



# Coming Together to bring you the latest Community News



(All photos provided by the Weslaco Area Chamber of Commerce)

## Leadership Mid-Valley introduced to History of the Area and Valley Agriculture

Special to MVTC

Leadership Mid Valley is an annual educational program sponsored by the Weslaco Area Chamber of Commerce. Thirteen young professional Mid-Valley men and women who have demonstrated leadership abilities in their careers are selected to participate in the year-long program.

Leadership Mid Valley Class VI is meeting monthly as a group to learn about different aspects of the Mid Valley. The topic for October was History and November Agriculture.

Led by former Mayor and historian Joe V. Sanchez, class members loaded in a trolley and toured historic sites learning the history of each through a fun and interactive presentation. The sites included The Tower Theatre, The Original City Hall, Toluca Ranch, Villa de Cortez Hotel, The Weslaco Museum of History and the World's Smallest Museum.

The class learned about the



history and the early settlers of the Mid Valley including the early social center of Weslaco, La Placita Park. In November, the class went on an agricultural tour including visits to three very important sites. The group started their class at TAMU Citrus Center in Weslaco for a hands-on look at the Citrus Industry in the Valley.

The class then proceeded to Donna where they were welcomed at Interstate Fruit and

Vegetable Company with an extensive tour by the plant manager.

The group was guided through the facility where the citrus is processed and packaged for worldwide distribution. The tour concluded with a video at the Weslaco Museum where the group watched a video guiding them through Valley sugarcane history and showed how cane plants are processed into raw sugar.



## Ribbon Cuttings and Groundbreaking Ceremonies



**A to Z Insurance** — A gorgeous courtyard was the setting for Weslaco Chamber Ambassadors and Rick Tamez of A to Z Insurance for their ribbon cutting ceremony at their agency at 522 S. Texas Blvd. Weslaco Insurance Company Specializes in 18-Wheelers. Established in 2006 in Corpus Christi, Texas, A to Z Insurance opened their second office in Weslaco this past January. The agency, located at 522 S. Texas Ste 109, offers all types of insurance and represent many companies but specialize in the trucking industry. A to Z Insurance is the only agency in South Texas representing Great West Casualty Company which is considered by many to be the number one commercial trucking insurance company in the nation. For more information or for a free quote call (956) 969-3000.



**Fuente de Juventud** — A large crowd gathered along with the owners of Fuente de Juventud and the Chamber Ambassador Red Coat committee to cut the ribbon at their new location in Donna at 2008 Redskin Ave.



**Nursing and Allied Health at STC Mid Valley Campus** — Monte Churchill, Mid Valley Campus Coordinator along with the Nursing teaching staff celebrated the opening of the Mid Valley Campus' Allied Health Medical/Surgical Simulation Lab. The Chamber Red Coat Ambassadors were treated to a simulation of "Sim-Man" as he exhibited different very realistic maladies.

## Welcome New Members

**Aaron's Brakes & Alignment** - 201 W. Hwy 83 in La Feria.

Quality service you can trust. The professional staff of trained and knowledgeable technicians will assist you with your auto repair needs. Specializing in vehicle alignments and brakes, Aaron's also can work on brakes, suspension, steering and more. The technicians are skilled in all front end work for vehicles. Call 797-2751 to make your appointment.

**Benchmark Physical Therapy** - 1400 N. Westgate Dr. Suite 203

Benchmark is a private clinic owned by a practicing Doctor of Physical Therapy offering patients a convenient location, immediate scheduling, and the best rehabilitation experience possible. Patients receive direct, hands-on approach to treatment by a licensed professional with the highest credentials and expertise to get you back to a pain-free active

life. BenchMark Physical Therapy guarantees a patient will get treated by a Doctor of Physical Therapy at a minimum of ninety percent of the time, and usually 100 percent of the time. For more information call 969-1496.

**GMG Agency** - 800 N. Main St. in McAllen

GMG Agency is a vital marketing resource in reaching Mexican consumers that travel to the United States. Their services are designed to eliminate the problems sometimes faced by cultural and linguistic barriers. With a team composed of professionals who understand the Mexican customer they help their clients target any section of the Mexican population. The Mexican consumer is a unique target market. GMG Agency has the knowledge and expertise in marketing to Mexico helping to increase the effectiveness of marketing campaigns. Call 686-5889 for more information.

## Weslaco Chamber hosts 'Home Lighting Contest'

Special to MVTC

The Weslaco Area Chamber of Commerce invites all Weslaco residents to enter their homes in the 2010 Christmas Home Lighting Contest. Any home decorated for the holidays with lights may enter.

All entries must be submitted by Monday, December 13th. There is no cost to enter. Judging will take place from December 13th through the 17th in the evenings. First place winners will receive a \$100 cash prize.

The City of Weslaco will be divided into four quadrants. The dividing lines will be Texas Blvd., east and west; and Business Hwy 83, north and south. Only first place winners will be awarded in each section.

Winners will be given a sign to display in



front of their home for the Christmas season along with a photograph in the Mid Valley Town Crier.

If you wish to nominate your home, contact the Weslaco Area Chamber of Commerce, located at 301 W. Railroad St., at (956) 968-2102.

## Weslaco Pizza Huts earn Beautification Awards



Special to MVTC

Weslaco Beautiful presented both Weslaco Pizza Hut locations with the November Commercial Beautification Awards for creating beautiful environmental friendly store fronts.

Area Supervisor, Ernest Chastain was thrilled to accept the awards alongside the store managers Maricela Moreno and Jose Cardenas. The fronts of the stores were remodeled including some brick work and adding beautiful native plants with crushed granite ground cover. Chastain is very happy with the results. "Each of our Valley



restaurants is moving in this direction with the lower maintenance landscaping and remodeled store," Chastain said.

It was a particularly fun and gratifying job for Diana and Jaime Delgado, owners of JD Landscaping & Maintenance. "We chose beautiful low watering plants that have great curb appeal for each store," Delgado said. "Working with Pizza Hut has been rewarding for us as we continue to maintain each store's landscaping," she added.

Weslaco Beautiful is sponsored by the Weslaco Area Chamber of Commerce. For more information, call (956) 968-2102.



**IDEA Public Schools** officially broke ground on the ninth expansion campus, IDEA Weslaco located at 2931 E. Sugar Cane Drive. The Chamber Ambassadors helped Tom Torkelson, CEO and Founder, along with many staff members celebrate the milestone.

## Weslaco Chamber hosts Downtown Business Christmas Lighting Contest

Downtown businesses are invited to decorate their store fronts and display windows for the holiday season with lights. A contest will follow for the best decorations.

All entries must be submitted by Monday, December 13th. There is no cost to enter. Judging will take place from December 13th through the 17th in the evenings. First place winner will receive a black and white quarter-page ad in the Mid Valley Town Crier.

If you wish to nominate your business, contact the Weslaco Area Chamber of Commerce, located at 301 W. Railroad St., at (956) 968-2102.



The Weslaco Area Chamber of Commerce wishes to thank all the renewing and new member businesses that have decided to invest in the Chamber over the next 12 months. Without membership support, the Weslaco Area Chamber could not continue to represent the needs of area businesses. The Chamber has supported and continues to support initiatives that keep dollars flowing into Weslaco. This has helped to create and sustain many jobs in our community.