



# PLUMA DE AMISTAD



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(Newsletter is written by Juan Oropesa, Executive Director)

## GROW ROSWELL TOGETHER

### (Support The Roswell Municipal Infrastructure Gross Receipts Tax)

1st Edition of 2012  
 (1st Quarter)

2011 to 2012  
Board of Directors:

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Juan Oropesa,  
 Executive Director

Sofia Gottlieb,  
 Admin. Secretary

**Mission Statement:**

To promote and develop economic, cross-cultural, and social growth.

Shall the City of Roswell, New Mexico, impose a one-eighth (1/8th) of one percent (1%) municipal infrastructure gross receipts tax to be dedicated for municipal infrastructure purposes and economic development plans and projects?

Debe la ciudad de Roswell, Nuevo México, imponer un octavo (1/8) de un por ciento (1%) de impuesto sobre los ingresos Brutos de la Infraestructura Municipal dedicado por Infraestructura Municipal y propósitos y proyectos para desarrollo económico?

FOR / A FAVOR

AGAINST / EN CONTRA

When voters go to their respective voting places on Tuesday, March 6, 2012 (or early voting) to cast their vote for City Council Candidates, they will also have the opportunity to vote for or against the proposed City of Roswell Municipal Infrastructure Gross Receipts Tax. Above questions will appear on the March 6, 2012 ballot.

Following is an open letter to the public from Mayor Del Jurney:

Dear Voter,

As we approach the end of another year, I hold true to the belief that our best days are yet to come. In 2011, the City of Roswell experienced some powerful victories and we suffered some painful setbacks. But throughout the course of the year, as a community, we have diligently kept our eye on the prize...a safe and prosperous community...and truth-be-known we get closer each and every day.

Where Roswell was once the second largest city in New Mexico, we are now the fifth largest. Where we were once a leader in economic prosperity, we are now the ninth largest in per capita gross receipts revenue, among the ten largest cities in the state.

Sound economic development is an invitation for a larger selection of retail businesses and restaurants, for activities that cater to our youth and to our seniors, for enhanced health care opportunities, and a greater variety of family activities.

Like most worthwhile things in life, sound economic development is not free. Fortunately, an increase in our current gross receipts tax from 7.125% to 7.25% is not insurmountable for most people. It equates to an additional \$1.25 for every \$1000 of goods and services purchased within the City of Roswell, excluding groceries and prescription medications.

Between now and election day, I encourage you to learn more about communities that currently have this tax and how each has benefited from the creations of jobs.

Beginning today...let's **Grow Roswell Together!!**

Mayor Del Jurney

Following are some common **QUESTIONS & ANSWERS** concerning the Municipal Infrastructure Gross receipts Tax that may be asked:

**Will my taxes increase if I vote in favor of the gross receipts tax?**

Yes, there will be a slight increase in your taxes. It will add 1/8-cent to the gross

(Continued on page 2)

(Continued from page 1)

receipts taxes collected by businesses within the City limit of Roswell.

Average cost = additional \$1.25 for every \$1,000 of goods and services purchased within the City of Roswell, **EXCLUDING** groceries and prescription medications.

**How will this impact our Roswell tax rate?**

The new tax rate will be 7.25%, The current tax rate is 7.125% and the 1/8-cent increase is .125%.

**What can this money be used for?**

The money can be spent on the purchase, lease, grant, construction, reconstruction, improvement or other acquisition or conveyance of land, buildings or other infrastructure; public works improvements essential to the location or expansion of a qualifying business and payments for professional services.

**How much money will be created for economic development in Roswell?**

It will raise approximately \$1.2 million per year for economic development.

**Who will be authorized to decide how the funds are spent?**

By City ordinance, the Economic Development Project Review committee will make recommendations to the City of Roswell City Council. The Council must approve all projects funded under the Local Economic Development act.

**How will this money be kept separate from another city funds?**

State law requires the City to keep the proceeds in a special fund reserved specifically for economic development projects.

**What happens to the money if it is not spent each year?**

Any funds remaining at the end of the year will be placed in a special fund. These monies will not revert to the general fund at year's end, but will remain in a separate fund for future economic development purposes.

**Are there other communities in New Mexico that have supported a change in the gross receipts tax to support economic development?**

Clovis, Alamogordo, Artesia, Portales, Lovington, Tucumari, Elida, Santa Rosa and Lincoln County have passed a 1/8-cent economic development tax. Since 1989, over 450 Texas communities have approved a 1/2-cent economic development tax.

**How has the economic gross receipts tax been used in other communities?**

Alamogordo has used their tax revenue to land PreCheck with \$675,000 in City infrastructure improvements for creating 205 jobs.

Information concerning the City of Roswell Municipal Infrastructure Gross Receipts Tax was provided by the Roswell Chaves County Economic Development Corporation (EDC).

The Roswell Hispano Chamber of Commerce Board of Directors strongly supports the gross receipts tax increase. The Board of Directors believe the municipal gross receipts tax will have a positive impact for the City of Roswell. It will provide an opportunity to attract businesses to move to Roswell and henceforth, provide for an opportunity for much needed above minimum wage jobs in Roswell.

The word "tax" in and of itself seems to have a negative connotation for most individuals especially given the economic environment that we currently live in. However, the saying, "It takes money, to make money" is very true. The municipal infrastructure gross receipts tax will be a wise investment that will help improve the quality of life for the Roswell community.

It is also important to point out that this tax will not be the total burden of Roswell and Chaves County residents. This is a tax that will also be paid by anyone visiting Roswell or passing through Roswell. The amount that most non Roswell/Chaves County residents will pay towards this tax would seem to be larger than other communities given the fact that we have a large number of visitors visiting Roswell for a number of reasons.

It is also important to keep in mind what the Mayor conveyed in his letter. Gross receipt taxes will not be levied against food (groceries) or prescription medications.

The unemployment rate for Chaves County is currently at 6.80% which is lower than the current national unemployment rate of 8.6% as of November, 2011 but slightly higher than the New Mexico unemployment rate of 6.6%. Let's not be satisfied with the current unemployment rate simply because it is lower than the national average rate. We have to work at getting the unemployment rate as low as possible. The benefit of getting individuals hired and working is they will have money to spend. When they have money, they will spend it and this will create additional jobs and stimulate the economy.

The following scenario demonstrates the effect the increase would have on a purchase of \$1,000.00.

An individual purchases an item (Appliance, etc) worth \$1,000.00. At the current rate of 7.125%, he/she would pay a total of \$71.25 in gross receipts tax. Under the new proposed increase, he/she would pay \$72.50 in gross receipts tax. This is a difference of an additional \$1.25.

The RHCC BOD believes this is a win-win situation and encourages the public to support it.

# IRS INFORMATION

(Following Articles were taken from the IRS website)  
IR-2011-116, Dec. 9, 2011

WASHINGTON — The Internal Revenue Service today issued the 2012 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on Jan. 1, 2012, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 55.5 cents per mile for business miles driven
- 23 cents per mile driven for medical or moving purposes
- 14 cents per mile driven in service of charitable organizations

The rate for business miles driven is unchanged from the mid-year adjustment that became effective on July 1, 2011. The medical and moving rate has been reduced by 0.5 cents per mile.

The standard mileage rate for business is based on an annual study of the fixed and variable costs of operating an automobile. The rate for medical and moving purposes is based on the variable costs as determined by the same study. Independent contractor Runzheimer International conducted the study.

Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for more than four vehicles used simultaneously.

These and other requirements for a taxpayer to use a standard mileage rate to calculate the amount of a deductible business, moving, medical or charitable expense are in [Rev. Proc. 2010-51](#).

[Notice 2012-01](#) contains the standard mileage rates, the amount a taxpayer must use in calculating reductions to basis for depreciation taken under the business standard mileage rate, and the maximum standard automobile cost that a taxpayer may use in computing the allowance under a fixed and variable rate plan.

## Home Energy Credits Still Available for 2011

Special Edition Tax Tip 2011-08, November 21, 2011

The IRS reminds homeowners that they still have time this year to make energy-saving and green-energy home improvements and qualify for either of two home energy credits.

The Non-business Energy Property Credit is aimed at home

owners installing energy efficient improvements such as insulation, new windows and furnaces. The credit is more limited than in the past years, but can still provide substantial tax savings.

- The 2011 credit rate is 10 percent of the cost of qualified energy efficiency improvements. Energy efficiency improvements include adding insulation, energy-efficient exterior windows and doors and certain roofs. The cost of installing these items does not count
- The credit can also be claimed for the cost of residential energy property, including labor costs for installation. Residential energy property includes certain high-efficiency heating and air conditioning systems, water heaters and stoves that burn biomass fuel.
- The credit has a lifetime limit of \$500, of which only \$200 may be used for windows. If the total of non-business energy property credits taken in prior years since 2005 is more than \$500, the credit may not be claimed in 2011.
- Qualifying improvements must be placed into service to the taxpayer's principal residence located in the United States before January 1, 2012.

Homeowners going green should also check out the Residential Energy Efficient Property Credit, designed to spur investment in alternative energy equipment.

- The credit equals 30 percent of what a homeowner spends on qualifying property such as solar electric systems, solar hot water heaters, geothermal heat pumps, wind turbines, and fuel cell property.
- No cap exists on the amount of credit available except for fuel cell property.
- Generally, labor costs are included when figuring this credit.

Not all energy-efficient improvements qualify for these tax credits, so homeowners should check the manufacturer's tax credit certification statement before they purchase. Taxpayers can normally rely on this certification statement which can usually be found on the manufacturer's website or with the product packaging.

Eligible homeowners can claim both of these credits on Form 5695, Residential Energy Credits when they file their 2011 federal income tax return. Because these are credits and not deductions, they reduce the amount of tax owed dollar for dollar. An eligible taxpayer can claim these credits regardless of whether he or she itemizes deductions on Schedule A.

# Free Computer Training

Fast Forward New Mexico is a partnership between the New Mexico State Library, the Global Center for Cultural Entrepreneurship, the University of New Mexico—Los Alamos, the University of New Mexico Continuing Education and 1st—Mile Institute.

Fast Forward New Mexico was awarded a \$1.5 million American Recovery and Reinvestment Act (ARRA) grant funded by the Broadband Technology Opportunities Program (BTOP).

They will have an open house at the Roswell Public Library on Saturday, January 7, 2012 from 10:00 am to 12 noon to provide information to the public concerning the computer classes they will be providing. Classes will begin on January 12 and run through March 3.

Seating for computer classes is limited and registration is required.

They will offer basic computer courses as well as more advanced ones. They can teach you how to:

- Stay connected to family and friends
- Find useful and reliable information on any subject
- Find help selecting a computer or Internet Service Provider that meets your family's needs
- Easily fill out government forms and job applications
- Learn how to succeed in an online course
- Increase efficiency and decrease the cost of day-to-day business operations
- Open new regional, national, or international markets and spread the word using social media.

Level I Training (Basic Skills and Online Learning) includes:

- **Basic Computer Skills**

Gain fundamental information about computers and get hands-on experience with equipment and techniques. By the end of this course, participants will be able to create, save, and edit a simple Microsoft Word document.

- **Introduction to the Internet**

With access to the internet, people literally have the world at their fingertips! This course provides an overview of the Internet, what's available, and how to find information.

- **Selecting, Installing, and Maintaining a Computer**

This course provides the information you need to select a computer, find an appropriate Internet Service Provider plan, and set up and install basic equipment and programs.

- **How to Take an Online Course**

Take a practice online course! Gain experience and skill with important online training tools, learn how to succeed in an online learning environment, and discover where to find information about the many courses offered online.

Level II Training (Online Tools for Entrepreneurs and Small Business) includes:

- **Internet Tools for Business 1**

Increase the profitability of your business by learning ways to reduce costs and increase efficiency with the help of online tools.

- **Internet Tools for Business 2**

Are you thinking about setting up a website for your business? Do you want to expand your market and sell your products or services online? Learn how to increase business revenue through online sales and marketing techniques.

- **Social Media for Marketing 1**

Have you considered using social media to promote your business? Gain an understanding of the history and basic concepts of social networking. Create accounts in Facebook, Twitter, Flickr, and YouTube and learn how to develop and use them to build a successful marketing strategy.

- **Social Media for Marketing 2**

Find out if blogging is the right tool for your business. Learn to manage your established Facebook, Twitter, Flickr, and YouTube accounts to stay organized and efficiently streamline your social media marketing process.

**Training Class Features:**

- Hands-on training
- Each class offers two 3-hour sessions + 2 hours of Individual study
- Additional instructor assistance is available
- Certificate of Completion are awarded at end of class.

**Following are the classes scheduled at the Roswell Public Library:**

**Basic Computer skills**

- Thursday, January 12th AND Friday, January 13th,

*(Continued on page 5)*

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9:00 am – 12:00 noon

- Thursday, January 12th AND Friday, January 13th, 1:00 pm – 4:00 pm
- Saturday, January 14th, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

#### **Introduction to the Internet**

- Thursday, January 19th AND Friday, January 20th, 9:00 am – 12:00 noon
- Thursday, January 19th AND Friday, January 20th, 1:00 pm – 4:00 pm
- Saturday, January 21st, 9:00 am – 12:00 noon AND 1:00pm – 4:00 pm

#### **Selecting, Installing, and Maintaining a Computer**

- Thursday, January 26th AND Friday, January 27th, 9:00 am – 12:00 noon
- Thursday, January 26th AND Friday, January 27th, 1:00 pm – 4:00 pm
- Saturday, January 28th, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

#### **How to take an online class**

- Thursday, February 2nd AND Friday, February 3rd, 9:00 am – 12:00 noon
- Thursday, February 2nd AND Friday, February 3rd, 1:00 pm – 4:00 pm
- Saturday, February 4th, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

#### **Internet Tools for Business: Reducing Costs**

- Thursday, February 9th AND Friday, February 10th, 9:00 am – 12:00 noon
- Thursday, February 9th AND Friday, February 10th, 1:00 pm – 4:00 pm
- Saturday, February 11th, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

#### **Internet Tools for Business: Increasing Sales**

- Thursday, February 16th AND Friday, February 17th, 9:00 am – 12:00 noon
- Thursday, February 16th AND Friday, February 17th, 1:00 pm – 4:00 pm
- Saturday, February 18th, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

#### **Social Media for Marketing: Choosing the Right Tools**

- Thursday, February 23rd AND Friday, February 24th, 9:00 am – 12:00 noon
- Thursday, February 23rd AND Friday, February 24th, 1:00 pm – 4:00 pm
- Saturday, February 25th, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

#### **Social Media for Marketing: Promoting Your Business**

- Thursday, March 1st AND Friday, March 2nd, 9:00 am – 12:00 noon
- Thursday, March 1st AND Friday, March 2nd, 1:00 pm – 4:00 pm
- Saturday, March 3rd, 9:00 am – 12:00 noon AND 1:00 pm – 4:00 pm

**To register please call the Roswell Public Library at 575-622-7101 OR**

**Visit the library at 301 N. Pennsylvania Ave. Roswell, NM 88201**

**Go to [www.FastForwardNM.org](http://www.FastForwardNM.org)**

### **Impacting & Empowering Communication Access**

The State of New Mexico Commission for Deaf & Hard of Hearing Persons (NMCDHH) was established by the New Mexico Legislature (NMSA 1978 §28-11B-2) to promote services for Deaf, Blind and Hard of Hearing persons throughout New Mexico.

**The Communications Access & Development (CADD)** acts as the initial information resource for the public on communication access for individuals with hearing loss. In addition CADD is the primary resource for Signed Language Interpreters and Real Time Captioners across New Mexico for development, opportunity and services. They also provide:

- The New Mexico Mentoring Program (NMM). NMM supports the professional development of New Mexico signed language interpreters. Qualified, trained mentors guide mentees through 16-week sessions using individualized and structured curricula to address specific skills required for effective interpreting.
- New Mexico Signed Language Interpreter Licensure. Information regarding New Mexico interpreter licensure requirements can be found at <http://www.rid.state.nm.us/SignedLanguage>.
- Signed Language Interpreter Referral Service. The CADD is the Contract Administrator for the State-wide Signed Language Interpreter Referral Service and monitors quality control as defined per the contract.

**The Telecommunications & Technical Assistant Department (TTA)** acts as the initial information resource for the public related to issues of deafness and

(Continued on page 6)

**Roswell Hispano Chamber of  
Commerce  
327 N. Main Street  
Roswell, New Mexico 88201**

The RHCC BOD will meet at 5:30 pm at the RHCC Office located at 327 N. Main on the following dates for the 1st quarter of 2012: January 16, February 20 and March 19.

All members are encouraged to attend.



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hearing loss. The TTC also provides:

- Training & Development and Information & Referral. The TTA Department offers information and technical assistance to private and public agencies, professional organizations, businesses and individuals related to all aspects of assistive technology for deaf and hard of hearing individuals.
- Telecommunication Equipment Distribution (TEDP). The TTA Department's TEDP loans telecommunications devices at no cost to residents of NM who need assistance communicating on the phone. The TEDP devices include: Amplified Telephones; TTY's; Speech-Generating Devices; and Neck Loops, Silhouettes.
- Telecommunications Relay Service

(TRS). The TTA is the Administrator for Relay New Mexico, and monitors quality control under FCC Regulations.

The Public Policy & Advocacy Department (PPAD) provides Individual Advocacy, System Advocacy, Transition Services and Public Policy Department across New Mexico. The Public Policy And Advocacy Department provides:

- Individual & Systems Advocacy. The PPAD is responsible for providing advocacy for individuals facing communication barriers in Employment, Government and Businesses. The PPAD is also responsible for assisting in removing communication barriers in Systems such as Healthcare.
- Public Policy Development. The PPAD is responsible for implementing Public Policy that

directly impacts the daily lives of Deaf & hard of Hearing New Mexicans.

- Transition Services. The PPAD and specifically the Commission's Transition Specialist provides: advocacy in communication access at school meetings; provides appropriate referrals to agencies and schools that have experience and information for the consumer. The CDHH also works with the transition specialists in a number of school districts and is a part of a number of transition groups focused on improving transition for all disabled children.

To learn more about the New Mexico Commission For Deaf & Hard of Hearing (NMCDHH) and their Telecommunications Equipment Distribution Program. You can contact them at 1-800-489-8536 or visit them on [www.cdhh.state.nm.us](http://www.cdhh.state.nm.us)