

GREATER BELEN CHAMBER OF COMMERCE  
AND VISITOR'S CENTER



# Chamber Voice

MISSION: *Dedicated to the Growth and Retention of Commerce  
Through Committed Partnerships  
Enhancing Our Quality of Life*

September 2022

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



## 2022 Rio Abajo Becker Street Festival



**MUSIC ART CARS  
FOOD TRUCKS  
WINE & BEER TENT**



Greater  
Belen Chamber  
of Commerce

**24 SEPTEMBER 2022  
BECKER STREET IN BELEN  
10AM-9PM**

**WWW.BELENCHAMBER.COM OR  
CALL 505-864-8091**

## **2022 GBCC Board of Directors** **Executive Board**

**John T. Ivey**                      505-307-1946  
President, Haloed Solutions

**Andrew Spears**                505-658-4809  
Pres Elect, Edward Jones Financial

**Tina Varela**                    505-565-9115  
Vice President, State ECU

**Holly Chavez**                505-463-3621  
H2 Academic Solutions  
Treasurer

## **Board of Directors**

**David Carter**                    505-710-5994  
Member, Individual

**Bobbi Chandler**               505-864-4472  
Member, VCNB/Media 9

**Carl Gallegos**                505-205-3910  
Member, BNSF

**Rob Leming**                    505-241-2700  
Member, PNM Resources

**Deanna Montoya**            505-864-2978  
Member, Enchanted Smiles

**John Padoven**                505-864-8081  
Member, Sachs 5th Real Estate

**Roderick Storey**              505-865-6623  
Member, NM Gas Co.

**Deborah Baca**                505-966-1000  
Ex-Officio, Belen Consolidated Schools

**Frances Duran**                505-925-8547  
Ex-Officio, UNM-VC

**Steven Holdman**              505-864-8221  
Ex-Officio, City of Belen

**Rhona Baca Espinoza**       505-864-8091  
Ex-Officio, Executive Director, GBCC

## **GBCC Office Team**

**Del Johnson**  
Membership Specialist, Office Manager

## **HAPPENINGS**



The Valencia County Fair Parade was amazing!! 10 horse groups and lots of floats, bands and candy!! Thanks to the Pilot Club of Belen for being our judges and for the Chamber Board and Office Team for their work in making it amazing.



## **PRESIDENT'S THOUGHTS**

**Greetings from the Greater Belen Chamber of Commerce!**

**It is hard to believe we are at the end of August, school for some has been going for almost a month and our Chamber office is busier than ever.**



**The Valencia County Fair Parade sponsored by the Greater Belen Chamber was on Saturday, August 27<sup>th</sup> on Main Street-Camino Del Llano to Aragon St. The theme this year was celebrating our Superheroes: Military, Health Care Professionals and Law Enforcement. We had a great time!!! Thanks to all who participated.**

**Our biggest event of the year is happening, as always, on the last Saturday in September: The 20<sup>th</sup> Annual Rio Abajo Becker Street Festival. We are accepting vendors, sponsors and car show participants. It looks to be our best as we have a great line up of bands, performances, great food trucks and car show participants already with more to come. It is always a free admission event. The Beer and Wine Tent and the Poker Bike Run will also be a part of it. Call the Chamber office for more information.**

**We also celebrated the opening of Batteries Plus in Los Lunas with a ribbon cutting and their grand opening specials are continuing through the month of August.**

**Our Chamber is here to serve our business community and we are thankful for your ongoing support and most of all your friendships.**

**Your Chamber Board President,  
John T. Ivey**



## Greater Belen Chamber of Commerce Office News



*Rhona Baca Espinoza,  
Executive Director of Greater  
Belen Chamber of Commerce*

**To Our Dear and Cherished GBCC Family and Friends!!!**

**Woohoo!!! My favorite month of the year!! September is Rio Abajo Becker Street Festival month!!! We have everything planned and ready to go!!! Mark your calendars for September 24!!**

**Our band line up is the very best we have had and it includes: Black Pearl Band, Daniel Solis Band, Keith Sanchez and the Moonthieves, Marty Zamora Band!**

**Our car show is going to be huge as well. We will be receiving entries even the day of Rio Abajo.**

**The Food Truck Court will be held in the City Hall Parking Lot with plenty of tables and chairs to enjoy all the delicious offerings!! It will be a very diverse and amazing Food Truck Court!!! Stay the day and enjoy each one!!**

**There will be a free raffle for a beautiful TV at the end of the event and our Chamber Board will be selling 50/50 tickets !**

**We are accepting vendor and car show registrations and would so appreciate your consideration to be a sponsor. We count on this event for 25% of our revenue for the year!!**

**As always, thank you for your support, your friendships and your love for our community.**

**You are my blessings.**

**Blessings Always,**

*Rhona*

**Rhona Baca Espinoza**

**Executive Director**

**GBCC**

**505-864-8091**

**505-463-5558 (cell)**

**rhona@belenchamber.org**



# GBCC Member News & Woohos!

## New Members

### HUB City Art Collective

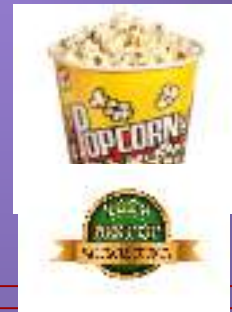
Woohoo!! We are so happy to welcome Lorie Ranker of Hub City Art Collective to our downtown and to our Chamber Family!! Located at 210 Becker Ave in Belen they can be reached at 708-715-0995. The Hub City Art Collective is a co-working space for artists, Sunday Marketplace and art gallery. Our intention is to create an inclusive and welcoming environment for all artists and makers to work, connect and collaborate with fellow artists. Our Sunday Market offers the space for handmade artisans to sell and promote their business. Our First Friday Gallery Night will allow all artists to exhibit! We also plan on offering music nights, open mic, classes and more! They would like to offer a 10% off one month membership to their Co-Op.

## RSH Steakhouse

Woohoo! Welcome to our next door neighbors RSH Steakhouse to our Chamber Family!! Located at 710 Dalies Ave. they offer a wide range of steaks, pastas, sandwiches and salads! Their new hours are 3:00-8:00pm Monday-Saturday. They can be reached at 505-864-4616. For the best steak in Valencia County call Carmelita at 505-864-4616!!

Yummy!!!!

All the popcorn and drink for our GBCC September 7th After Hours!!!  
Was a hit!! Thank you Gary Jacobson and Mitchell Theaters in LL!!!



People can start voting in the Valencia County News-Bulletin's 2022 Best of Valencia County contest. September 1 was the first day of voting, and the deadline is Friday, Oct. 28. Vote at [news-bulletin.com](https://news-bulletin.com).

# Special Member Info



**SEEDS FOR  
SUCCESS**

**Woohoo!!!**

**Belen MainStreet Partnership is busy finishing some amazing projects and working on plans for new projects in our downtown!**

**If you would like to be a part of the exciting work of Belen MainStreet Partnership, contact Rhona at 505-463-5558.**

**Whatever capacity of volunteering you are able to offer is greatly appreciated!!!!**



## Membership Renewals!!!!!!!

**Facebook/Meta  
4250 Messenger Loop  
Los Lunas, NM 87031  
650-575-2658**

**Eloisa Tabet**

**UPS Store  
1402 Main St., NW Suite B  
Los Lunas, NM 87031  
505-866-9081**

**Jay and Kathy Peters**

**Anew Boutique  
523 C Reinken Ave.  
Belen, NM 87002  
505-515-4661**

**Heart and Soul  
1300 E. River Road  
Belen, NM 87002  
505-312-0041**

**Valencia Animal Clinic  
1533 E. River Road  
Belen, NM 87002  
505-864-4075**



# The Greater Belen Chamber of Commerce and State Employees Credit Union celebrate the New Educator's of Valencia County!!

## Celebrating our August Member of the Month: H2 Academic Solutions

The Greater Belen Chamber of Commerce is honored to name H2 Academic Solutions as the August Member of the Month. Located at 506 Becker Ave. in Belen, can be reached at 505-453-3621. H2 Academic Solutions is a youth inspired center located in Belen that specializes in educational help including homework help, intervention and acceleration tutoring, small group classes, Intensive Reading Program, STEAM camps, and other camps. It also houses a Restorative Justice Program, Reception Assessment Center, and Botvin Lifeskills. Thank you, Noelle and Holly, for making such an impact on our youth!





# 2022 Rio Abajo Becker Street Festival



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# Rio Abajo

## Becker Street Festival



ARISTECH  
SURFACES

# Classic and Custom Car Show

**Saturday September 24**

**Roll in Time: 8:00am: Enter on 5<sup>th</sup> St. off Reinken Ave**

Entries choose winners in each category by 1:00 pm; Awards at 2:00 pm

Immediately following event: A Car Show Parade down Becker Ave.

**Pre-Registration: \$20.00; Day of Show: \$25.00. First 50 entries receive goody bag of prizes: Park and Register. Participants will choose winners by ballot and will be required to turn in their completed ballot in order to be considered for prizes. Door prizes.**

**16 categories, 5 special awards**

**Custom award plaques designed and donated by Aristech Surfaces in Belen  
Send check to: GBCC, 712 Dalies Ave., Belen, NM 87002**

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Make** \_\_\_\_\_ **Model** \_\_\_\_\_ **Year** \_\_\_\_\_ **CATEGORY:** \_\_\_\_\_

**Please read and sign the following waiver:**

I, the Undersigned, do hereby waive and release the City of Belen and the GBCC and other persons, regardless of their capacity in any way connected with the Rio Abajo 2020 Classic and Muscle Car Show, from any and all rights, claims or liability of any kind or nature that I might have. I further acknowledge and agree that I will be personally liable and accept full responsibility for any and all damages caused to the grounds upon which the show is held. I understand that photographs taken during the event may be used for publicity and advertising and other uses. I hereby relinquish any rights to all photos taken during this event.

**Signed:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Wine and Beer Tents~Food & Craft Vendors~Live Music & Dance ~ Food Trucks~Poker Bike Run**

**Call 505-864-8091 for more information**

# SEPTEMBER 2022

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
				1	2	3
4	5	6	7 After Hours Mitchell Theaters in LL	8	9	10
11	12	13	14	15	16	17
18	19	20 GBCC Board Meets	21 BMSP Board Meets	22	23	24 Rio Abajo 10:00-9:00 Becker Street
25	26	27	28	29	30	

## OCTOBER UPCOMING EVENTS

- October 5h Luncheon at Belen Public Library 11:30am
- October 29th: Scarecrow Festival : Belen Arts District



**SHOP THESE LOCAL MEMBERS-GET A DISCOUNT!****Member's Discounts Page**

**Bar Y Pet Hotel:** 14 day care for the cost of 13 days Call Bobbie, 864-2251

**Batteries Plus:** 10% Discount for GBCC members: 505-865-1940

**Bella Vida Healthcare Clinic:** Non-insured patients are able to be seen for \$40.00 office visit; sports physicals-\$25 Call 916-5446 for more information

**Black's Smuggler's Winery:** Free Wine Tasting for GBCC Members: Call Tony Black: 388-8117

**Florescence Floral Boutique & Gifts:** 10% Discount for GBCC Members: 505-702-4025

**Images By Rosa:** FREE one hour sitting for GBCC members, call 505.250.2982 or email [imagesbyrosa@aol.com](mailto:imagesbyrosa@aol.com) to make an appointment. View the site at <http://imagesbyrosa.exposuremanager.com/>

**H2Academic Solutions:** 10% discount for Chamber Members. Holly: 505-453-3621

**Hub City Art Collective:** 10% off one month co-op membership: Lorie 708-715-0995

**Johnson Chiropractic Clinic, LLC:** 10% discount for military and law enforcement and for payment in full at the time of service. Call 505-565-0548

**Marty's Muffler Shop Inc:** 10% Discount on all repairs 864-8033.

listing. Call 830-2043 or email [info@nmbiz.com](mailto:info@nmbiz.com)

**Paradigm Physical Therapy Belen:** 10% Discount on One Month Gym Membership, Call 861-1200

**Performance Automotive:** 10% off on all parts and labor for all GBCC Members: Present card at time of service. Call 505-861-1468 for more information

**Professional Contracting:** Senior Discount: 505-859-4220: Laura Rosales

**Rutilio's:** Discounts available depending on service Call 864-0093

**Saiz Accounting & Tax Preparations, Inc.:** 15% for all Chamber members on Tax Prep

**Sew What?!** 10% discount on multi-piece orders, 565-2677

**US Bank:** 20% off standard checks and reorders. *Belen only!* Call 861-1900

**Valencia Animal Clinic:** 10% off annual vaccinations, 864-4075

**Valencia County News-Bulletin:** 40% ad Discount on monthly Chamber Page, 864-4472

**Wright Choice Learning Center:** Discounts available depending on service Call 864-2530

The Greater Belen Chamber of  
Commerce

# OCTOBER NETWORKING LUNCHEON

Wednesday, October 6th

Belen Public Library

11:30-1:00pm

\$15pp





**From Belen Consolidated Schools:** If you like working with numbers, want to be a part of an exciting team at the Teacher Resource Center, want a challenge, and are interested in taking a leadership position as a secretary, apply NOW for the Belen Schools Secretary/Federal Programs Specialist II position. Full time \$19.76 - \$22.80

**We want you!** <https://belen.tedk12.com/hire/ViewJob.aspx?JobID=10555>

Tomasita Murphy Oshiro  
Director of Human Resources | Belen Consolidated Schools | Belen '87  
Join Our BCS Small Town Family! | [Home](#) | [Facebook](#)  
(505) 966-1010

**From Jeff Hunter of Performance Automotive:**

Changes at Performance Automotive, Inc. – We celebrate 35+ years of automotive repair business! It's been a great ride, and we appreciate the support and loyalty of all our customers.

Beginning September 6, 2022, Performance Automotive Inc. will be downsizing and refocusing our services ..... we will no longer do automotive repair .... we are moving into the classic car repair, sales, and restoration business (doing business as *Mojo Rod and Custom*). We will be in the exact location “by appointment only.”

If you have an old beauty and want it restored, give us a call, and let's do business together!

505-861-1468

-- Jeff Hunter

# VENDOR and Food Truck REGISTRATION FORM

September 24, 2022

10:00 am 'til 9:00 pm

Heart of Belen (100 N. Main Street and Becker Avenue)

I-25 Exit 195

Belen, NM

**All Vendors and Food Truck Fees are \$75.00**

**Payment due upon registration** Cost applies to outside booths- vendors provide their own displays & furnishings and electricity needs.

Booths will be assigned according to size and space available.

Please mail, fax or deliver Registration form with appropriate payment (check, credit card (VISA, MC) or money order to:

**The Greater Belen Chamber of Commerce, 712 Dalies, Belen, NM 87002**

**Registration Deadline September 19<sup>th</sup>**

## **Schedule:**

Saturday September 24th 10:00am to 9:00pm

Vendors are expected to stay open all day

NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Cell \_\_\_\_\_ E-Mail \_\_\_\_\_

Description of merchandise \_\_\_\_\_

\*Size of booth: (width, height and length): \_\_\_\_\_

**Food Vendors must have proper EID permit/license. Submit Copy with Application.**

**No electricity will be provided for vendors or food trucks.**

I/We acknowledge that the Greater Belen Chamber of Commerce and the City of Belen will not be held responsible for injury or loss.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

\_\_\_\_ Notes and Special Requests- Please check here and note on reverse side





# Becker Street Festival

**September 24, 2022**

## **SPONSORSHIP PACKAGES**



### **GOLD STAR TITLE SPONSOR**

**\$7500**

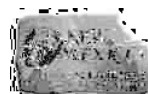
- 2 - 4' X 8' Banners. Displayed at events in Pavilion
- Banner Ad in Rio Abajo in Valencia County News Bulletin
  - Free Display Booth
  - Logo and mention in all Media Advertising
- 15 second promotional announcements during program events



### **SENIOR EVENTS SPONSOR**

**\$2500**

- 1 - 4' X 8' Banner. Displayed at events in Pavilion or Will Display Your Banner in Pavilion
  - Free Display Booth
- Ad in Rio Abajo in Valencia County News Bulletin
  - Logo on All Printed Advertising
  - Mentioned in All Media Advertising





## **SHOW SPONSOR**

**\$2000**

- 1 - 3' X 6' Banner. Displayed at events in Pavilion or Will Display Your Banner In Pavilion
  - Ad in Rio Abajo in Valencia County News Bulletin
    - Logo on All Printed Advertising
    - Mentioned in All Media Advertising



## **JUNIOR EVENT SPONSOR**

**\$1500**

- Will Display Your Banner in Pavilion
- Ad in Rio Abajo in Valencia County News Bulletin
  - Logo on All Printed Advertising



## **EVENT SPONSOR**

**\$1000**

- Large Plastic Sign on Grounds
- Ad in Rio Abajo in Valencia County News Bulletin
  - Logo on All Printed Advertising



## **GAMBLER**

**\$500**

- Large Plastic Sign on Grounds
- Logo displayed on All Printed Advertising



## **RAIL RUNNER**

**\$250**

- Small Plastic Sign on Grounds
- Logo displayed on All Printed Advertising



## **SIGN SPONSOR SPUR**

**\$125**

- Small Plastic Sign along event route



**Greater  
Belen Chamber  
of Commerce**



# September NEWSLETTER

## Current Happenings



Facebook lives  
on the  
Belen Community Page  
every Wednesday

Special Guests each  
week

For more information  
scan the code below



#ExploreBelen

## Upcoming Events

Calvary Church Drive In Movie  
September 2nd 8pm

Calvary Blood Drive  
September 10th

9/11 Memorial  
September 11th 8:45-10:00

Rio Abajo  
September 24th 10:00-10:00

## Weekly Events

Farmers Market  
Every Friday 4:30-7pm

Art in the Park  
Sep 3rd & 17th  
10-4pm

Saturday Mornings on  
Becker  
Every Saturday 8-1pm

## Sports

Sign ups for girls & boys

Flag Football  
Youth Vollyball

305 Eagle Lane Belen  
NM 87002

Contact Shawn Ammons  
505-966-2703

Belen Community Center 505-966-2700 [www.explorebelen.com](http://www.explorebelen.com)

Belencommunitycenter   
Belencommunitycenter 







# Nominate an Unsung Hero

Do you know someone who has gone above and beyond to make our community better?

We'd like to hear their stories!

Nominate them as a Valencia County News-Bulletin Unsung Hero. Stories about those chosen will be featured in the News-Bulletin's annual Locals section in October. One of these nominees will be selected as our Citizen of the Year.

## HOW TO MAKE A NOMINATION

*You can send a nomination in writing, with your name and telephone number, and details about your nominee, to [cgarcia@news-bulletin.com](mailto:cgarcia@news-bulletin.com), or call Clara Garcia at 505-823-7802.*

*Mail nominations to Valencia County News-Bulletin, Attn: Clara Garcia, 221 S. Main St., Ste. B, Belen, N.M., 87002. The deadline for nominations is 12 p.m., Friday, Sept. 30, 2022.*

# UNITED WAY OF CENTRAL NEW MEXICO IS LOOKING FOR: 12 CREATIVE YOUTH INTERNS

Do you want to learn new skills, explore the inner-workings of a nonprofit agency and take the lead creating engaging opportunities for everyone in your community to share their voice?

If you are between the ages of 15-21 years and are interested in a **paid-internship requiring 5-6 hours/week from October 1st-December 17th** to support our work and develop new skills in:

- community engagement
- event planning & implementation
- fundraising
- outreach & marketing
- project planning
- data collection & analysis

**Please attend one of our internship info sessions on Zoom  
September 6th or 7th  
4:00-5:15pm**

Meeting ID: 833 1947 0496

Passcode: 786120

Questions? Contact Sarah Azibo, [Sarah.Azibo@uwcnm.org](mailto:Sarah.Azibo@uwcnm.org)



# NOW ACCEPTING NEW CONSUMERS/ TRANSFERS



Why wait if you need sound choices for your health care,  
when you deserve 1st Care?

Bolton  
810-7181

Albuquerque  
980-9611

Las Lunas  
845-4007

Whether you provide home care services to someone  
you love or need assistance, 1st care of New Mexico is  
available to provide help with bathing, grooming, meal  
preparation, or even companionship.

## Insurances Accepted:

 PRESBYTERIAN



Blue Cross  
Blue Shield

 united way  
care for all

## Call us to find out if you qualify



**Tell us your priorities  
for Belen's future**

**Join us at a  
Community Workshop**

**Thursday, September 22nd  
6:00-7:30 pm**

**Belen Public Library  
333 Becker Ave, Patio Entrance**

At this second public workshop, we invite community members to review comprehensive plan ideas and let us know your priorities for the next 20 years!

**For more information contact Steven Tomita  
(505) 966-2730**

# CARS FOR KIDS

Car Show Benefiting Children's Miracle Network 10/22/22



We at State Employees Credit Union proudly support Children's Miracle Network in partnership with Connected Academy which funds the teacher and education materials for children at UNMH who are hospital bound long-term. This means they don't have to miss-out on fundamental learning opportunities and fall behind in school. For some children, this is the only formal education they may receive because of their hospital dependency. For others, this ensures they stay current in their education level, and aren't at risk of falling behind or being held back. Part of our commitment as a credit union is to give back to our communities. CMN is a passion project that State ECU is thrilled to have supported for years, and more importantly, know that 100% of the dollars stay within the state to help our children.

While donations of all denominations are always graciously accepted, we're also currently seeking Sponsors for our Cars for Kids Car Show and Community Celebration this year on 10/22/22. The event is 10am-3pm and there will be a Kids Zone, live entertainment, vendors selling merchandise and a Car Show. We expect over 700 people throughout the day. All of our sponsorships come with healthy exposure for your business in the communities you serve.

Attached are the various sponsorship levels we have available, and would love for you to be able to participate if you are able. Should you need any clarification or have additional questions, please reach out anytime, [Community@secunm.org](mailto:Community@secunm.org)

**Thank you in advance for your consideration for this worthy cause,  
State Employees Credit Union**

