



Coming Together to bring you the latest Community News

Mid-Valley
Town Crier
Community News from the Heart of the Valley

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

Ribboncuttings and Groundbreaking Celebrations



ROYAL GARDEN FLOWER SHOP — The new flower shop is located at 113 E. 3rd Street on the corner of Business 83 and Kansas. Humberto Lopez of Rio Bravo, Tamaulipas, Mexico has brought his business to the US side of the border bringing years of expertise in the floral industry. Lopez is a graduate of Florisima Internacional in Guadalajara, Jalisco, Mexico becoming an expert flower designer. He has been in the industry for more than 25 years. Royal Gardens can assist in all occasions including weddings, quincianeras and more. Call 684-1803 for more information. A remodeled bus station is now home to Royal Garden Flower Shop where a grand opening was celebrated with a ribbon cutting ceremony hosted by the Chamber's Red Coat Ambassadors.



ERICO'S HAIR SALON — The salon recently celebrated their one-year anniversary with a ribbon cutting ceremony. The Chamber Ambassadors were on hand to celebrate the occasion along with Eric Fonseca, owner and operator. The salon is located at 608 S. Missouri. For more information on the salon, please call 968-9999.

Governmental affairs presentations given to Mid-Valley Leadership class

Special to MVTC

The Mid Valley Leadership Class was exposed to different aspects of local and county government as part of the curriculum for January's class.

The class started out at City Hall where Leo Olivares, Weslaco City Manager, explained the differences in the types of municipal government and how cities are chartered. The two basic types are Mayor-Council and Council-Manager.

In 1913 when Weslaco was first chartered as a Mayor-Council government, as it was the only type of municipal government at the time. As time passed, Weslaco adopted the Council-Manager form of government in response to the increasing complexity city government faces as Weslaco grows. Olivares went on to discuss the city budget, especially



as it pertains to police and fire protection. The class also had presentations from Lt. Armando Martinez from the Weslaco Fire Department and Captain Raul Vallejo from the city's Police Department. Both spoke to security and safety issues in Weslaco.

At the city owned Mid Valley Airport the class was given a presentation on the importance of aviation in Weslaco's history as well as to the future as the city grows. George Garrett, Airport Manager, spoke about the significance of the airport to business growth in the Mid Valley. Garrett, who is also the Emergency Management coordinator for the Mid Valley discussed Weslaco's role when large scale emergencies occur, such as hurricanes. A mobile "mash" unit, with the ability to erect a 23-bed hospital in less than an hour, is housed here in Weslaco. Should the need arise, Garrett can mobilize his team and respond throughout the Valley with support from healthcare to infrastructure needs.

The class ended their session with a talk from Joel Quintanilla, Hidalgo County Commissioner from Precinct One. Quintanilla talked about the priorities in road construction and repair throughout the Mid Valley's over 600 miles of county roads. He also spoke to the possibility that the precinct may develop a parks and recreation department that would support the different municipalities under his purview.

Border Issues will be the topic for February's class.

CHIEF AMBASSADOR



The Ambassador Red Coat committee recently met for their annual meeting where they selected Norma Montalvo, Montalvo Insurance, for their chief ambassador. Her duties will include presiding over ribbon cutting ceremonies and extending a warm welcome to new chamber members. Elected as assistant chiefs of ambassadors are Loli Gomez Pena and Jeff Walker.

Chamber News



Weslaco Chamber hosts breakfast as part of Legislative Tour

Special to MVTC

WESLACO — The Chamber hosted a breakfast at Estero Llano Grande State Park as part of the 2011 Legislative Tour of the Rio Grande Valley. Many Texas legislators from districts across the state were visiting several sites throughout the Valley in order to educate them on the unique opportunities and needs in South Texas.

The visiting legislators were treated to a "Breakfast with the Birds" at the park which is also designated as a World Birding Center. The weather was beautiful as the lawmakers sat on the deck of the visitor center as Representative Armando Martinez welcomed them to his home

district. As they ate their breakfast they heard presentations by Martha Garcia, Park Superintendent; Leo Olivares, Weslaco City Manager; and Anabell Cardona, Chairman of the Weslaco Chamber.

The birds including Ibis were making themselves known as the speakers had an opportunity to speak to the delegation about the economic impact of nature tourism in South Texas. They had an opportunity to tour the park's wetlands after the program concluded.

Following their breakfast, the Weslaco tour continued for the legislators as they visited the Texas Citrus Center and Texas AgriLife Research Center.

Welcome New Members...

MERCEDES BENZ OF SAN JUAN - The new Mercedes Benz dealer in San Juan is about enhancing the lifestyle of customers by personally taking ownership of every customer's experience, anticipating their needs, and exceeding their expectations. The state of the art facility is designed for customer comfort, from the beautiful customer lounge to the Albisola coffee and awesome kid's video game room. Relaxing back massages from our licensed massage therapist are given on Tuesday, Thursday, and Saturday mornings. For more information call 287-3050 or stop by 400 E. Expressway 83.

ROSE CREATIONS CONVENTION DECOR - Beatriz Rodriguez has everything needed for tradeshows, displays and convention set-up. Whether you need draping, table linens, dividers and more, Rose Creations Conventions Décor has it in stock and ready to go. For your next meeting, call for a quote at 314-1640.

JITTERS COFFEE HOUSE - Weslaco's newest coffee house is going in at 409 S. Missouri. When opened, they will serve gourmet coffee, fresh pastries and have wireless internet for their customers. For more information call 373-4473.

Plans set for Texas Onion Fest

Special to MVTC

The 2011 planning committee for the Texas Onion Fest is working full speed ahead on the event scheduled for March 26th.

The Texas Onion Fest celebrates the development of the world famous Texas 1015 Onion which was developed in Weslaco, Texas at the Texas A&M University Extension Service. The name of the 1015 onion came from the suggested planting date, October 15. The festival brings the community together for a fun filled day of onion eating contests, cooking demonstrations, recipe contests, entertainment and so much more.

The event is a perfect marketing venue for businesses wishing to communicate their message to a highly targeted audience.



Corporate marketing sponsorships play an integral role in the development of the Texas Onion Fest. We can offer the opportunity to strengthen corporate image and promote brand identity. Opportunities are available which include exposure in pre-event marketing and advertising.

The Texas Onion Fest is a coordinated effort of

the Weslaco Area Chamber of Commerce. As a member of the Texas Festival and Events Association, the event is held in high regard across the state.

For further information please contact the Weslaco Area Chamber of Commerce at 956-968-2102 or visit our website - www.weslaco.com/OnionFest.

Chamber Members News Clips

State of the Art Center offers more than relief from insomnia

Pulmonary and Sleep Center of the Valley Accredited by the American Academy of Sleep Medicine is a unique medical facility offering state-of-the-art evaluation and treatment of the

full range of pulmonary and sleep disorders.

The staff of Board Certified Pulmonologists, critical care and sleep specialists stands ready to assess and manage all causes of

breathing difficulties such as cough, wheezing, asthma, bronchitis, emphysema, lung cancer, and many more.

In addition, we manage sleep disorders of all ages, including

daytime sleepiness and fatigue, insomnia, sleep apnea, sleep walking, sleep terrors, restless legs syndrome, narcolepsy, shift work, jet lag and more.

The staff is led by Doctors

Ricardo Abreu, Juan Ortiz, Adolfo Kaplan, Mario Gomez and Agustin de la Pena. We are located in Weslaco and Edinburg. Call at 447-5557 or visit us online @ www.sleepdrs.com