

## REGIONAL BRIEFS

### Prudential Taos Real Estate adds broker

Prudential Taos Real Estate has added Susan Simms, associate broker, to the company's team.

Simms retired from teaching in Tennessee before moving to Taos in 2003.

According to a release, Simms enjoys helping clients through the process of buying or selling property just as she did working with students to help them understand and learn. Like education, she said selling property or finding property is like a huge research project.

Simms joins Joel Schantz as a personal assistant for the company.

Prudential Taos Real Estate is a full service real estate company located next to the Taos Post Office.

### Casino's marketing director retires

After over 22 years in American Indian gaming, Mark "Marketing Mark" Kaplan is retiring as marketing director of Taos Mountain Casino.

Kaplan says he will remain in Taos for at least the first year after he retires Jan. 1.

Taos Mountain Casino will be hiring a new marketing director sometime soon in 2009.

# Realty firm expands global connections with two affiliations



Sharon Bumpas Mitchell

High Country Real Estate Services, a real estate company serving Northern New Mexico, has joined Chicago-based Leading Real Estate Companies of the World, owner/broker Sharon Bumpas Mitchell said.

Leading Real Estate Companies of the World is the country's largest network of residential real estate firms.

This global network is comprised of nearly 700 local and regional real estate firms, with 5,500 offices and 170,000 sales associates in the U.S. and 38 other countries. Collectively, these firms sell 1.2 million homes annually in the U.S. valued at nearly \$370 billion.

As an affiliate of Leading Real Estate Companies of the World, High Country Real Estate Services can assist individuals purchasing or selling property in any community in the U.S. or abroad.

High Country Real Estate Services, with five sales associates, was selected for Leading Real Estate Companies of the World membership after meeting the network's exacting standards.

"We are delighted that High Country Real Estate Services has joined Leading

Real Estate Companies of the World," said Ruth Ann Pepple, president and CEO. "Their selection was based on the company's outstanding reputation, as well as its demonstrated ability to deliver the same high quality service and reliability as our other affiliates."

In addition, Bumpas Mitchell has earned the prestigious certified international property specialist (CIPS) designation through the National Association of Realtors.

As a result, Mitchell will join a worldwide referral network of global real estate practitioners with expertise in working with international clients as well as immigrants.

The National Association of Realtors, which represents over 1.2 million real estate agents in the U.S., will award Mitchell the CIPS designation at its Midyear Legislative Conference and Trade Expo in Washington, D.C., May 13.

A recent appointee to the newly formed Santa Fe Association of Realtors International Council and

to the Realtor Association of New Mexico International Committee, Mitchell said she looks forward to her connection with a global network of international property specialists in over 50 countries.

"Taos has always attracted internationals. Our evolving global economy now makes both local property and investment abroad more attractive," she said in a prepared statement.

The CIPS designation recognizes members who have achieved the necessary training and experience to work with international clients and properties. Realtors complete rigorous course work devoted to learning cultural differences and international business practices. Designees must also prove achievement in international real estate transactions.

Mitchell joins over 1,600 real estate professionals throughout the world who have earned the CIPS designation.

— Staff report

## INNOVATORS

### Goods and services

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All this and we still have not begun to talk about direct business expenses, sales and marketing expenses, interest payments, administrative costs and a slew of other overhead costs. They take on all this responsibility to supply us with the goods and services we demand, create local jobs, provide our core tax base. At what cost?

Entrepreneurs typically mortgage any asset they have or borrow from proverbial "friends, family and fools" to get started and to keep the

business going. Many if not most will fail over the course of several years. In many instances the entrepreneur will have done nothing more than create a job for herself — one where she will work far more hours and shoulder exceedingly more responsibility than any regular job would require.

Many of them are not able to pay themselves on a regular basis when cash flow is short.

Yet time after time these entrepreneurs are the most optimistic, "can do," adaptive, "roll with the punches," "get it done" members of our community. They rarely regret, even the failures — they don't use the word failure actually, they chalk it up to lessons learned.

Indeed, those that par-

ticipated in a failed venture are statistically more likely to succeed the next go around. The vast majority harbor few regrets and when asked if they would do it all over again, they do not hesitate to assure they would undoubtedly do it again — even the ones that have lost their life's savings and then some.

So in our last article of the year we wanted to recognize what these small businesses that we write about each week mean to our community. By understanding what they go through we can better appreciate their role.

We cannot do too much as a community to support our local businesses that meet our needs, provide jobs and fuel our economy. Given the current state of our economy,

becoming involved in the local Chamber of Commerce and working to support the town of Taos Economic Development Department is more important now than ever.

If you do nothing else at least resolve to hug at least one entrepreneur this year.

*Heidi Connolly and Christopher Madrid write exclusively to create awareness of the critical role entrepreneurship plays in our community. To learn about the many services available to businesses and start-ups or to make suggestions, contact the Taos Chamber of Commerce at (575) 751-8800.*

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# Introducing