



Magdalena Chamber of Commerce  
PO Box 281  
Magdalena, New Mexico 87825

December 7, 2011

Dear Members,

It's been a successful year for the Magdalena Chamber of Commerce. We have hosted several successful events. Our membership has grown with the solid addition of new businesses in the Village. Also, older businesses have brought a renewed inspiration and willingness to participate in the Chamber meetings and activities.

In March the Chamber in conjunction with the Magdalena School hosted The Culpepper & Merriweather Circus. The Chamber solicited sponsorship from area businesses to donate free tickets for all the children at the school 12 and under. We would like to thank again all those members in Socorro, Magdalena and Datil who made it possible for so many children to be able to attend the circus. Both shows were well-attended and enjoyable events for Village residents and people in the surrounding areas.

In October and in December the Chamber sponsored a Gallery and studio tour of Magdalena art and artists. Many people came together to make these events successful. Catherine DeMaria and Laurie Taylor Gregg of The Village Press produced very colorful and professional flyers that were a great contribution in the promotion of both events. Over thirty artists participated either in their studios or joining with other artists in gallery spaces in 10 different locations. People came from the surrounding area and as far away as Santa Fe to meet the artists and see their work. Many left having purchased some of the local art, prints, quilts, jewelry, etc. The local restaurants and shops benefited from a high traffic day as well.

As we mentioned last year The Magdalena Chamber of Commerce has been putting more and more focus on internet advertising via the Chamber's website. In last year's letter we offered any member an opportunity to advertise an event or special offering on the front page of the website. Some of you took advantage of this. Since so many travelers and tourist use the internet as their primary resource for travel plans and things of interest, we encourage member businesses to take greater advantage of the marketing potential that the Chamber website offers. Any member is entitled to a link to their business via the website. If you are having a special event or promotion, we are happy to highlight your business on the website's front page. This is year round advertising for the one time price of \$35!

This coming year witnesses a brand new slate of board nominees. Having served three years, the current board steps aside to welcome this infusion of new energy. We will continue as members to support whatever next steps the Chamber takes.

Sincerely,

Danielle D Fitzpatrick  
President, Magdalena Chamber of Commerce