

1996
COMMUNITY AWARDS
COMMEMORATIVE PROGRAM

New Mexico MainStreet

FEBRUARY 5, 1997
ROUND UP



The New Mexico

MainStreet Program

Awards for 1996



BUILDING OF THE YEAR

Española	Mission Museum and Convento
Las Vegas	Tome on the Range
Deming	The Bank Building
Roswell	Roswell Civic Center
Silver City	Phoenix Apartment Building
Carlsbad	Court Cafe
Albuquerque	Yrissari Block
Portales	Roosevelt County Courthouse
Santa Rosa	Lake City Diner
Los Alamos	Los Alamos National Bank
Gallup	Eye Care Eye Style



BUSINESS OF THE YEAR

Española	Anthony's at the Delta
Salt Missions	Hummingbird Cafe
Deming	Victorian Parlor
Las Vegas	Murphey's
Silver City	Gila Theater
	Fire Cloud Traders
Portales	Valley Furniture
Albuquerque	Gold Street Caffé
Carlsbad	Etc. Gifts & Decor
Los Alamos	TRK Management



1996 VOLUNTEERS

Española	Ginger Walsten
Salt Missions	Carolyn Appleman
Deming	Kathy Wolford
Roswell	D. William Wolf
Silver City	Becky Smith
Carlsbad	John Mills
Albuquerque	Robert "Bob" H. Boyer
Portales	Dennis Edwards
Los Alamos	Mary Ann & Tom Netuschil



HALL OF FAME • PROMOTION

Roswell

Chile Cheese Festival

CREDITS

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ROSWELL



"As a retailer I feel my perspective and my opinions on various projects of the program will differ from those of a retiree or someone who is not working in the MainStreet corridor."

Volunteer of the Year - D. William Wolf

Bill Wolf has been with Main Street Roswell since its beginning in 1988, both as a volunteer and a board member. He strongly supports family, church and education and is the active President of Main Street Roswell. Bill Wolf is the owner of Dave Wolf Shoes, a successful downtown Roswell business since 1938. With the help of his board and committee members, Bill's accomplishments include the revival of the farmers' and gardener's market, development of a strong business recruitment package, and the continued success of the award-winning Chile Cheese Festival. Bill's vision for Roswell MainStreet will lead the program for years to come.

In Bill's words, "I like working with the MainStreet organization because it attracts volunteers with a wide variety of interests and backgrounds. As a retailer I feel my perspective and my opinions on various projects of the program will differ from those of a retiree or someone who is not working in the MainStreet corridor. This leads to a positive exchange of ideas and new solutions to problems."

Building of the Year - The Roswell Civic Center

The Roswell Civic Center was formerly a Coca Cola Bottling Plant built in 1915 and enlarged in 1936. In 1991, it was purchased by the City of Roswell as the future site of the Roswell Civic Center.

Native rock common to the area was used to construct the Civic Center. The same rock can be seen in the public library. The Civic center's entry hall displays a huge tile mural depicting historic Roswell with many of its landmarks and people.

The memorial brick plaza is the result of a fund raiser for the Community Improvement Commission. Many people volunteered and proceeds from the brick sales will be used to purchase art to adorn the plaza. The Roswell Arts Council and the New Mexico Arts Division have selected an artist for this project, which is scheduled to be completed by the Spring of 1997.



CHILE CHEESE FESTIVAL - HALL OF FAME PROMOTION



In 1991, MainStreet Roswell identified the need for an event promoting local agriculture. The Chile Cheese Festival was launched the following year on the Chaves County Courthouse lawn. The Festival has since grown from 1500 participants to over 20,000 people attending in 1996.

During this year's event, ten tons of chile were sold and over 300 people boarded New York City Transit buses to tour local chile fields and visit Leprino Foods, the world's largest Mozzarella cheese plant. Six hundred people took rides on an antique railroad depot car and a trolley car pulled by big Belgian horses.

Entertainment was provided by world champion yodelers, Gene Grassie and Sharlene Jenson, and by Cousin Sis, a comedienne from the television show "Hee Haw". Ginger the Talking Cow was also on hand to promote the benefits of dairy products.

The evening event consisted of a Chile Cheese enchilada dinner benefiting the ARC, which represents Roswell's handicapped.

As Mayor Tom Jennings stated, "The Chile Cheese Festival is an outstanding opportunity to jointly promote and develop two of our outstanding commodities, chile and cheese. It's also an opportunity for our young people to learn that food doesn't just come from the grocery store, it comes from the efforts of hard working farm and ranch families."

over
20,000
people
attending
in 1996

Volunteer of the Year - Becky Smith

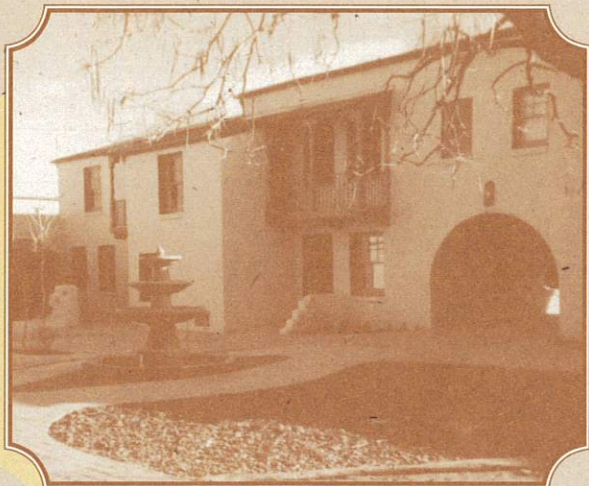
Becky Smith's relationship with downtown Silver City goes way back to her childhood days when her mother's real estate office was located at the Murray Hotel. She has maintained that connection as a downtown business and property owner, volunteer, MainStreet board member, chairman of the Planning and Zoning Commission and a tireless supporter of downtown. After forays into newspaper and museum work, Becky has made real estate her career for 20 years, 12 of them as proprietor of the family business, Smith Real Estate. During that time, she has rehabilitated a number of historic properties.

Contributing more than ten years of dedicated service to the MainStreet board (including terms as president and treasurer), Becky has demonstrated her commitment to the project in many tangible ways. When the 1911 facade of the A.S. Goodell warehouse was threatened with demolition last year, she led MainStreet's effort to gain a preservation easement to restore the facade, arranged for a line of credit with a local bank, co-guaranteed the loan, solicited the donation of restoration materials, and spearheaded a fundraising gala and production of T-shirts to help pay for the loan. She has also encouraged the adoption of preservation zoning, which will protect other buildings in the future.



"I feel lucky to work and live in downtown Silver City, and am happy to be able to play a small part in helping it flourish."

Building of the Year - The Phoenix Apartment Building



Built in 1929 for owner Sam Phoenix, it was the first modern apartment complex to be constructed in Silver City. The building was purchased in 1994 by Jim Massengill. In the 1995 renovation, he preserved the building's historic exterior details such as: the gabled roofs with purlins on the two-story portion, the low roofs with flat parapets on the side wings, and the double hung windows over the arching breezeway that lies central to the two-story unit. The breezeway's form is echoed in the street front security gate, which closes at night. Sunny office suites now open onto the landscaped courtyard from all sides of the revitalized building, and its historic details shine once again.

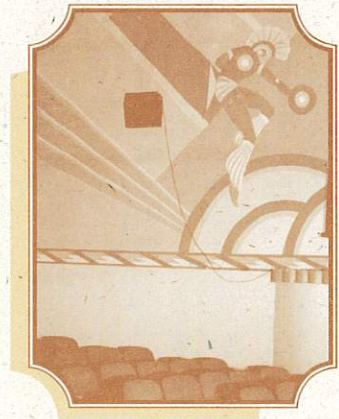
This building was #1 on a local realtor's "hit list" - she was determined to see it purchased and revitalized. The realtor responsible for the sale is Becky Smith, who also happens to be Silver City MainStreet's Volunteer of the Year.

SILVER CITY



Having a revitalized historic theater showing first-run movies in the middle of downtown is a special treat. The theater, run by the owner-operators, is also available for community events. The owners, Richard and Dona Medina, who grew up in Silver City. Richard offers reminiscences about the theater from his youth while he graciously greets patrons at the door. With the original big screen intact, refurbished sound equipment, beautiful murals and a complete snack bar, the community enjoys a first rate movie experience in Silver City's Historic Downtown.

Business of the Year - Gila Theater



Business of the Year - Fire Cloud Traders

Customers are delighted to discover this large, colorful store, located in a bright, historic building with high-ceilings. Fire Cloud specializes in handcrafted pieces from around the world — ranging from Oaxacan wooden figures to ethnic clothes. It also features work by local artisans. The owners of Fire Cloud select each object for its artistry and beauty, and every customer receives the owners' personal attention. Growing their business in the front quarter of the building in 1992, the Leitners finally purchased the two-story structure in 1994. During the following two years, they restored half of the lower floor. They plan to develop the rest of the building as well. This kind of owner long-term vision and investment is very welcome in Silver City's Historic Downtown.

Building of the Year

The Bank Building



One of Deming's most notable landmarks has stood on the southwest corner of Pine and Silver since 1889. It is referred to simply as the Bank Building. Despite the title of austerity, the structure's history is a bit more complex.

The corner site was originally a two-story frame building which burnt down during the summer of 1889. From the ashes, phoenix-like, rose the impressive edifice that is now the Bank Building; a cornerstone of the entire historic business block. It is a symbol of durability and stability, melding the past with the present and linking the present with the future.

Originally, the Bank Building had a cupola atop the front end. The entrance way stood diagonally at the corner. A circular window, later replaced by tile, graced the east side. The upstairs contained the Bank Hotel, its entrance centered on the north side. It was later converted into apartments. They were considered the finest facilities of their kind in Deming.

Two of Deming's present banks were begun in the Bank Building. The Mimbres Valley Bank opened there in 1925. After a couple of name changes, it is now the Norwest Bank at 223 S. Gold. The Deming National Bank initiated its charter at Pine and Silver in 1962. It is now First New Mexico at 300 S. Gold, where it relocated in 1973.

The Bank Building is still structurally sound. It has been a silent witness to the scope of Deming's history, except for the first eight years. If it survives another five years, which is a likely prospect, the structure will have spanned three centuries. Its stability has thus earned it the designation as "Rock of the Region."

One of
Deming's
most notable
landmarks
since 1889

DEMING

Business of the Year - Victorian Parlor



Vivian Moore Craver's Victorian Parlor, which originated in the Mercado building, has been a part of the community since 1992. Vivian was reluctant to move the business out of the building, but decided to take the chance anyway. She recently relocated The Victorian Parlor to Silver Street, which in turn provided the impetus for other businesses to relocate and occupy all the vacant buildings on Silver Street. Four other antique businesses like the Victorian Parlor followed Vivian's lead and moved to Silver Street. The Victorian Parlor evokes the image of a store from the turn of the century, with charming displays and merchandising along with fine customer service.

Vivian is very community minded and has a true volunteer spirit. Whenever she can, Vivian promotes Silver Street and is a member of all of Silver Street's promotions committees.

Volunteer of the Year - Kathy Wolford

Kathy has volunteered to work on all of Deming Main Street's promotions. Whenever an event pops up, Kathy volunteers her time to do whatever it takes "to get to the other end."

In her own words, "My husband Joe and I moved to Deming in 1983 with our two girls. After settling into the community and finding work, I became active in the Rebekah Lodge. In 1988, Joe and I opened Windy West Eats and became Chamber members. That's when I became active with Lioness, Chamber and anything else I was asked to help with. My husband and I now manage a year-round fireworks store, and in 1994, we opened Bizi Lady Fashions and Gifts."

When Carolyn was asked why she likes working with MainStreet, she replied, "I have really enjoyed working with fellow business people who only want the best for our town. Community work is an important part of my life. This award is a great honor for me."



"Community work is an important part of my life. This award is a great honor for me."

CARLSBAD

Volunteer of the Year - John Mills

As the Co-Chair of the Design Committee, John has emerged as a leader in Carlsbad's MainStreet Project. John was one of a handful of interested community members that committed to the project when it was first introduced. He has spent over 100 hours taking pictures at his cost, organizing meetings, researching building design ideas and following up for end results. John has a strong vision for the Carlsbad downtown area and articulates it well to committee members and other Board members.

In John's words; "Twenty-six years ago when I came to Carlsbad it was a community struggling to survive. Now the community is vibrant with growth and optimism, so it seems particularly appropriate that its downtown and riverfront share the same vitality as we move confidently into the new century. It pleases me that the Carlsbad MainStreet Project has made it possible for me to play a part as we pattern the future of these two important areas. Carlsbad has been good to me and I am grateful for this opportunity to return her favor."

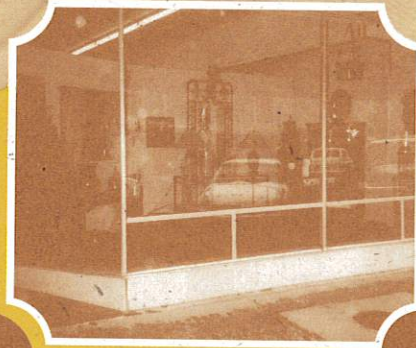


"Carlsbad has been good to me and I am grateful for this opportunity to return her favor."

Building of the Year Court Cafe



The renovation of the Court Cafe is the first real effort in achieving a cohesive design for downtown Carlsbad. Interior and exterior renovations enhance the historic nature of the building and the street. Changes to the exterior include the reinstatement of the transom windows, updated colorings and awnings. The interior's suspended ceiling has been removed to expose the original decorative tin ceiling, and carpeting was stripped to uncover the beautiful hardwood flooring. The result is a high quality effort accomplished within budget.



Business of the Year - Etc Gifts and Decor

Etc Gifts & Decor has been a part of the Carlsbad community since 1982. The first two locations were established on Fox Street providing a total of 2100 sq. ft. in retail space. The most recent move was to 107 S Canyon in 1996 due to an acquisition of additional retail space. The new location provides 7300 sq ft of retail space. The Home Decorating Center bases much of its success on the customer service provided by a ten member staff. The Quintana's have sparked a move for a more upscale Downtown image through the professional renovation of their new building. The Quintanas' are very community minded and maintain a volunteer spirit. Their community involvement is expanded in many directions. Mickey maintains a seat on the Carlsbad MainStreet Board of Directors as Vice President and is very supportive of the project.



Carlsbad MainStreet

Downtown and River District

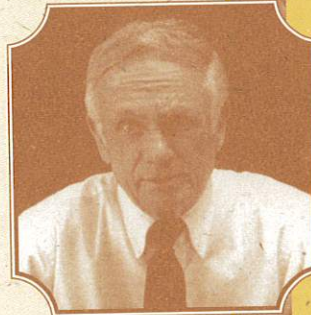
ALBUQUERQUE

Volunteer of the Year - Robert "Bob" H. Boyer

Bob Boyer has been a member of both organizations which were predecessors to the Downtown Action Team: the Downtown Business Association and the Center City Council. Bob currently works on the Beautification Committee and The Downtown Action Team's homeless committee.

He has committed volunteer time and financial resources to repairing and stabilizing downtown Central Avenue's sidewalks. A strong advocate of the Beautification Committee, Bob encourages store and building owners to clean their sidewalks and gutters daily.

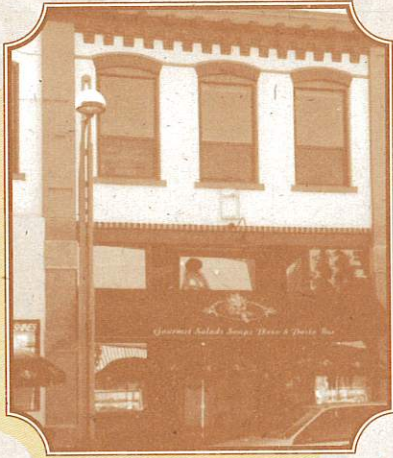
Robert has recently become active in the Downtown Action Team's homeless committee. The Committee compassionately addresses the needs of the homeless 24 hours a day, seven days a week, all year round. It is developing a comprehensive program between service providers and is working on alleviating the continuous daily migration of homeless people downtown.



Beginning in January 1997, Robert's company will pay up to 10% of on-the-job time to its employees who provide community service to Albuquerque. The 1997 focus of their efforts will be on the downtown area.

"I enjoy my association with the Downtown Action Team because the organization is hands on in assisting the downtown communities improving not only their own businesses, and image, but the entire City's business community."

Building of the Year - Yrissari Block



The Yrissari Block is one of the few remaining downtown buildings that retains the scale and feel of turn-of-the-century Albuquerque. It is a classic example of a historic retail-office building. The building's pediments, cornice and clipped corner all contribute visibly to the historic quality of Albuquerque's Downtown.

The building site was originally owned by Amelia Yrissari and was occupied by a one story warehouse owned by the Star Hay and Grain company. Simon Stern secured a twenty-five year lease on the land and built the historic property in 1909. The building's corner was a drug store from 1912 to 1938, and was replaced by Maisels Indian Curios from 1938 to 1947. The rest of the property housed shoe stores and women's clothing. Though altered in the 1930's and again in the 1960's, use of the building has not drastically changed as many other buildings downtown have. The Yrissari Building and its shops still function much as they did in 1909.

The Renovation of 402 Central SW by Nick and Asimina Manole in the historic Yrissari Block demonstrates design excellence. The original architecture of the building was exposed and utilized. The building had many different facades and a variety of floor and ceiling coverings during its 87 year history. These were removed to expose beautiful historic details, such as massive beams and hardwood floors. Upon removing plaster from the west wall, the most significant find was discovered. A wall had been built from the salvaged brick of the warehouse that had occupied the property prior to the Yrissari Block construction. The brick had remnants of colorful advertising which is now a beautiful mosaic and has become the focal point of the interior space; the new Fresh Choices Cafe.

The renovation by the Manoles was assisted by Mary Wood Design & DCSW Architects, both Main Street consultants.



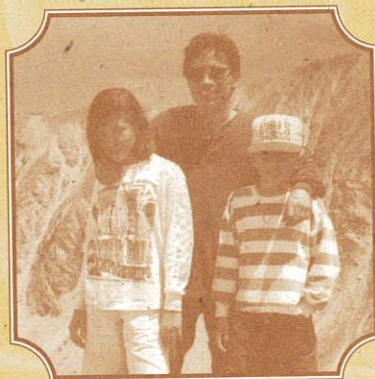
photo by Renee Farley

Business of the Year - The Gold Street Caffé

The Gold Street Caffé is an excellent addition to the retail/service mix of the historic Gold Street Financial District. Its high standards for architectural and interior design complement the historic building facades in the district. Parallel to the Caffé's excellent design is its well trained staff and unique menu offerings. Gold Street Caffé carves its own niche in terms of ambiance, presentation, and dining options.

Breakfast and lunch have attracted a standing room only crowd of downtown professionals, as well as other working people and neighborhood residents. The afternoons bustle with the Caffé crowd.

Proprietor Sarah Brown oversees all promotions. The Caffé's marketing campaign includes easy to read menus and signage, in addition to targeted advertising. Sarah's business often collaborates with the arts and entertainment community in events such as downtown ArtScrawl and the City Trolley program. The Gold Street Caffé's early success proves that a targeted investment in older downtown buildings combined with a clearly defined audience is a winning formula.



LUIS BUSTOS
1959-1996

Luis Bustos was deeply in love with his community and its people. That love was evident in every aspect of his selfless work as Española MainStreet's Board President, his professional work as a Counselor at the Equal Opportunity Center at Northern New Mexico Community College, his leadership of organizations serving the needs of people of Rio Arriba County, and, most of all, in every moment he spent with his family and many friends.

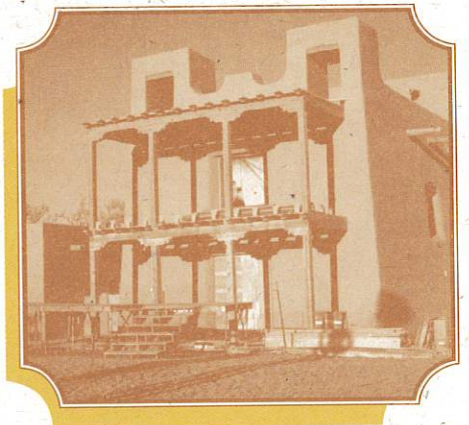
Luis was a visionary who would light up when he spoke of the future of Española's historic downtown, where he grew up. His foremost concern was the importance of the area as a gathering place for the community. Luis believed a positive image of the downtown would be a spark to foster a positive self-image for the people of the Española Valley. He brought skills, expertise, energy and magic to MainStreet. He had a smile and kind word for everyone and the rare ability to bring people from all backgrounds together. His death in an automobile accident the week of Española MainStreet's First Annual Lighted Christmas Parade was a huge loss for the entire community. Española MainStreet dedicated these festivities and a living Christmas tree to Luis and will memorialize him every Christmas. His sparkling spirit lives on in the hearts and minds of the people of Española and that light will become a permanent part of Downtown and the Plaza de Española, the vital heart of the community.

ESPAÑOLA

Building of the Year Mission Museum and Convento

The Mission Museum & Convento of the Plaza de Española Foundation is being honored as Española MainStreet's Building of the Year. This magnificent 8,500 square foot structure, now in the final stages of construction, will culminate 20 years of vision and planning. Its public opening in early 1997 will also mark the beginning of further development of the Plaza by the Foundation. This will include both a Pueblo and Hispanic Culture Center and the restoration of the Bond House. These living museums will further public recognition and understanding of the contributions made by Hispanics, Native Americans, and North Americans who together created and continue to advance the Española Valley's rich and unique cultural fabric.

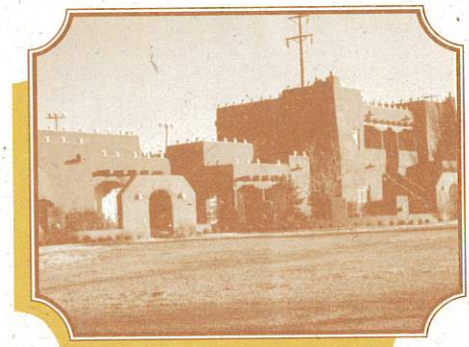
The building is a historic representation of Spanish settlements throughout New Mexico during the territorial period. Designed by architect Bernabé Romero, it is modeled on the mission church built between 1598 and 1610 at San Gabriel de Ohke. The structure is remarkable for its use of locally available materials - earth, stone and wood - which were incorporated into sun dried adobes, vigas, corbels and latillas. It also utilized traditional methods of construction, which have been key to the unique architecture of northern New Mexico for more than 400 years. The Mission will serve as a space for presentation of historic and contemporary art, lectures and exhibits reflecting the cultures of the Española area, public gatherings, meetings and receptions. The Convento, historically the center of the community, will combine a courtyard restaurant with shops and galleries serving the needs of local artists.



Business of the Year - Anthony's at the Delta/Inn at the Delta

The Garcia Family made their initial investment in Española's Downtown in the early 1950's when Marie and Manuel Garcia, Sr. opened the Delta Bar at 228 North Paseo de Oñate.

In 1975, the Garcias strengthened their involvement with Española's downtown by opening a flower shop at the same location. They furthered their commitment to the community during 1983, when they opened an exquisite restaurant, Anthony's at the Delta. Over the past 13 years, Anthony's has prospered and grown into a fine dining establishment with the capacity to serve 250 patrons. Among the restaurant's major attractions are its outstanding architecture and furnishings, created by local artisans and craftsmen, and Anthony's art collection, gathered from around the world. Anthony's ambiance, quality service and exceptionally fine food captivates diners from throughout northern and central New Mexico. In 1995, the Garcia family built upon this success by constructing The Inn at the Delta, a charming bed and breakfast inn with conference facilities. The following summer, the Garcias revamped their signage and landscaping.



As Española MainStreet begins to see its dream of a true physical and spiritual renaissance of Paseo de Oñate and the surrounding neighborhoods come true, it recognizes the Garcia Family as believers in the beauty and potential of the area for the past 40 years. The Board of MainStreet honors the family for their vision, leadership, and for serving as a model for other families throughout the Española Valley.

ESPAÑOLA

Volunteer of the Year - Ginger Walsten

Ginger Walsten is the proprietor of Sonrisa's Glad Rags, a boutique and vintage clothing store located at 309 Paseo de Oñate. Born in Santa Fe, she spent a major portion of her childhood in the Española Valley until her family moved to California when she was 13. After retiring from a career in management with Pacific Bell and after living and traveling extensively in Japan, South and Central America and Mexico, Ginger returned to her beloved northern New Mexico in 1985. After settling in Guachupangue in 1993, she became a major player in the revitalization of Española's historic downtown.

Ms. Walsten learned about Main Street while researching the City's retail sector as part of a Business Management course at UNM-Los Alamos. She was thrilled by the opportunity to dedicate her extraordinary energy to the community and has devotedly worked to make both her business and Española MainStreet resounding successes. Since opening Sonrisa in May 1995, she has given her "blood, sweat and tears," to play a major part in the renewal of downtown Española. In addition to creating her own retail spaces, Ginger has painted the Sonrisa building, decorated it with attractive planters and banners, and arranged for the installation of MainStreet's first mural. As the Chairperson of MainStreet's Community Development Committee, she has initiated workshops for other small business owners to address their concerns. She assists MainStreet with its special events and is always available as a source of information to the area's business community. One of Ms. Walsten's major commitments is to be a role model for young girls; she wants them to know that entrepreneurship is a viable option for them.



LAS VEGAS

Building of the Year - Tome on the Range

The building, named The Givens Block after Wellington Givens, was built in 1885-1887. Mr. Givens, then a young traveling salesman, came to Las Vegas from Chicago in 1876 as an agent for the Singer Sewing Machine Company.

The Tome on the Range building is designed after the Commercial Italiane Victorian style and has housed many businesses with living quarters above. Originally, the building had a second story balcony. Its features include a pressed metal cornice with brackets, windows crowned with a continuous molding hood, and two cast iron columns with acanthus leaves on their capitals which frame the recessed front entry. The original staircase that leads to the apartments has been reinforced.

The Givens Block is currently owned and operated by Nancy Colalillo who runs a general interest bookstore on its first floor called Tomb on the Range. The second story of the building maintains its original use and houses 2 apartments. She acquired the building in May of 1995, completing the historic remodel in one year.

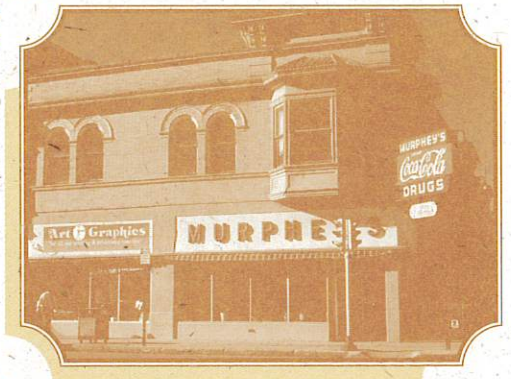
The great attention to detail, choice of materials and design were not solely due to the requirements of the Historic Styles Board. It was also because Ms. Colalillo geared the building's renovation and type of business towards meeting the needs of the community.

Business of the Year - Murphey's

Built in 1893 by W.L. Crockett, the imposing edifice at the corner of Sixth and Douglas in downtown Las Vegas has been a key player in Las Vegas history. Charlie and Tren Hillis, the current proprietors, are only the third family to own this building. The Hillis' acquired the building in 1979 as a pharmacy, and until 1995 Murphey's was a pharmacist-owned drug store. For many years, Murphey's was the chief source for prescriptions, school supplies, unusual gifts and tickets to community events. Murphey's also has satisfied the sweet tooth of generations in Las Vegas with gallons of ice cream, sodas, and shakes.

In 1995, the store temporarily closed only to reopen in 1996, when it was transformed into a coffee shop with delectable sandwiches and magnificent, homemade desserts. The soda fountain, which has always been a popular feature, still serves the thickest, richest, and grandest taste-tempting treats in town.

When asked their reason for changing the business at Murphey's, Tren Hillis' direct quote was this: "In the 20+ years we have been in Las Vegas, this building and the community have been very good to us. We felt that we in turn had a commitment to the community to give something back. We had an opportunity to change direction and did so. We felt it was our duty to continue to serve the people that had supported our business as a pharmacy in any way we could, while remaining a strong business in the downtown district."



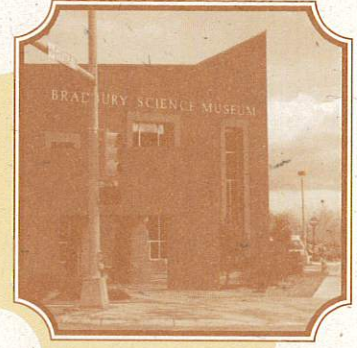
Business of the Year TRK Management

In 1984, the three Waterman brothers, Ted, Roger and Kent, followed their father's footsteps and opened a business called TRK Management. Since then, their candor, integrity and compassion have endeared them to the community.

To enable dreams to come true, they have:

- Fostered the relocation of the Bradbury Science Museum downtown.
- Nurtured the investment and construction of the Oppenheimer Place Senior Condominiums.
- Pursued HUD assistance for the redevelopment of The Los Alamos Apartments on Central Avenue.
- Volunteered endless hours to various non-profit organizations, boards, and commissions.
- Assisted the County with several possible projects including running the numbers for the operation of a senior center and a conference center.
- Pursued changes in the University of California (UC) contract in a effort to diversify Los Alamos' tax base and create more local jobs.

The Watermans know the highs and lows of doing business in Los Alamos and refuse to leave. They embrace other interests in the community and encourage their employees to "reach out to their customers," because they understand that teamwork will make everyone "rich." Many thanks to the Watermans for the contribution that they continue to make in our community.



Building of the Year Los Alamos National Bank

Los Alamos National Bank was founded in 1963 and is located in the heart of the city's business district at 1200 Trinity Drive. This new building replaced two very old, rundown warehouses as well as an empty plot of land in the middle of downtown.

Stevens, Mallory, Pearl and Cambell (SMPC) of Albuquerque designed the new 71,000 square foot building to include the latest innovations in energy efficient technology and lighting. The bank features a six lane drive-up, with one lane devoted to a 24-hour ATM, and parking for 220 vehicles. Michael Dickson, the design principle, said the building was designed as a means to establish a new archetype of elegance and quality in the Los Alamos business district to complement other new structures and developments.

On July 1, 1996, when the new building opened, all space was occupied. In addition to over 130 employees of the bank, other tenants include a travel agent, law office, insurance company, and more. Steve Wells, the bank president, said "Our new building is an affirmation of the support our customers have given us over the years. Their commerce helped us to grow to the point that we were bursting at the seams, operating out of four separate locations. The consolidation of our workforce into our new offices will benefit everyone, especially our customers."



LOS ALAMOS

Volunteers of the Year - Mary Ann and Tom Netuschil

Mary Ann and Tom Netuschil, of Netuschil Development Corporation, are being honored for their tenacity and vision to pursue the renovation of the old Community Shopping Center, now called Central Park Square.

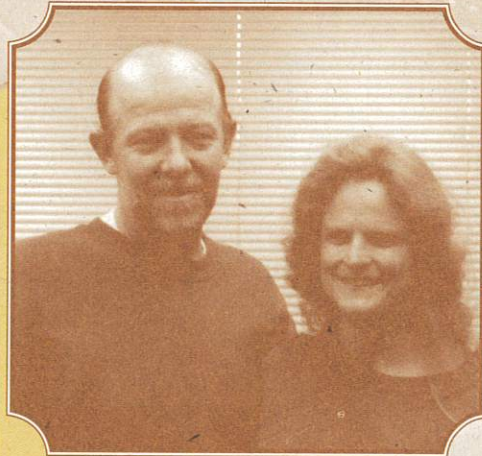
What sets Mary Ann and Tom apart from other developers is their ability to roll up their sleeves and do much of the work themselves. They both tell me that it's not them - but the community that made it all possible: "Los Alamos has been good to us. We have started up several businesses and become successful because the community believed in us. Without that belief, we never would have had the opportunity to buy the Community Shopping Center. Now, it's our turn to invest in the community..."

The original shopping center dates back to the mid-1940's and was the forerunner of today's malls. During the 1930's and 40's, federal planners designed shopping centers or malls to separate pedestrian and vehicular traffic to foster social interaction within a community.

The Community Shopping Center used to be the center of downtown until the 1980's. At that time many businesses, including the major grocery store, left the downtown district. The Community Shopping Center went into decline.

In July 1993, the Netuschils bought the shopping center intending to rejuvenate Los Alamos' downtown core to its past glory. The Netuschils replaced approximately 90% of the roof, added two primary and secondary power sources, and replaced thousands of square feet of sidewalk.

Tom and Mary Ann are committed to revitalizing downtown Los Alamos and are succeeding with the help of New Mexico MainStreet.



"Los Alamos has been good to us.
We have started up
several businesses and become
successful because the community
believed in us."

SALT MISSIONS



Business of the Year - The Hummingbird Cafe

The Hummingbird Cafe has become the meeting place for the arts community in Torrance County by hosting the Art s council meetings, the Line Poets Society and an ever changing exhibit of work by local artists. It is also the meeting place for the Rotary and Cowbells.

When it first opened, locals humorously asked "Where's the Beef?" only to discover that it is served there in a new and pleasant way. Additional selections include vegetarian and Mexican cuisine, along with pizza and wonderful desserts.

Holidays throughout the year are a special celebration at the Hummingbird, be it Christmas, Chinese New Year or St. Patrick's Day. Something new, delicious and different is always being served up.



"Working with community organizations is very important. Through volunteer work such as MainStreet - real changes in communities happen. We create history for the next generation.

Volunteer of the Year - Carolyn Appleman

Carolyn Appleman is the editor of the Estancia Valley Citizen, the local weekly paper. With a staff of less than 10, she also writes articles and takes photographs. Carolyn is an officer of the local Rotary Chapter where she helps organize the Pumpkin Festival. She also serves as an elected member of the Estancia Town Council and has spearheaded the town's beautification program.

Not only does Carolyn support local business, but she also has been a mentor for the TAPP Chapter (Teenage Pregnancy Prevention). To top that off, she is busy raising two teenagers and a pre-schooler. In brief, she is a living example of the old adage - If you want something done, ask a busy person.

As a volunteer for MainStreet, Carolyn has been on the Board since its inception. She is always willing to print pictures and articles of MainStreet activities and donate newspaper space. At a MainStreet meeting, she held an ad seminar for local merchants and offered free logo design to businesses attending the seminar.

In addition, through MainStreet, she created the brochure and flyer for The Torrance County Art Council's first studio tour.



"The reason I enjoy working with the MainStreet project is that it serves to focus the efforts of many talented individuals towards one common cause - to improve the community in which they reside."

Volunteer of the Year -- Dennis Edwards

For the last two years, Dennis Edwards has been a major catalyst for our MainStreet program. As chairman of the economic restructuring committee, he is conducting a thorough market analysis of the downtown retail area. His committee is also continuing to update the building inventory with pertinent information for rental, sale and historic presentation purposes.

Dennis additionally spearheaded the Next Level class for business owners and entrepreneurs; a 12 week program designed to enable participants to develop skills to manage their businesses more successfully. Dennis is also the incoming President of the Roosevelt County Chamber of Commerce.

As Dennis states, "The reason I enjoy working with the MainStreet project is that it serves to focus the efforts of many talented individuals towards one common cause - to improve the community in which they reside. Using the guidance and services provided by the MainStreet program, positive changes can be made to improve both the business atmosphere and the community as a whole, as a direct result of the efforts of the participants."

PORTALES

Business of the Year - Valley Furniture

Valley Furniture has been an anchor on the square in Portales since 1964. The store features quality home furnishings and the latest in electronics.

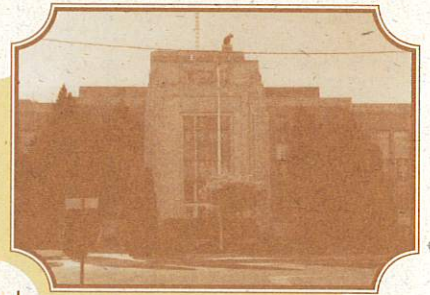


Owner Don Davis was the founder and president of a buying consortium for over a hundred similar hometown stores across Texas and Louisiana which enabling them to be competitive in the marketplace. Their customers come from a 150 mile radius. Along with two other quality furniture stores, this enables Portales to be a center for home furnishing shopping.

Don is the mayor of Portales and is extremely supportive of our MainStreet efforts. Gertrude Davis, Don's wife, is the Chairperson of our promotions committee. We are delighted to recognize Valley Furniture as our 1996 Business of the Year.

Building of the Year - Roosevelt County Courthouse

The Roosevelt County Courthouse was built in 1937 as a WPA project. There had been no major renovation of the building since that time. This \$500,000 first phase of a \$3 million project addresses the cleaning and pointing of the brick, new windows and accessibility to meet ADA requirements.



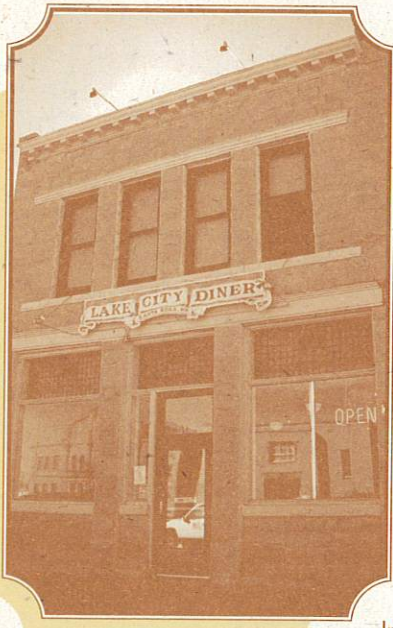
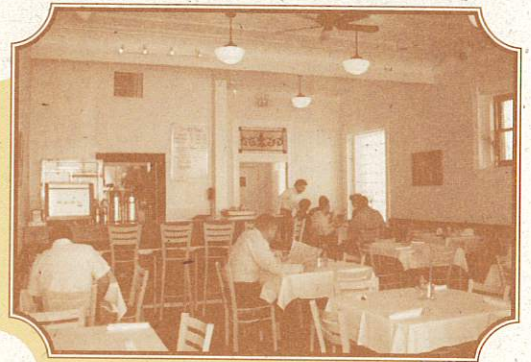
This "heart" of this public building in the center of the courthouse square is being renovated with historical preservation uppermost in mind. The architect is working closely with State Historic Preservation to assure that integrity will be maintained.

A point worth noting behind the brick work is that Rod and David McDermid, father and son, are cleaning and repointing the brick on this project. Rod's father and his father's father-in-law did the original laying of the brick in 1937. Four generations of brick masons have worked on this outstanding old building.

SANTA ROSA

Building of the Year Lake City Diner

Situated in a beautiful cut-sandstone building, Lake City Diner (owned by lifelong Santa Rosa residents Frances Marquez and Felipe Marquez, mother and son) has been in operation since June of 1996. The building was originally constructed in 1901 and was the home of the First National Bank of Santa Rosa until the 1950's. Other tenants have included a finance company, doctors's office, and most recently a clothing store.



The renovation of the building began in the Autumn of 1995. As work progressed, more and more architectural treasures were found as layers of carpet, vinyl flooring, and suspended ceilings were removed. A beautiful mosaic tile floor, covered with three layers of new flooring, was painstakingly cleaned tile by tile and brought back to its original state. The bank's pressed tin ceiling was removed, repaired and placed back into service. Violet colored glass tiles were cleaned one by one with a toothbrush and now provide a warm flow of natural light in the morning for coffee drinkers. The green and white marble once used for cellar cages, was cut and re-used as a counter at the front of the restaurant, the preferred seating area for espresso and pastry customers. Although the renovation took months longer than anticipated, it was necessary in order to return this charming building back to its original grace.

Financing for the project was made possible by the First National Bank of Tucumcari/Santa Rosa with the assistance of the Small Business Administration's Low Doc Loan guarantee program. Business planning assistance was provided by the SBDC at Luna Vocational Technical Institute in Las Vegas.

Santa Rosa's main downtown area has been devastated over the past decade. Recently, a feeling of hope has started to fuel the revitalization of a viable economic area. Lake City Diner is proud to be a small part of this recent entrepreneurial spirit.

GALLUP

Building of the Year - Eye Care/Eye Style

Originating as a bank building at the turn of the century, this two story brick building has seen several permutations before this recent renovation. Dr. Michael G. Blake, the owner of the building as well as the owner of the business, expanded Eye Care into the two adjoining properties to create Eye Care Eye Style, growing his business to reach an expanding need in the community.

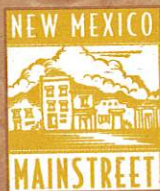
Dr. Blake requested the assistance of the MainStreet architectural consultants for the initial design which blended the architectural style of the three storefronts to create a unified street presence. Utilizing bold colors and three dimensional touches like fabric awnings and cast concrete cornice trim, the design is eye-catching and timeless.



Located in the heart of downtown Gallup, a block from City Hall and from the pedestrian park, this corner has been a prominent landmark in Gallup for a long time and is now a visible statement of quality and commitment to the health and prosperity of the downtown business district.

SEE YA' NEXT YEAR PARDNER!





1996-1997 PROGRAM ASSOCIATES

NEW MEXICO MAINSTREET DIRECTOR
ELMO BACA

PROGRAM ASSISTANT
IRENE MOYES

ARCHITECT
SUSAN FREED

GRAPHIC DESIGN
ADD DESIGN

RETAIL/MERCHANDISING
MARY WOOD DESIGN ASSOCIATES

ORGANIZATION
JAN KINDEL

BUSINESS ASSISTANCE
AGNES NOONAN, WESST CORP

NMSC PROGRAM ASSOCIATE
SCOTT DAY

COMMUNITY DEVELOPMENT SPECIALIST
URSULA BOATRIGHT

GOVERNOR GARY JOHNSON
LIEUTENANT GOVERNOR WALTER BRADLEY

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