



The Greater Pharr Chamber of Commerce

CHAMBER VOICE



MESSAGE FROM THE PRESIDENT & CEO

On behalf of our Board of Directors and staff, I'd like to thank chamber members and leaders from the business community for your continued support and dedication to the chamber and the city of Pharr. The chamber has officially launched, and I am excited about the future of this organization and the services we are going to provide for members, visitors, and the region.

Beginning an organization from the ground up, can be a challenging task, but with a supportive city administration, engaged partners, and a diverse group of Board of Directors, the chamber is on its way to become a leading organization in the Rio Grande Valley.

The Greater Pharr Chamber of Commerce officially launched in October, and it has been a busy couple of months. Some of our highlights include our Inaugural Luncheon, Ambassador Luncheons, Welcome Home Winter Texan Boot Camp, "Small Business Saturday" Proclamation, Pharr International Bridge accomplishments, and so much more!

We would also like to announce our 2019-2020 Corporate Sponsors and thank our newest chamber members. Thank you for taking the time to read the very first issue of the Greater Pharr Chamber of Commerce - "Chamber Voice".

Rebecca Arizmendi
President & CEO

Greater Pharr Chamber Hosts Inaugural Luncheon Honoring Dr. Daniel King



The Greater Pharr Chamber of Commerce held its Inaugural Luncheon on November 20, 2019 at the Pharr Events Center. The luncheon featured honored guest, Dr. Daniel King, former PJSA ISD Superintendent, as well as formally introduced the chamber's Board of Directors and the 2019-2020 Corporate Sponsors.

We were elated to have so much support from the business community along with various regional leaders that have been engaged with our organization from the beginning. With over 200 in attendance, guests had the opportunity to learn more about Dr. Daniel King with a personal interview conducted by student, Christopher Nicanor from PSJA Southwest Early College High School. Dr. King spoke about his lifetime of community service, largely in part because of his upbringing, as well as his path in education which led him to transform PSJA ISD into a nationally recognized school district.

The chamber's Board of Directors were also formally introduced and sworn in by Judge Marissa Carranza Hernandez. Our Board of Directors include a diverse group of individuals that bring years of experience and knowledge about issues that affect small businesses and the community. Through their leadership, the chamber will serve as an advocate for matters that affect day-to-day business of our members.

This yearly event, as well as the many others that will occur throughout the year, would not be possible without the generosity of our Corporate Sponsors. Their contribution to this chamber will assist in the efforts of being a leading organization that provides relevant services to foster economic growth. Thank you to all who were in attendance, and we look forward to the next event!



Pharr Chamber Welcomes Its *New Members*



- | | |
|--------------------------------------|---------------------------------|
| Affordable Attic | Pharr Housing Authority |
| Bert Ogden | Pharr Housing Development Corp. |
| CODESM | Primo Trading Services |
| Edcon, PLLC | Raising Cane's |
| Goero International LLC | Sears |
| Gold's Gym | Sunset Terrace |
| HALFF & Associates | Sunset Terrace Senior Village |
| Hinojosa Law Firm | Taqueria Kikos |
| Las Canteras Housing | Teach For America |
| Marquez Orthopedic Robotic Institute | Telepro Communications |
| Mesquite Terrace LTD | Terracon |
| Miguel Dominguez Agency | Topgolf |
| Parkview Terrace | Two Men & A Truck |
| Pharr Affordable Housing Corp. | |

GREATER PHARR CHAMBER OF COMMERCE *Board of Directors*



Mario Lizcano
Doctors Hospital at Renaissance



Alex Rios
Kids Kollege



Ricardo Pedraza
CONSOR Engineers



Sonia Falcon
Lone Star National Bank



Johnny Rodriguez
Bert Ogden



Lisann McAlpine
Dr. Marquez Robotic Orthopedic Institute



Dr. Anabelle Palomo
RGV College



Criselda Rincon Flores
Attorney at Law



Jose Delgado
HALF & Assoc.



Alma Caso
Plaza Sports



Ernesto Sepulveda
BBVA

Pharr Bridge Celebrates



On December 11th, the Pharr International Bridge held a press conference to commemorate their 25th Year Anniversary and the Bridge's No. 1 national ranking for produce Imports and their new ranking as the No. 3 land port of entry in Texas.

This celebration is a culmination of many things. It is the hard work our city administration has dedicated to this bridge, it is the long hours our Bridge Director, staff, and Board of Directors have put in to making sure our bridge is functioning to the best of its ability, and it is the customers and companies that have chosen to use the Pharr Bridge as their main point of entry to transport their products in an expeditious manner. This could not have been possible without our City leadership and the strategic partnerships that have been cultivated throughout the years.

Pharr International Bridge is now a major 'land trade hub' for the state of Texas, and if the bridge's trade totaled \$3.3 billion for the month of October – you better believe that is something the rest of the country is noticing as well! Thank you for letting the Chamber be part of your historic celebration. Here's to another 25 years!



Welcome Home *Winter Texan* Boot Camp



On November 19, 2019, Welcome Home RGV, the Greater Pharr Chamber of Commerce, and the City of Pharr partnered to welcome our Winter Texan Park & Activity Directors from parks throughout the Rio Grande Valley. They were provided with a trolley tour that began with a breakfast at the Pharr Economic Development Corporation and a folklorico performance by PSJA Southwest Early College High School. Immediately after, the group had the chance to visit the Pharr International Bridge, and received a presentation from Bridge Director, Luis Bazan, about the economic impact our bridge has on our community and the rest of the country. After that, our Winter Texan visitors stopped by the Pharr Community Theater to receive a sneak preview of their upcoming play, Tejano Christmas Carol, followed by a special tour of Topgolf, and a delicious lunch at Fazoli's. The group had a wonderful time, and enjoyed visiting the great city of Pharr!

Greater Pharr Chamber Board of Directors

Sworn in



Our Board of Directors were sworn in on November 20, 2019 during the Chamber's Inaugural Luncheon. We are proud to have such a unique group of business leaders that have committed to lead this organization to success. Through their advocacy and sworn oaths, chamber members will be able to use exceptional resources, knowledge, and guidance to help their business grow.

"Small Business Saturday"

Proclamation



On November 18th, the Greater Pharr Chamber of Commerce and the Pharr Economic Development Corporation joined City Commission to recognize November 30, 2019 as "Small Business Saturday". According to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States, representing 99.9% of all businesses with employees in the United States. In Texas, there are currently 2.7 million small businesses, representing 99.8% of all businesses with employees in the state of Texas. Consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue, and also agree that small businesses are critical to the overall economic health of the United States.

THANK YOU TO OUR 2019-2020

Corporate Sponsors!

The Greater Pharr Chamber of Commerce is also honored to announce our 2019-2020 Corporate Sponsors. Our annual sponsors have taken a leadership role by committing to being a large part of this organization and the events we will hold throughout the year. We are extremely grateful for their contribution and look forward to our partnerships this upcoming year.

We appreciate all that you do for the Chamber and the city of Pharr!



Lone Star National Bank
The Valley's Bank.



Chamber Hosts Ambassador Luncheons



Our monthly Ambassador Luncheon took place at Topgolf on November 13th. We were able to welcome several new chamber members, as well as provide updates about upcoming news and events. Ambassadors for the chamber represent our organization through advocacy and engagement, and encourage businesses to join to better serve their needs. For November, our Ambassador of the Month was awarded to Noel De Leon, Executive Director of the Pharr Housing Authority. Mr. De Leon recruited 8 new members to the Greater Pharr Chamber of Commerce, and we are extremely grateful for his commitment and dedication to this chamber. In December, we awarded Monica Velasco with Wells Fargo Bank as the Ambassador of the Month. Monica has volunteered for multiple events, attended numerous chamber Initiatives, and has been a delight to work with. If you are interested in joining the Ambassador Program, please call 956-402-4332 for more information!



**November
Ambassador
of the Month**

**Noel De Leon
Pharr Housing
Authority**



**December
Ambassador
of the Month**

**Monica Velasco
Wells Fargo Bank**

Pharr Prepares for

Census 2020



Pharr joins thousands of cities across the United States in proactively working with the community to ensure a complete count in each of our jurisdictions and municipalities during the fast-approaching 2020 Census. As such, a Complete Count Committee has been created to plan and conduct local educational initiatives that will increase community awareness and participation for Census 2020.

It is vital to acquire accurate census information. Having each person counted ensures that communities and municipalities will have the capability to plan for future growth and development, programs, infrastructure, and social initiatives through the disbursement of federal dollars. It also means that our voice will be heard in Austin and Washington D.C. because data collected by the census determines the number of seats we have in our state and federal legislatures.

Pharr has experienced tremendous growth over the last ten years, and it our duty to make sure we are all counted. If you are interested in learning more about the census and what you can do be an advocate and ambassador for the 2020 Census, please contact 956-402-4000 or visit www.census.gov to learn more!



CHAMBER Events



CODESM

The Chamber had the honor of celebrating Codesm's 6th Year Anniversary in conjunction with the McAllen Chamber. Codesm specializes in web and graphic design to assist businesses and organizations with exceptional marketing tools. They are a pleasure to work with and offer services that will make your business shine. Thank you for inviting us to be part of your celebration, and we look forward to continue working with you!



ALLEN & WILLIAM ARNOLD CITY/SCHOOL PARK

The City of Pharr celebrated the official opening of the Allen & William Arnold Elementary City/School Park and Dr. William Long City/School Park with ribbon cutting ceremonies. This park is a product of the great partnership the City of Pharr has with PSJA school district. We are excited for our Pharr families and visitors to enjoy the park and all its amenities!



TWO MEN & A TRUCK

We'd like to congratulate Two Men And A Truck on their Grand Opening and for choosing to do business in the city of Pharr. Owner, Joe Gonzalez, takes pride in offering exceptional moving services for homes or businesses, and we are excited that he has joined the Pharr family. Congratulations and thank you for joining the Chamber!



PHARR COMMUNICATIONS BUILDING

Pharr officials were proud to open the doors of the new Public Safety Communications facility and celebrate this brand new building with a Ribbon Cutting ceremony. This facility is a multi-purpose, state-of-the-art building that will improve regional communications for public safety services across South Texas.



TAQUERIA KIKO'S GROUNDBREAKING

We'd like to congratulate Taqueria Kiko's on their recent groundbreaking as well as welcome them to Greater Pharr Chamber of Commerce! Coming soon, their new location will serve delicious barbacoa and other delicious Mexican cuisine to the city of Pharr.



CAMINATA DE LA PAZ

It was a beautiful morning to come together for the Caminata de la Paz event; a walk dedicated to spreading peace and acceptance in our community. Thank you to everyone who participated and made this event a success.