access for agricultural exports, improve manufacturing capability, and increase protections for U.S. labor and the environment. Along these lines, last week, I secured a pledge from the newly confirmed U.S. Trade Representative Robert Lighthizer that he will give special consideration to New Mexico and U.S. companies that depend on NAFTA in any renegotiation. I was also heartened to hear

him acknowledge in the same conversation the deeply damaging consequences of President Trump's repeated demands that Mexico pay for a border wall. I will hold Mr. Lighthizer to his commitments. I have invited him to visit New Mexico's border communities so he can see firsthand how border economies are thriving. I hope he takes me up on the offer. I remain committed to listening to New Mexicans and working in Washington to make sure that New Mexico continues to succeed from our foreign trade with Mexico and other nations.

### CARE ACT FROM PAGE 10

people of New Mexico that I would work hard to repeal and replace Obamacare with a plan that helps bring freedom of choice and affordability to people, families, and small businesses. While the new plan, the American Health Care Act (AHCA), is in no way perfect, it is a step in the right direction.

The AHCA will put the power back into the states' hands so they can decide what is best for their unique populations and will provide care for everyone, including people with pre-existing conditions. In fact, absolutely nothing in the AHCA removes the requirement for states to cover pre-existing conditions. To ensure plans for people with pre-existing conditions remain affordable, an additional \$8 billion is being provided to states to assist in reducing cost on these plans.

The AHCA will also not kick anyone off

Medicaid, in fact, the new plan will allow states to determine which health care system is best for its unique population. States will also receive funds on a per-capita basis, or based on population, prioritizing funding for the most vulnerable and economic downturns. States will have the option of both a block grant and work requirements for certain populations, something that a state like New Mexico can really benefit from.

New Mexicans deserve a 21st century health care system based on what they need and want, not what Washington thinks is best for them. My decision on the AHCA came down to its overall impact on the lives of the New Mexican people, especially those in rural communities like that in New Mexico. As we move forward, let's remember that this is a step-by-step approach, of which this is merely the first step. I will continue to work in Congress and with leadership to ensure the priorities of New Mexico are represented.



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