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### Spotlight Sponsor : Rio Rancho Pest Solutions



ABQ- Rio Rancho Pest Solutions, Inc. better known as Rio Rancho Pest Solutions, is a family owned and operated business located in Rio Rancho.

Serving greater Albuquerque, Corrales, Placitas, Bernalillo and Rio

### Greetings Santa Ana Star Center Sponsors and Patrons,

In May, graduations will occupy much of our time, as four high schools and New Mexico Highlands University will hold their commencements at the Santa Ana Star Center. In addition, we host the St. Thomas Aquinas first communion church service. These May events are a hit on a personal level with the Santa Ana Star Center guests that come to celebrate their memorable milestones inside our walls. Besides sports games and entertainment, Star Center Sponsors help to make special events like these possible. Thank you!

### Pork & Brew Returns July 1st - 3rd for the 8th Year and Counting!



The Rio Rancho Convention and Visitors Bureau and the Santa Ana Star Center are planning for the 8th Annual Pork & Brew that happens on July 1st -3rd, which will also include a Saturday performance with comedian, Rodney Carrington. The community has traditionally rallied around this event, and it is very family oriented.

Sponsorships this year include tickets to Pork and

Rancho. Rio Rancho Pest solutions offers affordable residential and commercial pest management programs.

The owners, residing in the north end of Rio Rancho, are Dennis and Joan Gonzalez. Dennis has made a lifetime career of pest management and has over 22 years of experience in all facets of

urban/structural pest control. The focus of the business is to keep your investment protected by the most safe and sound approach in managing pests in and around your structure(s).

Rio Rancho Pest Solutions adheres to a five step program: Inspection, Communication, Education, Cleanliness and Treatment.

They believe that this combination offers the most cost effective and long term protection. "No contracts and a willingness to customize services for the benefit of our customers have been key elements in successfully working with leading businesses in our community." Offering traditional and green solutions and working in the interest of a healthy environment, Rio Rancho

Pest Solutions can be reached at 771-8551 or [info@rioranchopest.com](mailto:info@rioranchopest.com) or [www.rioranchopest.com](http://www.rioranchopest.com).

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Brew, BBQ food bucks and Rodney Carrington show tickets.

Event Chairman, Art Perez, explains more about this year's event-

### **How did the annual Pork and Brew event begin?**

The event started with a conversation at Defined Fitness between our former Parks & Rec. Director, Ed Chismar, and Ruben Gomez who is a long time member of the Kansas City Barbeque Society (K.C.B.S.). Ruben thought it would be a great idea to have a BBQ contest in Rio Rancho. He told Ed to contact me to get all the paper work done. We had to get a proclamation from the Governor and get to work on planning. We hosted our first contest in 2004.

### **Why has the event continued to be successful over the past seven years?**

The success is definitely due to great customer service to our vendor participants. Vendors get the space they need at no extra charge. That means that if they have a 20 X 20 spot and need a couple extra feet, we give it to them without any hassle. We provide ice and free electricity. These added benefits are unique to the BBQ circuit, and keep vendors coming back every year. Many have returned for all seven years of Pork and Brew.

### **This year, the Pork and Brew was moved from the traditional March month to July 1-3. Why was this change made?**

In the past we have held Pork and Brew in March. Almost every year, we dealt with harsh winds. Last year we even had to close early one of the days because the wind blew too strong to be outside. Now that the event is moved to July, the weather should be much better for guests attending the event.

### **What can we expect to see at the 8th Annual Pork and Brew?**

This year's Pork and Brew will be bigger and better than ever. We will have great entertainment. There will be a new Carnival happening on location at the Santa Ana Star Center. We hope to welcome over 30-35,000 spectators.

### Pork & Brew Live Entertainment Schedule

#### **Al Hurricane & Al Hurricane Jr.**

Sat. 2 - 3:30 pm

#### **Ko-Ko-A-Go-Go**

Sat. 4 - 5:30 pm and Sun. 2:30 - 4 pm

#### **Red Wine**

Sat. 6 - 7:30 pm

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## Advice From Seasoned Entrepreneurs

Most entrepreneurs can attest that it takes a bit more than just a good idea to build a thriving business.

On April 1, a crowd of nearly 600 at the University of Maryland heard some of the secrets of success from three entrepreneurs who have lived it at the 2011 Entrepreneurship Invitational: **Steve Case**, former chairman of AOL, investor, philanthropist and chairman of the Obama administration's entrepreneurship initiative, the Startup America Partnership; **Kevin Plank**, founder and chief executive of the sports apparel firm Under Armour; and **Ed Snider**, chairman of Comcast-Spectacor, the Philadelphia-based sports and entertainment firm that owns hockey's Philadelphia Flyers and the NBA's Philadelphia 76ers, as well as the two franchises' downtown arena, the Wells Fargo Center. Here are some of their insights:

- **Be patient.** After seven years, AOL only had 187,000 subscribers. Seven years later, the company had 20 million subscribers. What some regarded as an overnight success was really a decade in the making. "If you are trying to attack a big problem and you have a big idea - a change-the-world idea - rarely do they happen overnight," said Case. "You have to have the perseverance to see it through the ups and downs."

- **Embrace America's culture of entrepreneurship.** "If you look at our history as a nation, starting with our founding fathers, they were basically entrepreneurs," Case said. "They were willing to get on boats and sail across the ocean because they had an idea, and they had a passion about that particular idea. The whole growth and success of our nation over the last couple of hundred years has been a similar kind of phenomena."

With the Startup America Partnership, he and the Obama administration are pushing this success to continue. "It's not just about starting a business - it really is about ensuring that our nation has a great future as the innovator."

- **Trust your instincts.** "The ideas that you are incubating right now - they can be great companies," Case said. "You shouldn't think of this as a passing fad."

Snider echoed Case's sentiment: "Follow your gut if you have an idea; often the reward will be worth the risk." When the National Hockey League was

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expanding in 1967, Snider thought Philadelphia would be a great place for a team.

· **Don't be afraid to take risks.** "If you don't do anything, you can't do anything wrong," Snider said. When no one wanted to invest in his idea to bring hockey to Philly, Snider put his house up as collateral and finally convinced a few small investors. Even though the team was voted "least likely to succeed," it won the Stanley Cup less than a decade later and cemented its place among the country's great hockey franchises.

· **Play to your strengths.** "Do what you do well and grow it," Snider said. After the success of the Flyers, Snider grew and diversified his management company to include arena, concessions and media management. Comcast-Spectacor also owns the national Comcast SportsNet television network.

· **Communicate effectively.** "The companies that win communicate the best," Plank said. "The ones who make it are the ones who focus and truly commit themselves."

· **Make a great product and tell a great story.** Plank strives for Under Armour to be what he considers the pinnacle in branding. "The best merchants aren't predicting what's cool, they are dictating what's cool."

· **Stay true to your core business.** "The worst thing you can do is focus on everything but your core business. It is easy to get caught up with other things," Plank said.

With Under Armour's growth and success, the company has branched out to many different products. While the company holds its high-quality performance standards to all products, at the end of the day, Plank says, he reminds himself of Under Armour's core business: "Don't forget to sell shirts and shoes," he said.

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