



# Economic Development Corporation of Lea County

## Important Announcement Regarding the Membership Newsletter

The EDC of Lea County Board approved a change in the Monthly Membership Newsletter as of August 1, 2009. The Newsletter is currently emailed one time per month to announce membership meetings, to report on the progress of the projects that month, and to provide useful information to the membership. The 2009 July issue will be the last newsletter of this type.

The new monthly communication with members will be a text-only update, sent via email, regarding the EDC of Lea County's monthly announcements and projects. This form of notification will be more user friendly for those wanting to keep up-to-date with the EDC via phone, blackberry, pda etc.

Additionally the EDC will send a

comprehensive report two times a year to your business address. This report will contain a more in-depth look at Lea County's economic development during the past six months.

The EDC of Lea County is committed to providing its membership with accurate, and meaningful updates about our projects and the growth of the community. We believe that this revised method of monthly and bi-annually communication will allow us to more fully realize that goal.

If you have any questions about the newsletter or the new policy of communication, please come to the membership meeting being held on July 28th or contact Melinda at [melinda@edcl.org](mailto:melinda@edcl.org).

### Coming up...

- July 28th—  
Membership Meeting  
will be held at 11:30am  
-1:30pm at the Hobbs  
County Club

### Inside this Issue

<i>Key Programs</i>	2
<i>Hiring Trends in the New Economy</i>	3

### Membership Meeting

July 28<sup>th</sup>

11:30-1:00

Hobbs Country Club

Guest Speaker:

Michelle Den Bleyker,

Director of Housing  
Development

at Yes Housing

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

*Yes Housing is providing solutions to  
Lea County's workforce housing needs.*

### Membership Meeting July 28th at the Hobbs County Club

Housing remains an important subject in Lea County. We encourage EDC members to attend the July membership meeting, where Yes Housing Inc., an affordable-housing provider in New Mexico, will talk about some of its projects and the charitable state tax credit program, which can benefit local employers in many ways. The state offers credits on income taxes, gross receipts taxes and compensating taxes to eligible individuals and businesses that donate land, buildings, cash or services for the purpose of financing affordable housing for low- and moderate-income New Mexico residents. The credit is equal to 50% of the value of the donation, and the donation is still eligible for deduction on federal taxes. This may be a great opportunity for you to offset your tax liabilities while aiding the creation of quality housing that could shelter some of your workers.

## Business Attraction, Retention, and Expansion

- The EDC has answered 11 Prospective Recruitment Opportunities (PRO's) since May 1, 2009. Lea County has made the final selection process for two projects.
- We will be attending the Intersolar North America conference on July 14-16 in San Francisco in collaboration with the NM Partnership. This national tradeshow is expected to house 500 exhibitors and draw approximately 15,000 attendees. In preparation for this solar conference, we have developed a solar brochure. This will be the first of a series created for the EnergyPlex.
- Our staff has been working with a local company to expand operations in Lea County by providing resources for financing options and programs and exploring the possibility of exporting their product to Mexico.
- Excellent progress has been toward an updated Building & Land Inventory for all of Lea County. This information is not only helpful for conducting daily business, but will also provide the needed data for the Certified Community Initiative (CCI).

## Membership Development and Community Outreach

### Welcome new member: GL Environmental Inc.

GL Environmental, Inc. was established in 1997. They currently have 10 employees and serve a wide area including New Mexico, Texas, Arizona and Colorado. Their satellite office is located in Eunice, New Mexico. They specialize in **Environmental Permitting:** Air Quality, clean water act (storm water/ground water), waste disposal (solid/hazardous), nuclear regulatory commission licenses; **Environmental monitoring:** air, water (surface/ground), soils, vegetation, wildlife (threatened and endangered species), biological surveys; **Environmental Studies:** Phase I and II assessments, environmental impact statements, due diligence for nuclear, oil/gas, mining, wind/solar, manufacturing; **Cultural resource surveys;** **Environmental management plans:** compliance programs, ISO 14000 certifications, reclamation/re-vegetation: closure/restoration of disturbed sites (mining, oil/gas, manufacturing). For more information please visit their website: [www.glenvironmental.com](http://www.glenvironmental.com).

### EDC Says Goodbye to Beth

This June, Beth Cunningham stepped down as President and CEO of the EDC of Lea County. In a press release dated June 11, Ms. Cunningham said, "When the opportunity arose to own my own

consulting group and work in the private sector, which has been a dream for me, I simply had to take advantage of it." A reception was held June 16th to honor Ms. Cunningham's years of service to Lea County. At the event Ms. Cunningham was given a plaque and painting in appreciation of her work. The painting was done by local artist Debra Wadlington and depicts the Medlin family, longtime ranchers in Tatum. Good luck to Ms. Cunningham in her future endeavors.



### MainStreet Hobbs Needs You!

MainStreet Hobbs is preparing for the 2009 Hobbs August Nites. They are looking for volunteers and sponsors for this annual event. This year's events include a gar show, kid games, food vendors, local talent and more! If you would like to help make this event a success, please contact MainStreet Hobbs at 575-391-7651. You can find out more about MainStreet Hobbs and their activities by visiting their website: [www.mainstreethobbs.com](http://www.mainstreethobbs.com).



**Hiring Trends in the New Economy - Todd Hand, Managing Partner at Talent Group and Board Member of Coronado Ventures Forum\_ July 05, 2009**

Recruiting top-drawer employees doesn't stop just because hiring slows or freezes. The recession, however bad, isn't permanent, and forward-looking executives realize that the most ambitious and productive workers — the ones they hope to attract — remain alert to opportunities from companies that market themselves vigorously and confidently no matter what the economic climate.

The following are some trends that will affect hiring as the economy rebounds: Don't expect the best candidates to accept a smaller salary in return for additional stock options. Given the stock market's performance over the past year, most employees would rather have a dependable source of income than gamble on stock options that might prove worthless. They also value their personal time and will likely negotiate for more vacation.

The Internet has made it possible for job seekers to be more connected than ever through social- and professional-networking sites like LinkedIn, Facebook and various blogs. It's also offered ways for job hunters to dig up all sorts of information about companies that interest them. An employer can use this as a qualifying tool: Given all the information that's available online and elsewhere about most businesses, a candidate has no excuse for coming ill-prepared to an interview.

Workers today expect more from their jobs than a steady paycheck and opportunities for advancement based on a willingness to sacrifice for the good of the company; they also want to feel that they matter personally to their employers. Knowing this, a savvy recruiter will craft job descriptions that define goals instead of listing tasks.

Employers might be wary of people who drift from company to company, but they're becoming more common than workers who spend many years or a whole career at one company. Rather than dismissing a job hopper outright, a wise recruiter will determine what the candidate is looking for that his or her company could provide — an opportunity that breeds long-term commitment.

In today's sluggish housing market, many prospective job seekers are willing to stick it out in an unsatisfactory job when the alternative is to sell their house at a loss for a slightly better job in another city. It's the employer's responsibility to demonstrate why the opportunity he or she offers is too good to pass up — and even to sweeten the deal to decrease the employee's risk and make the offer more compelling.

Businesses that continue to actively recruit, even in a sluggish economic climate, are the ones that are more likely to benefit from the rewards provided by a workforce made up of people who genuinely enjoy their jobs.

This article was contributed on behalf of Coronado Ventures Forum, an organization that provides education and networking opportunities for entrepreneurs and professional investors. Learn more about [Coronado Ventures Forum](#)

**Ribbon Cuttings: US Cable and El Fagon**



Congratulations to US Cable and El Fagon. Both Companies had ribbon cuttings this month. US Cable remodeled the inside to be more inviting to customers and plans to have a drop box located in the parking lot so folks don't have to walk in to pay their bills. El Fagon Serves delicious Mexican and Seafood 7-days a week. Good luck to both businesses!





Economic  
Development  
Corporation  
of Lea County

200 East Broadway  
Suite A201  
Hobbs, NM 88240

[edclc.org](http://edclc.org)

## Board of Directors Economic Development Corporation of Lea County

### Gary Beal

Leavell Insurance

### Paul Campbell

Forrest Tire Company, Inc.

### Sam Cobb, Secretary

RMS Foods, Inc.

### Gene Day

Steel Depot

### Bill Hayles

Zia Park Racetrack & Black Gold Casino

### Debra Hicks, Past Chair

Pettigrew & Associates

### Tony King, Treasurer

LES/National Enrichment Facility

### Monty Newman

Newman & Company Realtors, Inc.

### Kathy Moran

Maddox, Holloman, and Kirksey

### Kenneth Norris

Hobbs News-Sun

### Pat Saunders

Halliburton

### Charley Smith, Chair

Watson Truck & Supply

### Sam Spencer, Vice Chair

Lea County State Bank

### Mark Veteto

Metex

### Associate Member Representative

#### Mark Kleinsteuber

Klein Security & Safety Systems

### Community Representatives

City of Eunice—Curtis Schrader

City of Hobbs—Gary Don Reagan

City of Jal—Eva Sanchez

City of Lovington—Leticia Kanmore

City of Tatum—Deann Gruben

## EDC of Lea County Staff

Lisa Hardison, Interim President & CEO

Donna Richards, Vice President of Business Administration

Grant Taylor, Director of Workforce Strategies

Melinda Allen, Coordinator of Research & Special Projects

Sally Tomar, Director of Membership Services

Judy Jackson, Receptionist