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2026 Community Profile and
Membership Directory

THE ROOSEVELT COUNTY CHAMBER

100 S. Avenue A
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(575) 356-8541
Toll Free: (800) 635-8036

EMAIL

Chamber@portales.com

WEBSITE

www.portales.com

HOURS

Monday – Friday
9:00 a.m. – 4:00 p.m.

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information. Portales and Roosevelt County
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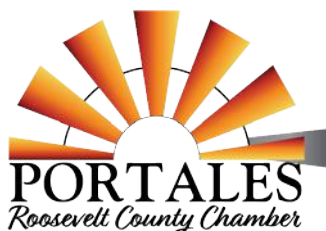
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Contents

5	Welcome to Portales
5	Advertisers & Sponsor Index
6	Events Calendar
9	Portales History
11	Downtown Portales
14	Wind Energy
17	Portales Weather
18	Dining In Portales
21	Oasis State Park
22	Local Attractions
23	Gus Macker
26	Portales Clubs
27	Billy the Kid Connection
28	College Daze Rodeo
29	Cannon Air Force Base
31	Real Estate
32	Sports Facilities
34	Education
36	Eastern New Mexico University
38	Agriculture
40	Healthcare
42	Economic Development
46	Churches
48	Member Directory

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Chamber Welcome

On behalf of the Roosevelt County Chamber of Commerce membership, directors and staff, welcome to Portales and Roosevelt County. We hope this magazine will make your visit or relocation a pleasant experience.

Located on the High Plains of eastern New Mexico, Roosevelt County is located in an area Spanish conquistadors called Llano Estacado or Staked Plains. The open grassland provided few landmarks and it is said the explorers drove stakes to avoid being swallowed up by the vastness. At an elevation of slightly more than 4,000 feet above sea level, with mild winters and low humidity, the area has a lot to offer visitors and new residents alike.

With its roots in agriculture, Roosevelt County has diversified over the years to offer a fine university, numerous industrial plants and a growing mixture of retail and service businesses.

Roosevelt County is home to numerous dairy farms that provide hundreds of jobs throughout the community. We're also known for growing and processing the world famous Valencia peanut. The sweet peanut with brightly colored hull containing up to four nuts per pod is unequalled for taste and healthful nutrition.

Portales is home to Eastern New Mexico University with an enrollment near 6,000, it's known for amazing student achievement and affordable tuition. Portales is also home to numerous Air Force families from nearby Cannon Air Force Base. The base is home to the 27th Special Operations Wing. Area citizens take great pride in the accomplishments of Cannon's Air Commandos who continually serve extensive tours of duty all over the globe.

The influences of the rural Southwest, ENMU and CAFB combine to offer a cultural stew unlike any other community of its size. ENMU offers numerous cultural and educational activities from plays to musical offerings. People from all backgrounds and all parts of the world are welcome in Portales.

The most remarkable thing about Portales is without a doubt the friendliness of its people. As you roll into town you're reminded of that fact by billboards proclaiming "Welcome to Portales, home of 17,000 friendly people and three or four old grouches." No, we're not perfect,

but chances are you won't run into one of the grouches too often.

If the Chamber can be of any assistance to you on your visit or as you relocate please let us know how we can help. We want you to come to know why Portales is a great place to live or to shop, dine and enjoy



- *Quaylene Parkey*, Executive Director

ADVERTISERS

Almost Home Bed & Breakfast.....	9
Ashley Outlet	30
Aztec Abstract.....	30
Bar G Western & Casual Wear	11
BeeHive Homes.....	26
Buena Vista Realty.....	31
C&S, Inc.....	4
Central Christian Church	47
Christian P. Christensen, LLC.....	48
Clovis Community College.....	34
City of Portales.....	44
Coronado Care Center.....	32
Community Homecare	12
Creighton's Town & Country	25
Dairy Farmers of America.....	25
Daylight Donuts.....	20
DMV Select.....	16
DWI Program.....	33
Eastern New Mexico University.....	37
Eastern New Mexico News.....	32
Farmers Country Market.....	17
Gus Macker	24
H&R Block.....	32
Hampton Farms.....	39
Holland's Office Equipment.....	16
JDH	38
JP Stone Community Bank	2
Kenneth Herbert Lumber.....	27
La Casa	41
Legacy Monuments LLC.....	9
McDonald's	20
Ministerial Alliance	47
MyMar Terminal Services.....	25
NM Christian Children's Home.....	47
Optical Source.....	16
Portales Country Club	25
Portales Municipal Schools.....	56
PRMI.....	13
Roosevelt County Electric Coop....	16
Roosevelt General Hospital	40
Southside Storage	15
St. Helen Catholic Church	47
The Print Shop	9
The Veggie Shack.....	20
Times Remembered	11
Vernon Sales.....	32
Wheeler Mortuary.....	41
Xcel Energy	10
Your 1st Choice 4 Realty.....	31
Yucca Telecom	17

2026

JANUARY

8
**CHAMBER ANNUAL BANQUET
SPEAKERS AND ENTERTAINMENT**
(575) 356-8541

12
ENMU SPRING SEMESTER BEGINS

19
MARTIN LUTHER KING CELEBRATIONS
March at 5 p.m., Program at 6 p.m.
(575) 356-6662

FEBRUARY

2
LEGISLATIVE APPRECIATION DAY
In Santa Fe

MARCH

9-13
PORTALES/ENMU SPRING BREAK

TBA
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APRIL

TBA
EASTERN IN ACTION DAY
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9-11
JACK WILLIAMSON LECTURESHIP
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www.enmu.edu/sci-fi

MAY

5
CINCO DE MAYO FESTIVITIES
(575) 356-6662

8
ENMU LAST DAY OF THE SEMESTER

9
ENMU COMMENCEMENT

TBA
PHS MAYPOLE

22
PHS GRADUATION
Portales Municipal Schools last day of the Semester

JUNE

27-28
GUS MACKER
Nationally Sanctioned 3-on-3 Basketball Tournament

JULY

3-4
HERITAGE DAYS/JULY 4TH CELEBRATION
Music, car show, arts and crafts, jewelry, food.
City Park. Firework show TBA
(800) 635-8036
www.portales.com

10
**NATIONAL COLLECTOR CAR APPRECIATION
CRUISE IN**
Downtown Portales



EVENT CALENDAR

AUGUST

TBA

CANNON APPRECIATION DAY (COMBINED)

18-23

ROOSEVELT COUNTY FAIR

Livestock, home arts, and fine arts shows and competition, live music, vendors, carnival.

Roosevelt County Fairgrounds

(575) 356-4417

www.rooseveltcountyfair.com

18

ENMU FALL SEMESTER BEGINS

SEPTEMBER

TBA

DIA DE LAS FAMILIAS

(575) 356-6662

17-19

ENMU COLLEGE DAZE RODEO

Collegiate rodeo

(575) 760-0104

www.enmu.edu

TBA

RALLY ON MAIN

Collegiate rodeo

(575) 562-2125

www.enmu.edu

OCTOBER

TBA

ENMU HOMECOMING

Parade, football game, other activities

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www.enmu.edu

17-18

PEANUT VALLEY FESTIVAL

Arts and crafts, food and entertainment

Roosevelt County Fairgrounds

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www.portales.com

30

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NOVEMBER

11

AMERICAN LEGION VETERANS DAY CEREMONY

10:30 A.M. Memorial Building

15

ENMU POPS DINNER & CONCERT

7 P.M. CUB Ballroom, ENMU

(575) 562-2125

DECEMBER

3

ENMU HOLIDAY CHRISTMAS CONCERT

7 P.M. CUB Ballroom, ENMU

5

ALTRUSA'S HOLIDAY HAPPENING

10:30 A.M. CUB Ballroom, ENMU

11

CHRISTMAS LIGHT PARADE /LITTLE MISS MERRY CHRISTMAS

Lighted parade, live music, shopping. Downtown Portales

(575) 356-8541

www.portales.com

11

ENMU LAST DAY OF SEMESTER

12

ENMU COMMENCEMENT



LOCAL EVENTS

Events in Portales reflect the cultural heritage of the agricultural community born in the territorial days of New Mexico. Expect low-cost entertainment suitable for the entire family at most events.

The community's biggest annual celebration pays homage to the legume locals know as the Valencia peanut. Besides peanuts, the Peanut Valley Festival, held the third Saturday and Sunday of October at the Roosevelt County Fairgrounds features arts and crafts, some of the best bands and entertainment in the region. The festival marks its 53rd year in 2026.

Heritage Days kicks off summer with a laid-back celebration that honors the area's pioneers. The day includes a parade, food and craft booths, live music, a street dance, a car show and a fun run. Heritage Days is held July 3-4.

Eastern New Mexico University's homecoming celebration is another big celebration in Portales. The university gets the community involved with a parade to start the morning followed by tailgating and the big game at the Steve Loy Family Foundation Stadium.

A monthly event not to miss is Foodie Friday on the first Friday of each month at the C&S., Inc. parking lot. The large lot is filled with food trucks serving a variety of different foods serving up whatever you've been

hankering for all month. The food trucks are open for the lunch hour and then stick around until dark. Live music is sometimes featured in the dinner hour during the warmer months. The event site is located at First and Ave. C.

The Gus Macker 3-on-3 Basketball tournament attracts teams and fans from a wide region. The event will be held June 27-28 at the Steve Loy Family Foundation Stadium at ENMU.

These events, along with more eclectic offerings like the Lighted Christmas Parade, Floyd Lions Jamboree, and the Jack Williamson Science Fiction lectureship round out Portales' calendar unlike any other community.

To stay up on the very latest events log on to www.portales.com or like the Roosevelt County Chamber Facebook page.



PORTALES HISTORY

Portales sprang to life in 1894 as a tent city and was known as a dusty cow town in its early years. The completion of the railroad line between Roswell and Amarillo, Texas, in 1898 proved to be a turning point. While the railroad was a boon to cattlemen for its shipping convenience, it also brought homesteaders eager to transform the broad valley into productive farmland.

By 1903, area residents had successfully lobbied New Mexico's territorial government to establish Roosevelt County, with Portales designated as the county seat. During the latter part of that decade, the growing town was struck by several devastating fires that destroyed much of the downtown district. The lack of water and firefighting equipment highlighted the need for formal municipal services, prompting efforts to incorporate the town.

In 1909, three years before New Mexico achieved statehood, Portales was officially incorporated. Washington Ellsworth Lindsey, a key figure in the area's growth and the establishment of Roosevelt County, was elected the city's first mayor.

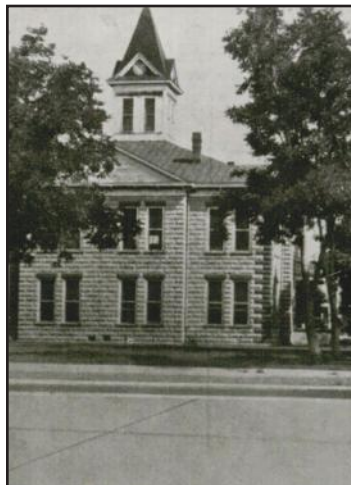
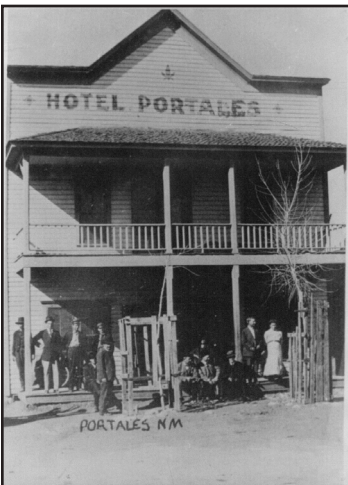
Portales takes its name from once-gushing springs southeast of the present-day city. Shallow caliche rock caves marked the spring area, a geographic feature resembling porches, or "portales," commonly seen in Southwestern haciendas. The town's first permanent

business reportedly began when "Uncle" Josh Morrison hitched a team of draft animals to his general store near the springs and pulled it to the new railroad town.

As irrigation techniques improved, agriculture expanded steadily during the first half of the 20th century. Farmers raised crops such as peanuts, sweet potatoes, cotton, feed grains, and wheat, while small family dairies played a major role in the local economy through the 1960s. In more recent years, larger dairies have established operations in Roosevelt County, supporting several major dairy product industries.

Eastern New Mexico Junior College, now Eastern New Mexico University, was founded in 1934. After early challenges, the institution experienced steady growth following World War II, eventually becoming the state's third-largest university. Today, with enrollment near 6,000 students, the university contributes significantly to the area's economy and cultural diversity.

Today, Portales is home to a diverse and growing business community and a downtown that retains its historic town square. Known for the strong work ethic and friendliness of its residents, Portales and Roosevelt County have continued to thrive through their first century.



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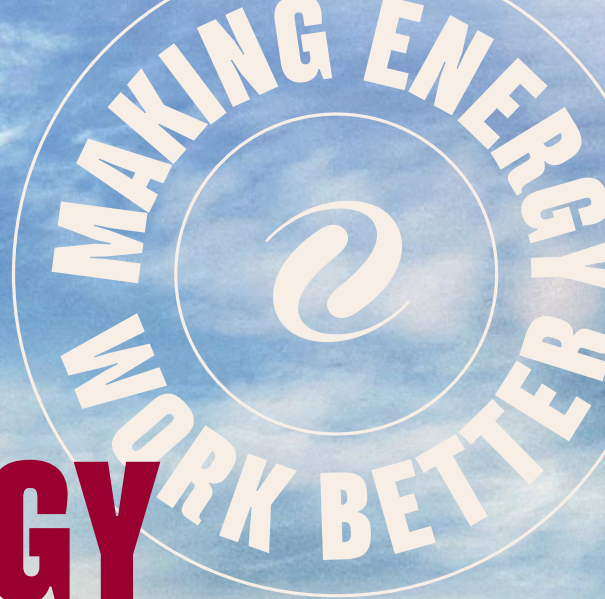
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DOWNTOWN PORTALES

Portales' downtown began as a dusty cow town with dirt streets and wooden buildings, yet it grew while retaining its distinctive character. The district is centered on a traditional town square, where buildings more than a century old stand alongside Works Progress Administration (WPA) structures. Early development was closely tied to the Santa Fe Railroad, and the 1913 Mission-style train depot, now unused, still stands just a block from the square.

At the heart of downtown is the Art Deco Roosevelt County Courthouse, built in 1938 after the original courthouse burned. The building once housed the county jail on the top floor and a public library in the basement. Today, the third-floor district courtroom remains in use, while the rest of the building serves county offices. On the north side of the square is the 1937 Classical Revival Portales Post Office, also constructed by the WPA. It features exterior frescoes and a notable interior mural, Buffalo Range, painted by Santa Fe artist Theodore Van Soelen.

Several monuments are located on the courthouse grounds, including a bronze statue of city founder and third New Mexico Governor Washington Ellsworth Lindsey holding the state constitution and an irrigation spade. Other monuments honor local veterans, commemorate the New Mexico pledge written by residents, and mark the nation's bicentennial.

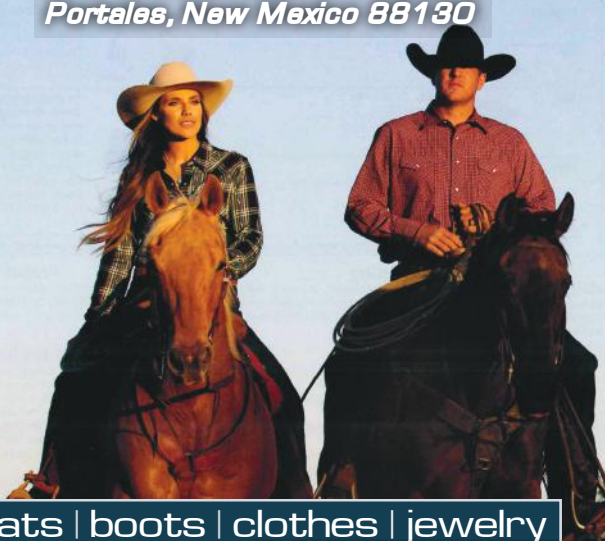


The south side of the square showcases well-preserved historic architecture, including the 1903 former First National Bank building, now Pebsworth Insurance, and the historic Bank of Portales on North Main Street. Listed on the National Register of Historic Places, the bank was also featured in the film Hell or High Water. Just south of the square stands the Art Deco Yam Theatre, originally opened in 1928 and restored in 2010 as a multi-use venue.

Nearby, the early-1950s Cal Boykin Hotel was restored and reopened in 2019 as the Comfort Inn. Today, downtown Portales thrives with restaurants, brew pubs, retail shops, and services that reflect its welcoming small-town charm.

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WIND ENERGY

The grassy sandhills and open plains of east-central Roosevelt County have provided a beautiful canvas for human creativity and resilience for generations.

In recent years, hundreds of wind turbines have sprung from this seemingly empty space, transforming the energy of the county's abundant wind into clean and affordable electricity for thousands of area residents and businesses. And though Xcel Energy and its predecessors have long been partners in Roosevelt County's progress, the Sagamore Wind Project near Dora is Xcel Energy's first source of wind energy to be built and owned by the company in New Mexico.

Sagamore went into service in December 2020 and is among the largest wind farms ever built in New Mexico. Its 240 Vestas turbines cover more than 100,000 acres of rangeland and cultivated fields, producing 522 megawatts of electricity at peak production. Xcel Energy has invested more than \$900 million in the project with the goal of reducing fuel costs to more than 380,000 Xcel Energy customers in New Mexico and Texas. The fuel for Sagamore is the free and abundant wind, which also pushes Xcel Energy closer to its goal of reducing carbon emissions by 80% in the next 10 years and, by 2050, providing 100% carbon-free electricity to area customers.

Sagamore's 240 turbines can generate enough electricity to power 194,000 homes annually. This clean

energy benefits Xcel Energy customers both near and far as it feeds a multistate grid serving eastern and southeastern New Mexico and the Panhandle and South Plains regions of Texas.

Roosevelt County benefits even more with the additional tax revenues the project generates for the county. Xcel Energy expects to pay out \$43 million in gross receipts taxes over 25 years. Total impact, including payments to landowners, is expected to exceed \$131.5 million during that time.

Other wind farms in Roosevelt County are The Milo Wind Project with 25 turbines and the Roosevelt Wind Project with 125 2-megawatt turbines. The two projects combined deliver electricity to the Southwestern Public Service Company (SPS) and provide enough electricity for about 27,400 homes.

The Roosevelt Wind Project, which became operational in December 2015, is EDF Renewables' first facility in New Mexico. The electricity generated by the project is supplied to the Southwestern Public Service Company under a 20-year power purchase agreement.

Located in both Chaves and Roosevelt counties, the San Juan Mesa Project is a 120,000-kilowatt wind farm with 120 turbines that was commissioned in 2006. It is owned by NRG Energy Inc. and operated by Edison Mission Group.



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Portales Weather

	Highs/Lows (F°)	Precipitation (in.)
January	54/23	0.50
February	60/27	0.40
March	60/33	0.52
April	75/41	0.78
May	83/51	1.63
June	91/60	2.57
July	92/64	2.63
August	89/63	3.20
September	84/55	1.95
October	75/42	1.59
November	67/33	0.73
December	54/25	0.67

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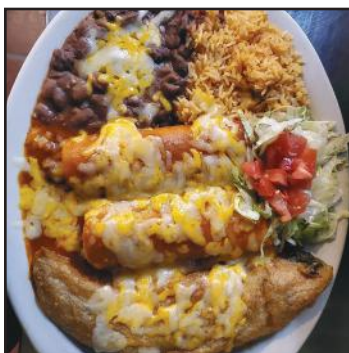
LOCAL DINING

Portales restaurants, cafes, eateries and coffee shops offer a wide variety of authentic and unique food hard to find anywhere else. Many now offer drive-thru or curbside service. Stop in to one of these local businesses for a taste.



THE COURTHOUSE CAFÉ

Along with delicious fresh roasted coffees, the restaurant provides a variety of breakfast options, deli-style sandwiches, burgers and hand-crafted soups, pasta salads and chips, as well as their signature made-from-scratch baked goods. Located on the square downtown.



EL RANCHO RESTAURANT

Known as a local favorite for authentic Mexican Food in a family dining atmosphere. Enchiladas, fajitas, chile rellenos and tacos are just a few of their offerings. They also operate a drive-thru shop adjacent to the restaurant where you can pick up a breakfast burrito made to order.

Don't leave town without stocking up on the Garcia family's famous salsa available in the restaurant. They're located on the curve at 101 S. Chicago



CATTLE BARON RESTAURANT

Portales is home to the original restaurant for the regional chain, serving up steaks, seafood and other tantalizing menu items. Don't miss the biggest salad bar in the area and full bar service. Located at 1600 South Avenue D.



SOMETHING DIFFERENT GRILL

Try one of their signature teriyaki chicken bowls or a fresh and delicious salad. Their menu also includes a wide variety of pastas, wraps and giant spuds. They boast the best food, best service, best place to be. Located on the curve at 805 W 2nd St.



SIP & SAVOR

A drive-thru coffee and tea option is located at 519 E. 2nd St. They offer a tantalizing selection of espresso drinks, fraps, boba drinks, and a long list of tea flavors. They're open from 5:30 a.m. to 6 p.m. to fit your busy schedule.



SWEETWATER'S AT LANDALL'S

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ENCHANTMENT VINEYARDS

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SODEXO

Besides catering, Sodexo is also the dining operator at ENMU where they offer a full-service cafeteria. They also operate Einstein's Bagels in the Golden Student Success Center and a Starbucks coffee shop at the Campus Union Building, both open to the public.

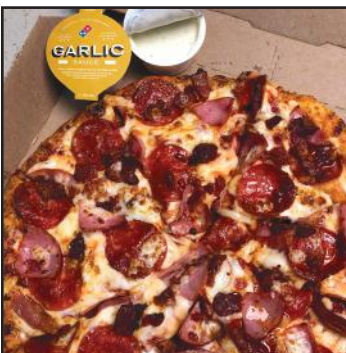


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Billing themselves as "Your Hometown Tacatorium" this is way more than a taco stand. Besides fresh made Mexican foods, their green chile cheeseburger has been listed on the New Mexico Green Chile Cheeseburger Trail. Great takeout. Located at 1208 W. 1st St.



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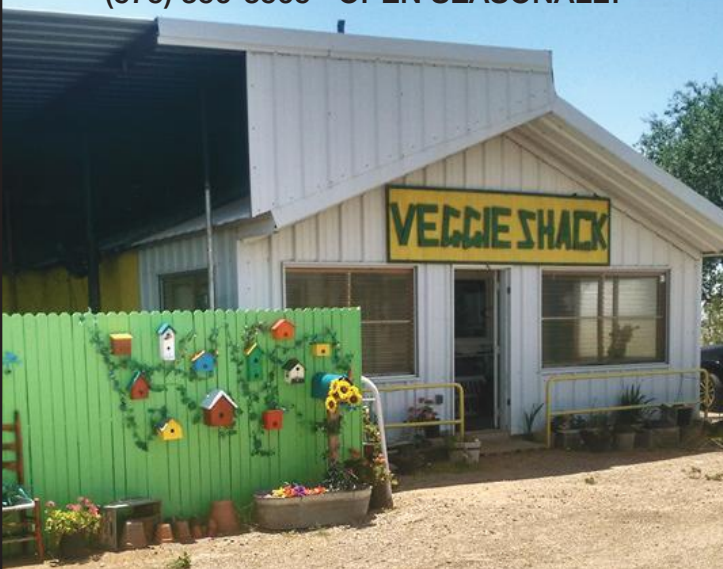
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OASIS STATE PARK



A cool and welcoming retreat in the summer, visitors have sought the cottonwoods at Oasis State Park north of Portales for over 50 years.

A three-acre fishing pond is stocked with rainbow trout in the winter and channel catfish during the warmer summer months. The pond is handicap accessible with picnic tables and benches adjacent. Besides the fishing, youngsters will enjoy watching and feeding the resident population of ducks. The Friends of Oasis support organization sponsors several fishing derbies and kids' education events at the pond during the year.

Although fishing is the park's main draw, there are also several hiking trails, sand dunes to play on and lots of wildlife, including over 80 species of birds that have been sighted at the park. Look for great blue heron, quail and western sandpiper and the state bird, the roadrunner.

Recently expanded RV camping facilities with full hookups, tenting sites, a group shelter as well as numerous picnic sites are spread over the 193-acre park. Restrooms with showers along with an RV dump station are among the amenities. A quick stop at the staffed visitor center will give the visitor all the information they need to enjoy their visit.

Oasis State Park is 6.5 miles north of Portales via NM 467. Visit www.nmparks.com.



LOCAL ATTRACTIONS

For those looking for a bit of history or even prehistory, Roosevelt County has multiple attractions. The area features a National Historic Landmark, five museums, and a collection of windmills.

Humans inhabited the Blackwater Draw area north of Portales over 13,000 years ago. Home to “Clovis culture,” the area was the first of its kind in proving the antiquity of humans in North America and is considered one of the most significant archaeological sites in North America. Designated as a National Historic Landmark, the Blackwater Draw Archeological Site and the Blackwater Draw Museum are two of the most visited locations in the region.

ENMU's Golden Library at the Golden Student Success Center offers an extensive and rare science fiction collection in its Jack Williamson Science Fiction Library. Visitors can view (and read!) over 30,000 science fiction volumes, including one of the earliest known scripts for George Lucas' epic Star Wars: The Empire Strikes Back—one of the rarest in the country.

There are six distinct museums on the ENMU campus. The Runnells Gallery is host to many art exhibits throughout the year, and is on the first floor of the Golden Student Success Center. The Roosevelt County Historical Museum contains artifacts from Roosevelt County and technology of the past, as evidenced by a covered wagon, printing press and a medical instrument collection. The museum has recently undergone a remodel that includes all new display presentation. It's located near the Administration building. The Anthony "Tony" Genarro Natural History Museum is filled with interesting exhibits provided through ENMU's Department of Biology, featuring live animals and plants. The mission of the museum is to gain an understanding of the diversity of life with an emphasis on the natural heritage of eastern New Mexico and the greater Southwest. The Miles Mineral Museum, (adjacent to the Natural History Museum), features rare minerals. Finally, the Miles Anthropology Museum highlights Native American artifacts and is housed with the Blackwater Draw Museum.

The Roosevelt County area was home to large cattle ranches in the late 1800s. That Western heritage is still on display at the Dalley Windmill collection located at the Roosevelt County Fairgrounds. The collection contains windmills of various makes and age.



GUS MACKER

Basketball has always been a big part of the High Plains for our youth and in 2025 the sport stepped up to an even bigger stage as Gus Macker came to Portales.

The 3-on-3 youth basketball tourney will tip off June 27-28 in the parking lot of Steve Loy Family Foundation Stadium on the campus of Eastern New Mexico University. Roosevelt County Community Development, Corp. (RCCDC) recognized the economic impact a Gus Macker event could bring to the area and has partnered with the Chamber and ENMU as well as other entities and sponsors to bring it back to town.

Started by Scott "Gus" McNeal in his driveway in Lowell, MI, after celebrating its 50th year in 2024, Gus Macker is showing no signs of slowing popularity. The tournaments are held all over the country but are most popular in the Midwest and Southwest. Typically, the tournaments draw several hundred families from a wide geographic range and the level of competition is high.

RCCDC, under the guidance of its Executive Director Jodi Diaz and others, tested the waters in 2024 with a wildly successful tournament called Summer Jam. After that success Diaz and her board decided the time was right to pursue a full-on Macker tournament in 2025. The event was successful in its first year and

primed for growth in the future.

"We are very excited to be hosting Gus Macker in June 2026. This is a great opportunity for our community on an economic level as well as an amazing recreation opportunity," said Diaz.

Junior Divisions for both girls and boys that the Portales Gus Macker will host include 10-and-Under, 11-12, 13-14, 15-16 and 17-18. Games are to 15 and must win by two points. Regular field goals are 1 point and beyond the arc is worth 2.

"It was a huge undertaking last year," Diaz said. "We have the volunteers and sponsors identified that will step up and make this tournament successful again this year."

For details about the event contact Jodi Diaz at (575) 356-8541.



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BILLY THE KID

Legend has it that outlaw Billy the Kid started his final ride at Portales Springs, just east of Portales, on the morning of July 14, 1881. Later that night he died in Fort Sumner rancher Pete Maxwell's bedroom as he stepped into the room where Lincoln County Sheriff Pat Garrett sat in the dark.

The springs at that time bubbled out of the ground near a caliche rock outcropping about 15 feet high. Beneath that outcropping were small caves. Thus, the location provided the only water and shelter for miles on the empty prairie.

Billy the Kid was reputed to frequent the site, where he would hide out and water stolen cattle and horses, which he frequently trailed to Old Tascosa (Amarillo) to sell. Early-day cowboys in the area knew the caves, with walls blackened by campfires as the Billy the Kid caves.

Newspaper interviews with Col. Jack Potter, who worked the early ranches in the area and collected history back up the legend. But bear in mind that Potter himself was a larger-than-life figure in the early 20th century.

Garrett, in his book, "The Authentic Life of Billy the Kid," also backs up the claims of a Billy hideout at



Portales Springs as he tells of an unsuccessful effort to catch up to the outlaw who was reported to have a herd of 60 cattle hid out there.

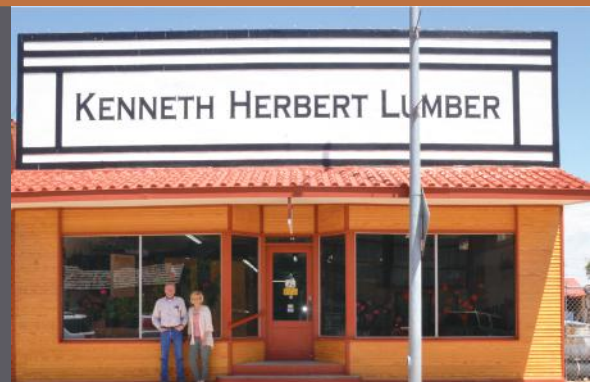
Potter and others said that Billy and his cohorts used the cave to communicate by scrawling messages in code on its walls. On the run, after his famous escape from the Lincoln County Courthouse, he panicked after an unsuccessful attempt at such communication and rode to his death at his compadre Pete Maxwell's house.

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COLLEGE DAZE RODEO



Photo Credit - April Ashley McDermid

Residents living in and near Portales are treated to one of the best collegiate contests in the nation each summer when Eastern New Mexico University hosts its College Daze Rodeo.

Held the third Saturday of September, this venue was voted Rodeo of the Year for the Southwest Region of the National Intercollegiate Rodeo Association several times in recent years. A large workforce of volunteers and fellow ENMU athletic teams get behind the rodeo program and dedicate time, talent and muscle to the event in the days leading up to, and during, the rodeo.

A number of features make this a really great rodeo for college contestants and the Portales community. Good event planning and management, an awesome volunteer base providing exceptional hospitality, nice facilities, and competitive rodeo stock are just a few of the things that come together each year to create a rodeo that the college students love to participate in. A dining tent on the rodeo grounds that lays out an ongoing feast of home cooking for the rodeo contestants is one of the event's most loved features. Somewhere around 550 students travel into Portales each year to compete. Admission prices are reasonable for local spectators and the climate is great for outdoor, afternoon and evening entertainment such as rodeo.

A couple of things make this rodeo especially unique. It is one of only a few collegiate rodeos in the country that are live streamed on the Internet. Not only can ENMU parents from as far away as Canada watch the action, the parents of all the students in the Southwest Region enjoy this service as well. Big screens in the arena even provide playback action.

A number of national qualifiers have come out of Portales and ENMU's rodeo activities. The program has ranked third in the nation more than once and has been home to a number of national champions.

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CANNON AIR FORCE BASE



Home to the 27th Special Operations Wing (27th SOW), Cannon Air Force Base is named after General John Kenneth Cannon, a World War II Mediterranean combat commander and former chief of U.S. Air Forces in Europe.

The 27th SOW traces its lineage to 1941 in the Philippines at the outset of World War II. Originally deployed to deter Japanese aggression, the 27th Bombardment Group faced devastating losses when most U.S. aircraft on the islands were destroyed and remaining A-24 dive bombers were diverted to Australia. Stranded without aircraft, the airmen adapted quickly, converting to infantry roles and using specialized skills to delay advancing enemy forces. Their determination earned them the name "The Steadfast Line."

Cannon AFB began as a fighter base, operating F-111 and later F-16 aircraft. A new chapter opened on Oct. 1, 2007, when Cannon was redesignated as an Air Force Special Operations Command installation and became home to the 27th SOW. The base's location offers terrain and conditions well suited for special operations training, similar to those encountered in U.S. Central Command and other theaters worldwide. The nearby Melrose Range in Roosevelt County provides additional, unique training opportunities that support the wing's global mission.

Aircraft assigned to the 27th SOW include the MC-130J Commando II, AC-130J Ghost Rider, MQ-9 Reaper, CV-22B Osprey, and U-28A Draco. Currently, approximately 5,800 military and civilian personnel are assigned to Cannon, with numbers expected to remain stable in the coming years. Numerous construction

projects are underway, with more planned to support mission readiness.

Located less than 11 miles north of Portales in Curry County, Cannon has a strong presence in the surrounding communities. Many Air Force personnel and contractors call Portales home, contributing to a close and collaborative base-town relationship.

Communication between Cannon and local communities is exceptional, built on mutual respect and shared goals. The Portales Military Affairs Committee, supported by the Chamber of Commerce, helps maintain these ties by hosting events and working with the base to enhance quality of life for military families. Cannon personnel also volunteer thousands of hours annually, supporting schools, youth programs, churches, civic groups, and veteran organizations throughout the region.





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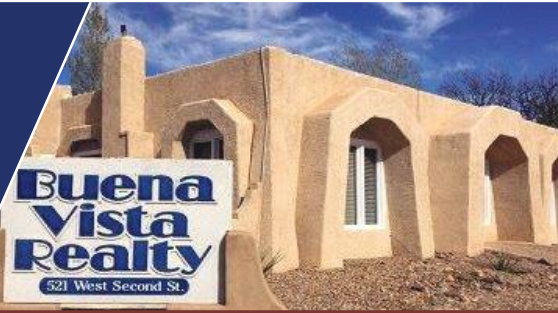
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REAL ESTATE

Portales boasts stable housing prices that outperform both state and national averages, making it an excellent time to buy.

In Roosevelt County, monthly homeowner costs average \$854 with a mortgage—nearly half the national figure—and just \$303 without, compared to \$431 nationwide. Resale homes price at \$70-75 per square foot; new builds at \$110-120. The latest median home value stands at \$116,400.

Rental availability can vary seasonally due to Eastern New Mexico University and Cannon Air Force Base, but inventory is strong and growing across all price ranges. Median gross rents range from \$458 for a one-bedroom to \$1,060 for a four-bedroom home (per U.S. Census estimates via LiveStories.com).

Portales offers abundant new construction alongside charming historical homes. Leading New Mexico in growth, the city features exciting new subdivisions including Oakwood Manor, Territorial Estates, Ravenwood Estates, and Portales HomeSpot North.

Commercial properties are plentiful and often available with attractive incentives. For business relocation details, contact the Roosevelt County Community Development Corporation.

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SPORTS FACILITIES

Eastern New Mexico University rededicated two facilities on its campus in October of 2024 after the largest single donation ever was received.

The Steve Loy Family Foundation made a donation of \$2.5 million dollars to the ENMU Foundation, securing the naming rights of the school's stadium and arena.

Steve Loy is a former ENMU football and golf player and was team captain in 1973, graduating in 1974 and inducted into the ENMU Athletics Hall of Honors in 1991. His wife, Linda Bell Loy was also a 1974 graduate and Chi Omega Sorority member.

"Along with gifts like this is the decision by the donor to associate their family name with ENMU and our mission," said James Johnston, ENMU Chancellor. "This demonstrates the Loy family's belief in our work, which I do not take lightly. We will continue to do our part to honor their trust in ENMU."

The stadium was completed in 2016 and sits across U.S. 70 from the main campus near the Steve Loy Family Foundation Arena, which was completed in the late 1960s and has long been an iconic facility for sports on the High Plains.

The university also opened two new sports facilities on the southern edge of the campus. Eight pickle ball



courts were opened in 2023 along with an outdoor bodyweight circuit training center for adults of all ages and abilities. Both outdoor facilities are open to the public.

The City of Portales opened a new skate park near the ENMU campus in Rotary Park, located at 18th and Avenue I. The \$750,000 skate park has half pipe's rails and numerous other features including a pump track.

Portales High School also dedicated two new sports facilities in 2024. The Lady Rams now have a new softball field with artificial surface on the high school's campus. Next to the softball field are new tennis courts.

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EDUCATION



Roosevelt County has excellent educational opportunities available from a private Christian school to Portales Municipal Schools and the smaller school districts of Floyd, Dora and Elida. In addition, there are home-schooling support groups available.

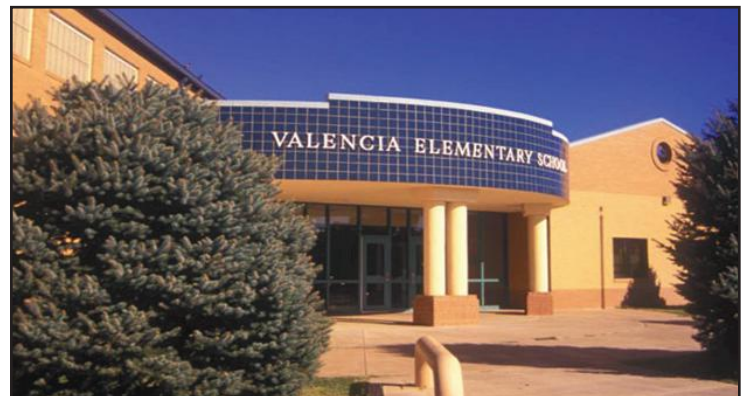
Portales Municipal Schools has an integrated school structure, meaning that attendance in schools is set up according to grades, not neighborhoods. Consequently, students learn alongside peers of the same age group.

All Portales schools are modern and updated, featuring extensive renovations, state-of-the-art programs and excellent teachers.

There are four elementary schools, a modern junior high, an alternative education center, and Portales High School. Dual credit courses are available to high school students through local colleges and universities. A variety of new vocational programs are also evolving at PHS, including culinary arts, media arts and silversmith classes.

The county schools of Floyd, Dora and Elida all accept enrollments from throughout the area and provide online course offerings at some grade levels. All three schools also offer full athletic programs.

Dora Christian Academy is a private Christian school in Dora, which offers classes from Pre-K to high school.



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Eastern New Mexico University is New Mexico’s third largest four-year state university with three campuses. The main campus is located in Portales and offers over 60 degree plans. Besides being a federally designated Hispanic serving institution, ENMU is known for its low student to instructor ratio and affordability.

With an emphasis on quality, practical education that is affordable, Clovis Community College’s two-year degree programs are designed to launch careers or facilitate transfer to four-year institutions. In addition to degrees, CCC serves students with career and technical education, industry certifications, professional development, and continuing education opportunities. Offering in-state tuition to residents within a 130-mile radius, the institution is known for cultivating education that meets the needs of both students and employers throughout the region.

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Lindsey-Steiner Elementary School	356-7060
Portales High School	356-7015
Portales Junior High School	356-7045
Portales Municipal Schools Admin Office	356-7000
Valencia Elementary School	356-7090

COUNTY SCHOOL DISTRICTS

All area codes are 575

Dora Schools	477-2216
Elida Schools	274-6211
Floyd Schools	478-2211

PRIVATE SCHOOLS

Dora Christian Academy	477-2246
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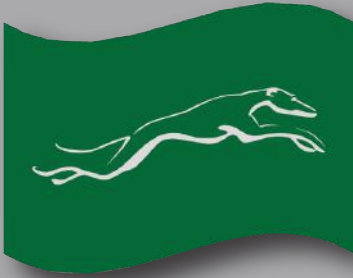
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Welcome to the high plains of Eastern New Mexico. Eastern New Mexico University is here to help you find your path to a greater future.

Since 1934, students have chosen ENMU because of its small class sizes, high-quality academic programs, and affordable costs. We invite you to join our learning community, which comprises the best students from New Mexico, the other 49 states, and over 100 countries worldwide.

Eastern New Mexico University is the largest regional comprehensive university in the state of New Mexico. With more than 5,700 students, ENMU continues to grow and offer affordable educational opportunities for all New Mexicans and students from around the globe pursuing their higher education goals in Portales.

ENMU is a designated Hispanic-Serving Institution by the federal government, and with a student-to-faculty ratio of 17:1, it gives students an excellent opportunity to connect one-on-one with their professors.

With close to a 30-year history of offering distance classes, you can start here and go anywhere. ENMU offers both in-person and online courses, so you can choose the path that is right for you. Our class offerings are flexible, allowing you to progress at your own pace, learn in the way that suits you, and achieve your higher education goals.

For community members seeking more community-focused offerings, the Office of Distance Learning offers non-credit classes for adults and children. Past offerings have included professional development, certification courses, test preparation, art, dance, and

fitness classes. For information on current offerings, please visit enmu.edu/NonCreditCourses. There are high-quality athletic viewing opportunities on the High Plains as Eastern New Mexico University Athletics competes in the nationally respected NCAA Division II Lone Star Conference. ENMU has won national championships in basketball, track, cross country, and rodeo, plus numerous division and conference championships, including, most recently, the 2024 Lone Star Conference Men's Basketball Tournament championship on a thrilling last-second half-court shot.

For those interested in Fine Arts, ENMU offers a wide array of musical and theatre events throughout the year. The ENMU Department of Theatre and Digital Filmmaking produces four plays annually. The ENMU Department of Music offers concerts almost weekly during the school year, featuring a diverse range of ensembles, including choirs, symphonic bands, jazz bands, and steel drum performances. If you stop by the Golden Student Success Center Runnel's Gallery, ENMU hosts different art shows there year-round. For more information on ENMU fine arts, visit enmu.edu/FineArts.

ENMU also supports the community throughout the year, offering major entertainment attractions, including concerts from national acts, comedians, and other special events.

With solid enrollments, cutting-edge academic programs, a wide range of social and entertainment opportunities, and a rich history and diversity, ENMU is a vital contributor to the cultural fabric of the community.

For more information, visit enmu.edu.

WELCOME TO ENMU!



ENMUTM

Join the Greyhound Family today!
For more information, visit
enmu.edu



AGRICULTURE



tural products at \$372 million, ranking 13th in value of agricultural sales.

Roosevelt County is number one in production of poultry, second in peanuts and third in total milk production and sheep, goats and wool.

There are 638 farms with 1.2 million acres.

PEANUTS

In earlier days its neighbors often referred to Portales playfully as “Goober Gulch.” That nickname derived from the early adoption

The Portales area has been linked with agriculture since surrounding plains were settled. Initially the area was used to graze beef cattle but the early part of the 20th century brought farmers, irrigation and commerce.

Roosevelt County is the third most important county in New Mexico in terms of market value of its agricul-

(1914) of peanuts as a local row crop that grew well in the sandy soil and warm, dry climate. By 1926 peanuts were being processed and roasted commercially.

Peanuts are actually not a nut at all, but a legume, in the same family as beans and peas. The plant flowers above ground and puts out “pegs” that grow into the



soil where the pods grow from the peg.

The variety developed locally is the Valencia peanut, known for its naturally sweet taste and bright hulls popular for roasting in the shell.

Peanuts of various varieties are processed, roasted and shipped from Portales, making it the most important peanut processing spot in the Southwest.

DAIRY

The largest agricultural impact to the local economy is the dairy industry. With approximately 31 dairies milking 60,000 cows, the county produces 1.25 billion pounds of milk annually.

Dairies in eastern New Mexico average over 2,000 cows in size and most of those cows are milked three times in a 24-hour period. The black and white cows seen in most of the dairies in Roosevelt County are the Holstein breed, known for their milk production (averaging over 23,000 pounds a year). There are also a few dairies in the area that milk the smaller Jersey cows, known for their high butterfat content.

The bulk of a dairy cow's diet is made up of forage feeds including silage and hay. That need has brought much of the irrigated farmland into production for silage. Large acreages of corn and wheat are grown specifically to be chopped and fed as silage in local

dairies. The rows of large plastic bags you may see near a dairy are filled with that silage.

Production of that feed, along with transportation of the milk, employment at a large milk solids plant and a cheese plant contribute greatly to the local economy.

BEEF CATTLE

Beef cattle are raised on rangeland which occupies the majority of the county's landmass. Beef was our first agricultural product and it still remains very important. Overall, Roosevelt County is fifth in beef production in the state.

OTHER AGRICULTURAL PRODUCTS

In addition to peanuts and milk other products grown locally are sorghum, wheat for grain, cotton, alfalfa and chile as a niche market.

Data contained here according to the USDA's last agricultural census in 2022.



Hampton Farms **FROM SEED TO SHELF**

Visit our peanut store at 620 East Lime St. Portales, NM
575-356-8545 ✦ www.hamptonfarms.com

PEANUT STORE

HEALTHCARE

ROOSEVELT GENERAL HOSPITAL

Portales and Roosevelt County have well-rounded coverage in healthcare, with a 24-bed hospital and a health center covering everything from behavioral health to pediatrics.

The City of Portales provides emergency medical services and ambulance service through the Portales Fire Department. In addition to EMS training, many personnel are also paramedics. In addition, AeroCare opened a new base at RGH in 2023 offering first-class air ambulance service.

Roosevelt General Hospital was built in 2001 as a result of a dynamic community effort to bring local health-care back to the community. The 24-bed hospital offers certified staff in respiratory and physical therapy, laboratory, social work, radiology and pharmacy.

RGH Emergency Department is a seven-bed facility that treats 9,000 patients annually. The ED team consists of physicians, mid-level providers, nurses, and paramedics and other healthcare professionals. RGH is a state-certified Level IV Trauma Center. Level IV Trauma Centers are vital emergency links in rural New Mexico.

RGH CLINIC

The RGH Clinic is an attached healthcare clinic that is open for both appointments and walk-ins. The clinic has specialists in family medicine, internal medicine, interventional pain management, pediatrics and general surgery. It is open from 8 a.m. to 9 p.m. Monday through Friday, 10 a.m. to 6 p.m. Saturdays and 1-5 p.m. on Sundays.



Roosevelt General Hospital

Roosevelt General Hospital offers a 24/7 physician-staffed emergency room with ten private patient rooms, behavioral health safe room and an isolation room. A full spectrum of inpatient and outpatient services are offered including general surgery, lab with state-of-the-art equipment, digital imaging, and cardio-pulmonary services. Physical therapy, wound care, speech therapy, and occupational therapy available at off-site locations.

**We exist to make
a difference in
people's lives
through
exceptional
patient care.**



Roosevelt
General Hospital and Clinics

(575) 359-1800 | (575) 356-6652 | (575) 935-0944

RGH Clinics

With two locations to better serve you, our clinics offer services for pediatrics, geriatrics, women's health, behavioral health, dermatology, annual wellness visits, and Hep C treatment.

LA CASA FAMILY HEALTH CENTER

La Casa Family Health Center offers services in the areas of family practice, behavioral health, optometry and pediatrics. They also have a fully staffed dentistry office.



CONTINUING CARE

Coronado Care Center, an 80-bed, skilled nursing and rehab facility is located in Portales. Good Life Senior Living currently offers 18 rooms with plans to grow. BeeHive Homes offers assisted living in an intimate setting.

With a full and growing complement of physicians, dentists, chiropractors and home health, Portales offers great healthcare for any medical needs.

WHEELER MORTUARY

Of Portales, Inc.

500 East Third
P.O. Box 116
Portales, NM 88130
(575) 356-4455



www.wheelermortuary.net
Service information line (575) 356-1234

LA CASA ES SU CASA!

Family Focused. Community Driven.
Locations in Portales and Clovis!



SERVICES

- Family Medicine
- Internal Medicine
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- Women's Health
- General Dentistry
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Same Day Appointments Available!

PROVIDING SAFE QUALITY CARE TO EVERYONE!

WE ACCEPT MEDICAID, MEDICARE, AND PRIVATE INSURANCE!
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LA CASA
FAMILY HEALTH CENTER

MEDICAL
(575) 356-6695
DENTAL
(575) 356-5517

ECONOMIC DEVELOPMENT

ROOSEVELT COUNTY AND PORTALES ECONOMIC DEVELOPMENT OPPORTUNITIES

Welcome to Portales and Roosevelt County, located on the beautiful High Plains of eastern New Mexico. We are a proud, diverse, and hard-working community of nearly 20,000 people with an economy based on Eastern New Mexico University, agriculture and milk, transportation, Cannon Air Force Base, wind power, and small business. Our homes are affordable, our public schools are excellent, and our community is safe. We have a vibrant downtown area with retail, restaurants, and events. Our university attracts entertainment and cultural events year-round. The unemployment rate remains relatively low, and we have many jobs available for skilled individuals from a variety of professions who wish to join us in one of America's top small towns for quality of life. Whether visiting for the first time or coming to stay a lifetime, we welcome you.

The Roosevelt County Community Development Corporation (RCCDC) continues to advance its mission of building a strong economy, creating jobs, retaining and helping expand existing businesses, recruiting new opportunities, and encouraging an entrepreneurial spirit within our community and county. We have seen many positive results through our efforts, and our community changed for the better.

LOCATE YOUR BUSINESS IN ROOSEVELT COUNTY, PORTALES

We encourage you to consider our area for your business investment, whether it's a start-up, relocation, or expansion. We know how important all areas of business are to our community, so we strive to assist small or large businesses and are committed to helping you be successful. The designation as an Opportunity Zone makes investing in our community that much more enticing.

WE WELCOME SMALL BUSINESS AND START-UPS!

The RCCDC has many tools of expertise to assist you in starting your business in our community. We have resources to help you develop a business plan, assist with site location, and discuss financial incentives that may fit your business.

WE WANT YOUR MANUFACTURING AND INDUSTRY IN PORTALES.

Do you have a product you'd like to manufacture on a larger scale? We have the resources to help you plan and move towards building your product into mass production. Do you want to expand your existing manufacturing or industry business? We are your "Made in the USA" location! We offer a central distribution location to many larger regions in the southwest. We have excellent industrial parks, to include property around the airport, that can accommodate your needs from the ground up, or we'll assist in securing the perfect property within the community for you.



TRANSPORTATION

Roosevelt County sits at the convenient crossroads of several U.S. highways and the trans-continental BNSF railway. Portales is within an easy day's drive to Austin, Dallas, Denver, Oklahoma City, Phoenix, and San Antonio and less than four hours from Albuquerque, Amarillo, Lubbock, and Santa Fe. Over 300 residents are employed in the transportation industry at average wages of more than \$44,000. Because Portales is conveniently located in the center of the southwest, backhaul rates are excellent, and transportation is bolstered by rail-served industrial sites.

ALTERNATIVE/RENEWABLE ENERGY

The Portales "wind belt" in Roosevelt County has attracted major wind developers such as the San Juan Mesa Wind Farm owned by Edison Electric and Citibank, producing power for Xcel Energy at a low-cost rate. It is one of the most reliable wind farms in the USA. A 250-megawatt project in south Roosevelt County has just been completed, and the Sagamore project, which went online in late 2020, will produce another 525 megawatts.

With many dairies, which means a lot of cows and the resulting manure, there is a great untapped opportunity for the production of Renewable Natural Gas (FNG). Our dairymen are eager to find ways to be better environmental stewards of our community.

FOOD PRODUCTION AND AGRICULTURE

Roosevelt County is home to approximately 26 dairies and a major dairy solids plant, together producing and exporting hundreds of millions of dollars of milk products annually. In addition there are five beef feedlots now located in the county. The food and dairy industries add nearly \$300 million per year to the local economy.

Peanuts continue to be an important staple to the economy in our area. Local mills process the Valencia peanut. Other agricultural products grown are wheat, sorghum, alfalfa, cotton, and chile. Beef cattle are raised on the rangelands of Roosevelt County.

As of April 1, 2022, New Mexico communities are able to sell recreational cannabis to anyone over 21. With the passing of this law to make medical and recreational cannabis legal comes economic development

opportunities for Roosevelt County for the cannabis industry for testing, manufacturing, and research, as well as for being a cannabis retailer, producer, or producer microbusiness for the surrounding area.

EASTERN NEW MEXICO UNIVERSITY (ENMU)

- The third-largest university in New Mexico with over 6,000 students
- Offering over 60 associate, bachelor, and master degrees
- 97% student satisfaction rate
- Federally designated Hispanic-Serving Institution
- Close to \$221 million in campus improvements in recent years. Many recently renovated buildings include Jack Williamson Liberal Arts Building, Guadalupe Residential Hall, Science Building, Music Building, Communications and Broadcast Center, and the Art and Anthropology Building. A multi-million dollar stadium and a state-of-the-art Student Success Center have recently been completed.

ENMU brings culture and diversity to the community and excellent educational and recreational opportunities.

HOUSING

Roosevelt County is a booming housing market, and several new subdivisions are enjoying steady sales. Homes in Portales start in the \$120K range, the median home price is \$130k, and many are built to Energy Star standards. Locations include close-in subdivisions within walking distance to the university and central business district. Both the pre-built and custom homes cost around \$150 per square foot.

WESTERN HORIZONS INDUSTRIAL PARK

- Dairy Farmers of America (DFA) - largest U.S. producer/exporter of milk protein concentrate, powdered milk.
- My Mar Terminal Services LLC
- Hoover Hatchery Inc

PORTALES AIRPORT

- 5,500/4650 foot runways
- 24/7 fueling
- 25 T-Hangers with 10 more on the way
- Flight School in the planning stages



CONTACT US:

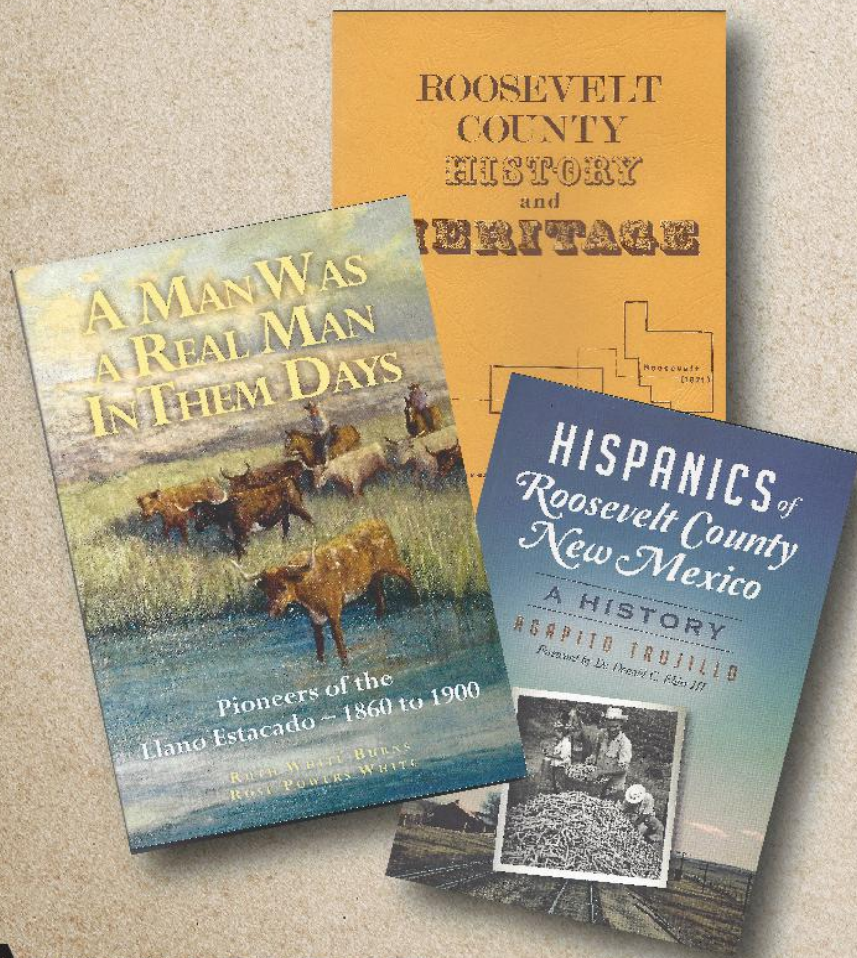
Jodi Diaz
Roosevelt County Community
Development Corporation
100 S. Avenue A
Portales, NM 88130
(575) 356-8541



City of Portales Welcomes You

www.portalesnm.gov

LOCAL HISTORY BOOKS FOR SALE



**AVAILABLE AT
THE CHAMBER**
100 S AVE A
PORTALES, NEW MEXICO



PLACES OF WORSHIP

Arch Baptist Church
(575) 276-8295

Bethel Baptist Church
(575) 276-0330

Baptist Student Union
(575) 356-4252

Calvary Baptist Church
(575) 356-4273

Central Christian Church
(575) 356-6001

Christian Campus House
(575) 760-1843

Church of Christ, Brazos Street
(575) 356-4515

Church of Christ, Dora
(575) 477-2226

Church of Christ, Northside
(575) 760-2085

Church of Christ, Southside
(575) 359-0559

Church of Christ, 3rd and Kilgore
(575) 356-6150

Church of Christ, Portales Valley
(575) 226-3333

Church of God of Prophecy
(575) 356-6910

Church of Jesus Christ of Latter-Day Saints
(575) 356-3184

Church of the Nazarene
(575) 356-6255

Dora Baptist Church
(575) 477-2246

Elida United Methodist
(575) 274-6356

Emmanuel Baptist
(575) 356-8275

Faith in Christ Lutheran Church
(575) 356-2510

Fellowship Baptist
(575) 356-5373

First Baptist Church
(575) 356-3883

First Baptist Church of Elida
(575) 274-6371

First Presbyterian Church
(575) 356-5533

First Spanish Baptist Church
(575) 356-4782

First United Methodist Church
(575) 356-8597

First United Pentecostal Church
(575) 359-1994

Floyd United Methodist Church
(575) 478-2439

Generations Church
(575) 359-1559

Grace Fellowship Baptist Church
(575) 356-6023

Iglesia Bautista Bethel
(575) 276-8459

Kingdom Hall of Jehovah's Witnesses
(575) 356-2778

Legacy Church
(575) 762-7751

Living Faith Church
(575) 356-6734

Milnesand Baptist Church
(575) 714-1205

New Testament Church
(575) 226-0505

Seventh Day Adventist
(575) 219-1758

St. Helen's Catholic Church
(575) 356-4241

The Porch
(575) 607-5962

Trinity Episcopal Church
(575) 356-6860

Trinity Family Center
(575) 356-5778

University Baptist Church
(575) 356-4501

Victory Life of Church
(575) 356-4901

Vineyard Church
(575) 356-3040

*A house of prayer
for all people*



St. Helen Catholic Church

Service Times

Saturday: 4pm (English)

Sunday: 9am (English), 12pm (Spanish), 5pm (English)

Weekdays: Monday, Thursday & Friday 8am (English),
Wednesday 6pm (Spanish)

Confession: Saturday 3-4pm or by appointment.
For appointment call the office at 575-356-4241.

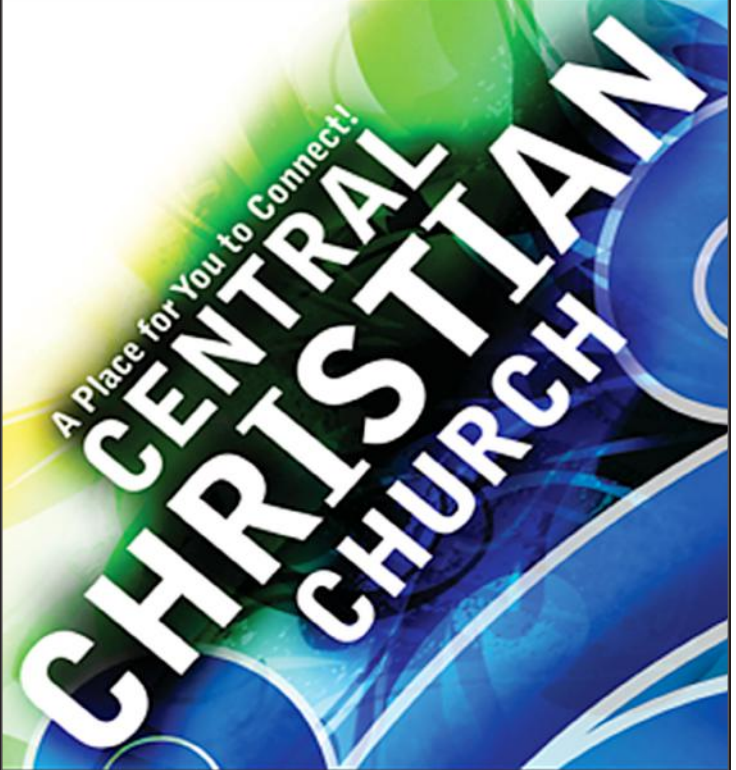
Blessed Sacrament Exposition: Wednesday 5pm & 7pm, Thursday & Friday 7am
Saturday after 4pm Mass, Sunday after 5pm Mass

Newman Center, Chapel, and Office: 1604 W. 17th Street 575-356-4241

Office Hours: Monday – Thursday 8am-noon, 1pm-5pm

1600 S Avenue O, Portales sthelenportales.org

www.CentralWired.org



Portales, NM (575) 356-6001

NMCCH

New Mexico Christian Children's Home

Since 1954



Youth Homes



Single Parent
Homes



Young Adult
Homes



New Mother
Homes

NMCCH provides Christian homes and community for youth, young adults, new mothers and single parent families. In conjunction with long-term shelter, food, and clothing, we provide and coordinate social services including mental health counseling, spiritual mentorship, life coaching, adoption services, and educational & vocational opportunities to the people we serve. The mission of

NMCCH is to be people who love God and love our neighbors, working in partnership with family, church and community to improve the lives of disadvantaged individuals, following the biblical call of Jesus to "go and do likewise" while inspiring others to do the same.

575-356-5372

contact@nmcch.org

1356 NM 236 Portales, NM 88130

go and likewise.



**ROOSEVELT
COUNTY
MINISTERIAL
ALLIANCE**

THE ROOSEVELT COUNTY MINISTERIAL ALLIANCE

Members of the Body of Christ working
TOGETHER to address problems and promote
Christ in Portales!

WHO WE ARE:

The "Alliance" is made up of Members of Churches, Ministries, Non-Profit Groups and Individuals that care about our community and want to work together to deal with poverty and problems that we see in Portales and all of Roosevelt County.

WHAT WE DO: Emergencies Only

- Help Families Pay Utility Bills—Using the Red Kettle Fund
- Provide emergency shelter for stranded travelers/others One night in a motel
- Host the "Red Kettle" Campaign! – ALL monies stay right here in Portales!
- Host Special Worship Events –Thanksgiving, National Day of Prayer, etc.
- Partner with Lighthouse Mission/Freedom Ranch
- Meet Monthly and Pray!

We meet on the 2nd Thursday of each month at 9:00am. We invite all members to join us, to pray, and to share what is going on in their churches so that we might encourage unity and work together!

Please join with us as we attempt to BLESS Portales and impact our County with the Hope that only comes from Jesus!



Christian P. Christensen, LLC Attorney at Law



*"Let us help you with
your legal concerns."*

101 N. Avenue A • Portales

575-226-5291

cpclawoffice.com

MEMBER DIRECTORY

ACCOUNTANTS, CERTIFIED-PUBLIC H & R Block

421 S Ave S, Suite B
Portales, NM 88130
(575) 356-8352
hrblock.com

Luna Tax & Accounting

217 S. Ave. A
Portales, NM 88130
(575) 359-1264

Woodard, Cowen & Co., CPA

118 E. 2nd St.
Portales, NM 88130
(575) 356-8564

AGRICULTURE Bethel Boer, LLC

2807 S. Roosevelt Road 2
Portales, NM 88130
(575)-760-0598

J.D. Heiskell & Co.

117 E. Commercial
Portales, NM 88130
(575) 356-4485
heiskell.com

Ledbetter Chile
Portales, NM 88130
(575) 760-6143

Roosevelt County Extension Office

705 E Lime St
Portales, NM 88130
(575) 356-4417
roosevelttextension.nmsu.
edu

Roosevelt County Farm & Livestock Bureau

1414 S. Ave O
Portales, NM 88130
(575) 760-7335

Spra-Green, Inc.

P.O. Box 845
Portales, NM 88130
(575) 356-6636

Williams Livestock Ranch

7834 NM HWY 206
Portales, NM 88130
(843) 412-4384

AIR FORCE GOVERN- MENT CONTRACTOR QuantiTech, Inc.

(931) 454-7369
quantitech.com

ASSISTED LIVING RESIDENCE

BeeHive Homes of Portales

1420 S. Main
Portales, NM 88130
(575) 356-0466
assistedlivingcarenm.com

Good Life Senior Living

2013 W. 18th St.
Portales, NM 88130
(575) 226-5307
goodlifeseniorliving.com

ATTORNEYS

Christian P. Christensen, LLC Attorney at Law

101 N. Ave. A
Portales, NM 88130
(575) 226-5291
cpclawoffice.com

AUCTIONEERING SERVICE

All Star Auction Company

(575) 760-9188
allstar-auction.com

AUTOMOBILE SALES/SERVIC

Hamilton GM Country

42447 US Hwy 70
Portales, NM 88130
(575) 356-3501
hamiltongmcountry.com

Bender Auto Group

2500 Mabry
Clovis, NM 88101
benderchevybuickgmc.com

AUTOMOBILE REPAIRS & SERVICE

First Service Collision

405 N Kilgore
Portales, NM 88130
(505)359-0422

Quality Motor Company
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Portales, NM 88130
(575) 356-6724

AWARDS
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Clovis, NM 88101
(575) 763-6020

BAKERIES
Kaffee'N'Kuchen LLC
1917 Glenarm Dr
Clovis, NM 88101
(575) 777-1153

BANKS & BANKING
ASSOCIATIONS
Cannon Federal Credit Union
1244 N. Kilgore Ave.
Portales, NM 88130
(575) 742-3700
cannonfcu.org

First Financial Credit Union
700 W. 2nd St.
Portales, NM 88130
(575) 356-5530
ffnm.org

J.P. Stone Community Bank
109 E. 2nd Street
Portales, NM 88130
(575) 356-6601
jstonecb.com

New Mexico Bank & Trust (Portales) now UMB Bank
1612 E. Spruce St.
Portales, NM 88130
(575) 356-1060
nmb-t.com

U.S. Bank
400 W. First Street
Portales, NM 88130
(575) 359-1256
http://www.usbank.com

Western Commerce Bank
220 N. Chicago
Portales, NM 88130
(575) 769-1975
https://www.wcb.net/

Wells Fargo Bank NM, N.A.
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Portales, NM 88130
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wellsfargo.com

BARBER SHOP
Reflection Hair Studio
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Portales, NM 88130
(575) 359-0473

Rosie's Hair Cuts
1807 S Ave D
Portales, NM 88130
(575) 791-5008

BED & BREAKFAST LODGING
Almost Home B&B
8168 NM 206
Portales, NM 88130
(575) 356-0011
almosthomebedandbreakfast.com

BOTTLERS
Pepsi Beverage Company
400 North Prince
Clovis, NM 88101
(575) 769-1965

BOOKKEEPING SERVICES
Books & Balances, LLC
(575) 693-9408

BOUTIQUES AND SPECIALTY SHOPS
The Sewing Basket & More
413 S. Main Street
Portales, NM 88130
(575) 356-2272

BUSINESS DEVELOPMENT
Clovis/ Curry County Chamber of Commerce
105 E Grand
Clovis, NM 88101
clovisnm.org

Roosevelt County Chamber of Commerce
100 S. Ave. A
Portales, NM 88130
(575) 356-8541
portales.com

Roosevelt County Community Development Corporation
100 S. Ave. A
Portales, NM 88130
(575) 356-8541
goportales.com

Small Business Development Center at CCC
417 Schepps Blvd.
Clovis, NM 88101
(575) 769-4136
clovis.edu/sbdc

ZenBusiness
Austin, Texas
(512) 765-4985

CANNABIS DISPENSARIES
Horizon Cannabis Company
312 S. Main Street
Portales, NM 88130
(575) 607-5099

NM Green Door
815 E. Brazos St
Portales, NM 88130
(575) 226-2930
nmgreendoor.godaddysites.com

Pecos Valley Production
215 E. 2nd St.
Portales, NM 88130
(575) 226-3160

High Supply Cannabis LLC
106 N. Main
Portales, NM 88130
(575) 571-8983

CARPET SALES/ INSTALLATION
Prestige Carpet
118 S. Ave A.
Portales, NM 88130
(575) 356-3831

Carpet Care
Carpet Tech
101 Hall St
Clovis, NM 88101
(575) 7682-0086

CAR WASH
Soapy Springs Car Wash
1000 W. 1st
Portales, NM 88130
(575) 762-2564

CATERERS
Sodexo
Station 51
ENMU Campus Union
Portales, NM 88130
(575) 562-2217
enmu.sodexomyway.com

CELLULAR SERVICES
T-Mobile
1608 E Spruce St 900
Portales, NM 88130
(575) 320-1039

CHILD DEVELOPMENT & DAY CARE
Kidzo Portales
820 W. 18th St.
Portales, NM 88130
(575) 562-7762
k-beehomecareservices.com

Enchantment Academy
1900 South Ave I
Portales, NM 88130
(575) 226-3246

Little Buckaroo Daycare and Preschool, LLC
829 E. 2nd St
Portales, NM 88130
(575) 226-3730

Mimi's Little Buckaroos Childcare Center
829 E 2nd Street
Portales, NM 88130
(575) 226-3730

CHILDREN'S HOMES
N.M. Baptist Children's Home & Family Ministries
2200 S. Avenue I
Portales, NM 88130
(575) 359-1254
nmbch.com

New Mexico Christian Children's Home
1356 NM Road 236
Portales, NM 88130
(575) 356-5372
nmcch.org

CHIROPRACTORS
High Plains Chiropractic
201 S. Abilene
Portales, NM 88130
(575) 356-0600

Hilliard Chiropractic Group
112 E. 4th Street
Portales, NM 88130
(575) 356-6982
beyondbackaches.com

Smith Chiropractic Center
1400 South Ave D, Suite A
Portales, NM 88130
(575) 356-4440
smithchiropracticnm.com

CHURCHES
Central Christian Church
1528 South Main
Portales, NM 88130
(575) 356-6001
centralwired.org

Emmanuel Baptist Church
524 N. Globe
Portales, NM 88130
(575) 356-8275
ebcportales.com

First Baptist Church
100 S. Ave. C
Portales, NM 88130
(575) 356-6761
fbcportales.org

First Presbyterian Church
108 S. Avenue F
Portales, NM 88130
(575) 356-5533

First United Methodist Church
200 S. Ave. C
Portales, NM 88130
(575) 356-8597

Legacy Church
820 W. 18th St.
Portales, NM 88130
(575) 762-7751

St. Helen Catholic Church

1600 S. Avenue O
Portales, NM 88130
(575) 356-4241
sthelenportales.org

Third and Kilgore Church of Christ

1701 E. Third Street
Portales, NM 88130
(575) 356-6150
3Kchurch.org

Trinity Church

601 S. Ave. B
Portales, NM 88130
(575) 219-1131
trinityportales.com

**CIVIC ORGANIZATION
Altrusa International
Club of Portales**

P.O. Box 1003
Portales, NM 88130

**AMERICAN LEGION
POST 31**

P.O. Box 275
Portales, NM 88130
(575) 226-0302

Floyd Lions Club

PO Box 10
Floyd, NM 88118
(575) 760-1317
facebook.com/floydlions.
jamboree

Portales Rotary Club

P.O. Box 631
Portales, NM 88130
(575) 359-1730

Portales Woman's Club

309 W. 1st Street
Portales, NM 88130
(575) 219-1893

**CLOTHING
Bar G Western Wear**

115 W. 2nd Street
Portales, NM 88130
(575) 359-0794

Bealls

601 W. 18th St.
Portales, NM 88130
(806) 801-0299

Consigning Women

104 S. Avenue A
Portales, NM 88130
(575) 359-3088

Oliver's Emporium

103 W 2nd St
Portales, NM 88130
(575) 219-5687

Sheila's

(806) 787-1708

**COFFEE SHOP
Sip & Savor**

519 E. 2nd Street
Portales, NM 88130
(575) 356-8672

**Sweetwater's at
Landall's**

421 S. Ave. C, Suite G
Portales, NM 88130
(575) 226-3811

**COMMUNICATIONS
Zia Broadcasting**

Portales, NM 88130
(575) 763-4401
ziaradiogroup.com

CONCRETE**Portales Concrete, Inc.**

2010 S. Roosevelt Road 6
Portales, NM 88130
(575) 356-8021

**CONSTRUCTION - HOME
BUILDERS, GENERAL
CONTRACTORS****Arise Construction, LLC**

2144 Ashford
Clovis, NM 88102
ariseconstruction.net

**Bradbury Stamm
Construction, Inc.**

7110 2nd Street NW
Albuquerque, NM 87113
(505) 765-1200
Bradburystamm.com

**Castillo Spray Foam LTD
Co.**

5889 Chalk Hill Road
Portales, NM 88130
(575) 268-1188

Garcia & Sons

114 S. Ave. A
Portales, NM 88130
(575) 218-4904
garciaandsonsroofingbuild-
ing.com

Lakes Granite, LLC

601 South Ave C
Portales, NM 88130
(575) 268-9109
http://lakesgranitellc.com

Nixon Enterprises, Inc.

507 E. 2nd Street
Portales, NM 88130
(575) 356-8672
https://buildwithnixon.com

**Tru Estates, LLC and LGT
Construction**

708 E. 2nd Street
Portales, NM 88130
(575) 356-8412

**CONTRACTORS-
ELECTRICAL****Cox Refrigeration &
Electric Inc.**

301 S. Main
Portales, NM 88130
(575) 356-6164
coxrefrigerationandelec-
tricinc.com

Privett Electric

Portales, NM 88130
(575) 226-2115
privettelectrichvac.com

**DAIRY SYSTEMS
PBI Parlor Systems**

43214 D US 70
Portales, NM 88130
(575) 356-8785
pbiparlorsystems.com

DENTAL CARE**Eastern Family Dentistry**

1521 W. 18th St.
Portales, NM 88130
(575) 356-8514
easterndentistry.com

**DISTRIBUTORS
Dairy Farmers of
America-Portales**

1820 S. Industrial Dr.
Portales, NM 88130
(575) 359-2841
dfamilk.com

DONUTS

Daylight Donuts
600 E. 2nd St.
Portales, NM 88130
(575) 356-8762

**ECONOMIC & COMMUNI-
TY DEVELOPMENT
Roosevelt County Com-
munity Development
Corporation**

100 S. Ave. A
Portales, NM 88130
(575) 356-8541
rooseveltcdc.org

**EDUCATION
ORGANIZATION
Clovis Community
College**

417 Schepps Blvd.
Clovis, NM 88101
(575) 769-4131
clovis.edu

ENMU Athletics

1500 S. Ave. K, Steve Loy
Family Foundation Arena
St. 17
Portales, NM 88130
Goeasternathletics.com

ENMU Foundation

ENMU Station 8
1500 S. Ave. K
Portales, NM 88130
(575) 562-2412
http://www.enmu.edu/giv-
ing

**ELDERLY RENTAL
HOUSING
Portales Estates -
Portales Properties**

1903 S. Ave I
Portales, NM 88130
(575) 359-0610
https://fairwaymanagement.
com/portalesestates

**ELECTRONICS
Robert's TV & Appliance/
Radio Shack**

420 S. Ave. C
Portales, NM 88130
(575) 356-6317
robertstvandappliance.com

Embroidery, Custom

The Design Wearhouse
1408 S. Ave. D
Portales, NM 88130
(575) 799-0324

EMERGENCY SERVICES**AeroCare**

42121 U.S. 70
Portales, NM 88130
(806) 853-5935

**EMPLOYMENT
New Mexico Workforce
Connection**

111 Main Street
Clovis, NM 88101
(575) 762-4571
jobs.state.nm.us

ENERGY**Orsted**

321 East Main, Suite 300
Charlottesville, VA 229*02
(804) 980-1826

ENGRAVERS**Dotson Laser Engraving**

Clovis, NM 88101
(575) 309-4080

**EVENT RENTAL
PROPERTY****The Well**

311 S. Main St.
(575) 693-7622

**EYEWEAR
Optical Source**

401 W. 4th Street
Portales, NM 88130
(575) 226-3871
facebook.com/Optical-
Source

**FACE PAINTER &
JEWELRY SALES**

Paint Party
(575) 693-5573

**FAMILY ENTERTAIN-
MENT****Glitter & Glow Light
Show**

U.S. 70 (Old Greyhound
Stadium)
In December Christmas
time
(575) 749-2200

**Roosevelt County
Historical Museum**

(575) 562-2592

**FARMERS MARKET
The Veggie Shack**

42609 Hwy. 70
Portales, NM 88130
(575) 356-3565

**FEED & FARM & RANCH
SUPPLIES
Creighton's Town &
Country**

1625 S. Ave. D
Portales, NM 88130
(575) 356-3665
creightonstc.com

**FITNESS CENTER
Fitness & More**

108 S. Ave. A
Portales, NM 88130
(575) 356-6551
fitnessandmore24.com

SnapFitness

1608 E. Spruce Street
Portales, NM 88130
(575) 359-7100
snapfitness.com/us/gyms/
portales-nm

**FLOORING
Prestige Carpet**

118 S. Ave. A
Portales, NM 88130
(575) 356-3831

**FLORIST
Hestands Floral & Gifts**

813 W. 2nd Street
Portales, NM 88130
(575) 356-6951
hestandsfloralnm.com

**FUNERAL HOMES &
MEMORIAL PARKS
Wheeler Mortuary of
Portales, Inc.**

500 E. 3rd Street
Portales, NM 88130
(575) 356-4455
wheelermortuary.net

**FURNITURE
Ashley Homestore
Outlet**

312 South Ave. C
Portales, NM 88130
(575) 356-4814
ashleyfurniturehomestore.
com

**GARAGE DOORS
Harrison Doors**

117 W 2nd St
Portales, NM 88130
(575) 749-9454

**GAS STATION
C & S, Inc.**

300 W. 1st St.
Portales, NM 88130
(575) 356-4496
candsoil.com

**GENERAL
MERCHANDISE
Wal-Mart #2653**

1604 E. Spruce
Portales, NM 88130
(575) 359-3420
walmart.com

**GIFTS
Oliver's Emporium**

103 W 2nd St
Portales, NM 88130
(575) 219-5687

**GOLF CLUB
Portales Country Club**

523 S. Roosevelt Rd. U
Portales, NM 88130
(575) 356-8943

**GOVERNMENTAL
AGENCIES
City of Portales**

1028 Community Way
Portales, NM 88130
(575) 356-6662 x19
portalesnm.gov

DWI Program

1700 N. Boston
Portales, NM 88130
(575) 226-5237

**Healthy Kids, Healthy
Communities New
Mexico**

Portales, NM 88130
(575) 749-2268
healthykidsnm.org

Oasis State Park

1891 Oasis Road
Portales, NM 88130
(575) 356-5331
nmparks.com

Roosevelt County

109 W 1st Street
Portales, NM 88130
(575) 356-5307
rooseveltcounty.com

**GRAPHIC DESIGN
Mayne Design Co.**

Oklahoma City, OK 73107
(918) 330-9427
maynedesignco.com

Adobe

San Jose, CA 95110
(408) 753-5826
adobe.com/acrobat/busi-
ness/resources/wet-signa-
ture.html

**GROCERY STORE
Farmers Country Market**

501 W 18th Street
Portales, NM 88130
(575) 356-4036
farmerscountrymarkets.com

**HAIR CARE
Rosie's Hair Cuts**

1807 S. Ave. D
Portales, NM 88130
(575) 791-5008

**HARDWARE
Ace Hardware & Home
Center**

1300 S. Avenue D
Portales, NM 88130
(575) 356-5827

**HEALTH AND BODY
BALANCE PRODUCTS**

Balance Me
(575) 760-1723

Eaton Financial, LCC
(832) 971-4852

Hot Spot Nutrition

421 S Ave C suite C
Portales, NM 88130
(575) 749-1030

**HEALTHCARE – CLINIC
Absolutely You, LLC**

1233 West Fir Street
Portales, NM 88130
(575) 631-3036

**Arise Sexual Assault
Services**

42121 US -70
Portales, NM 88130
(575-226-7263)
arisenm.org/contact

**La Casa Family Health
Center**

1515 W. Fir
Portales, NM 88130
(575) 356-6695
lacasahealth.com

**Pregnancy Resource
Center**

1412 S. Ave. O, Suite A
Portales, NM 88130
(575) 935-5433

**HEALTHCARE - HOME
HEALTH CARE
Community Homecare,
Inc.**

1944 West 21st Street
Clovis, NM 88101
(575) 769-2243
chomecare.com

Interim Health Care

1608 E. Spruce Suite 700
Portales, NM 88130
(575) 226-4663
interimhealthcare.com

**K-Bee Homecare
Services**

208 W. 2nd St.
Portales, NM 88130
(575) 356-3122
k-beehomecareservices.
com/

**HEATING & AC
DISTRIBUTORS,
EQUIPMENT & REPAIRS
Buddy's Plumbing,
Mechanical and Home
Inspections**

Portales, NM 88130
(575) 799-0592

**Chaparral Heating & Air
Conditioning, Inc.**

416 S. Avenue C
Portales, NM 88130
(575) 356-8618
chaparralheating.com

Freedom Aire, LLC.

Portales, NM 88130
(575) 693-2900

**I.T.S. Refrigeration &
Heating**

553 SR 523
Clovis, NM 88101
(575) 769-6015

**HOSPITALS/CLINICS
Roosevelt General
Hospital**

42121 Highway US-70
Portales, NM 88130
(575) 359-1800
myrgh.org

HOTELS/MOTELS

Sands Motel

1130 West First Street
Portales, NM 88130
(575) 356-4424

**ICE CREAM SHOP
Sweetwater's at
Landall's**

421 S. Ave. C, Suite G
Portales, NM 88130
(575) 226-3811

**INSURANCE SERVICES
Albuquerque Hispano
Chamber of Commerce**

1309 4th St. NW
Albuquerque, NM 87102
(505) 842-9003

beWellNM

PO Box 70475
Albuquerque, NM 87197
(505) 433-3498
bewellnm.com

**Blue Cross Blue Shield
of New Mexico**

5701 Balloon Fiesta Parkway
NE
Albuquerque, NM 87113
1-800-672-9700
bcbsnm.com

**David Bonner State
Farm Insurance Agency**

310 S. Main
Portales, NM 88130
(575) 356-8503
statefarm.com

**Eastern Plains Insurance
Corporation**

700 S. Ave. C
Portales, NM 88130
(575) 359-1227
portalesinsurance.com

Farm Bureau Financial Services

101 E. 1st Street
Portales, NM 88130
(575) 356-6621
bradenfrazee.fbfsagents.com/

Farmer's Insurance Zolia Pena Agency

421 S Ave C, Suite D
Portales, NM 88130
(575) 693-7535

Garcia Insurance LLC

313 W. 18th Street, Suite A
Portales, NM 88130
(575) 749-3224
facebook.com/GARCIAIN-SURANCEAGENCYLLC

LP Insurance Services, LLC

122 S. Avenue A
Portales, NM 88130
(575) 356-6676
lpins.net/

Ken Miyagishima District Manager Farmers Insurance

1510 S. Solano Drive
Las Cruces, NM 88001
kmiyagishima@farmer-sagent.com

Pebsworth Insurance

101 W. 2nd Street
Portales, NM 88130
(575) 356-8787
pebsworth.com

INTERNET SERVICE Yucca Telecom

201 W. 2nd Street
Portales, NM 88130
(575) 226-2255
yuccatelecom.com

INVESTMENT COUNSELORS Edward Jones

403 W. 4th St.
Portales, NM 88130
(575) 356-0330
edwardjones.com

Edward Jones-David McDermid

819 S. Ave. C Place
Portales, NM 88130
(575) 359-7874
edwardjones.com

JANITORIAL SERVICE Encompass Cleaning Solutions

2144 Ashford
Clovis, NM 88130
(575) 791-9002
encompasscleaningsolutions.com

Quality Janitorial

427 Brasher Road
Hagerman, NM 88232
(575) 840-8471

JEWELRY

Diamonds Evermore
1407 N. Main St.
Clovis, NM
(575) 935-7070
diamondsevermore.com

Michelle Bargas

Portales, NM
(575) 760-7605

Oliver's Emporium

103 W 2nd St
Portales, NM 88130
(575) 219-5687

Over The Top Treasures, LLC

Portales, NM
(575) 799-0949

The Lovelady Co

Portales, NM
(575) 67-8976

Tracey's Jewels

Portales, NM
(432) 466-3206

LANDSCAPING ARCHITECTS CONTRACTORS & DESIGNERS

Drought Solutions
Portales, NM 88130
(361) 563-8196

LAUNDROMAT

Happy Wash Laundromat
115 S. Ave. G
Portales, NM 88130
(575) 607-5181

LOANS & TAX SERVICE

World Finance
1122 W 1st Street
Portales, NM 88130
(575) 825-2140

LOCKSMITH

Larry's Lockshop
Portales, NM 88130
(575) 356-6377

Lodging

Comfort Inn Portales Inn
223 W. 2nd Street
Portales, NM 88130
(575) 226-3996
bestwestern.com

Holiday Inn Express & Suites

1901 W. 2nd Street
Portales, NM 88130
(575) 356-4723
holidayinnexpress.com

Super 8 Motel

1805 W. Second Street
Portales, NM 88130
(575) 356-8518
super8.com

LUMBER

Kenneth Herbert Lumber
317 S. Main
Portales, NM 88130
(575) 356-5253

MANUFACTURED HOMES

Homespot Properties, LLC
42479 US 70
Portales, NM 88130
(575) 356-5639
homespotonline.com

MARKETING

Energy Resources
7100 Broadway, Suite 5-G
Denver, CO 80221
(806) 570-7493

Lists 4 Less, LLC

Portales, NM 8813
(575) 231-9937
www.Lists4Less.net

Medical Equipment

Mimis Creations
(575) 749-8012

MENTAL HEALTH

Mental Health Resources, Inc.
300 E 1st Street
Portales, NM 88130
(575) 359-1221
mhrnewmexico.com

N.M. Baptist Children's Home & Family Ministries

2200 S. Avenue I
Portales, NM 88130
(575) 359-1254
nmbch.com

Nurstead Mental Health & Consulting Services

604 E 2nd Street
Portales, NM 88130
(575) 935-6262
nursteadmh.com

Portales Professional Social Work Services

Valerie Shines Warmly
Pacini LISW/LCSW
100 S. Ave. A
Portales, NM
(575) 356-9884

Metal Products

Shelley Shopworks
(575) 640-9168

MONUMENTS

Legacy Monuments, LLC
905 W. 18th St.
Portales, NM 88130
(505) 550-6321
legacymonumentsnm.com

MORTGAGE LOANS & BANKERS

PRMI, Primary Residential Mortgage, Inc.

2610 N. Prince. St.
Clovis, NM 88101
(575) 763-5363
chooseprmi.com

MOVING & STORAGE Cissell Transfer & Storage, Inc.

400 Sycamore
Clovis, NM 88101
(575) 763-7321
atlasvanlines.com

Southside Storage

325 W. 18th Street
Portales, NM 88130
(575) 359-0232

MUSIC TEACHING

Streseman Wilkinson Music

Portales, NM 88130
(505) 210-7357

NEWSPAPERS

The Eastern New Mexico News

521 Pile Street
Clovis, NM 88101
(575) 763-3431
easternnewmexiconews.com/

NEWS MEDIA

The Roosevelt Review
therooseveltreview.com/
(575) 562-0621

NON-PROFIT

Boy Scouts of America Conquistador Council

2603 North Aspen Avenue
Roswell, NM 88201
(575) 622-3461
conquistador-bsa.net

Community Services Center

1100 Community Way
Portales, NM 88130
(575) 356-8576
cscfportales.com

Consigning Women/Angel Ministries

104 S. Avenue A
Portales, NM 88130
(575) 359-3088

Girl Scouts of New Mexico Trails

1200 N. Thornton St.
Matt 25 Center
Clovis, NM 88101
(505) 343-1040
nmgirlscouts.org

**Habitat for Humanity
of Roosevelt and Curry
Counties**

620 West 1st St.
Portales, NM 88130
(575) 359-1344
habitatrcc.com

**Food Bank of Eastern
New Mexico**

2217 E. Brady
Clovis, NM 88130
(575) 763-6130
foodbankenm.org

Monarch Formals

Clovis, NM 88101
(575) 749-8177
monarchformals.org

**Pregnancy Resource
Center**

1412 S Ave O, Suite A
Portales, NM 88130
(575) 935-5433

**Right to Life of Roos-
evelt & Curry County**

(575) 714-0160

**United Way of Eastern
New Mexico**

200 N Thorton, Suite C
Clovis, NM 88102-0806
(575) 769-2103
unitedwayenm.org/

VFW Post #9515

316 S. Main
Portales, NM 88130
(575) 359-0332

**NURSING HOMES
Coronado Care Center**

1604 W. 18th Street
Portales, NM 88130
(575) 359-4719
<http://www.coronadocare-center.com>

**OFFICE - SUPPLIES,
EQUIPMENT &
FURNITURE
Holland's Clovis Office
Equipment**

601 Pile
Clovis, NM 88101
(575) 763-3495
hollandscoe.com

PTS Office Systems, Inc.

(505) 850-5565
ptsofficesystems.com

**OPTOMETRISTS
Clovis Vision Associates**

1217 Pile
Clovis, NM 88101
(575) 763-5522

PACKAGE STORE

Dawg House
1013 W 2nd
Portales, NM 88130
(575) 356-6105

PARTY SUPPLIES

Happy Snaps
116 Savannah Ct
Clovis, MN 88101
(575) 607-5424

**PEANUT PROCESSORS/
RETAIL**

Hampton Farms
620 E Lime St
Portales, NM 88130
(575) 356-8545
hamptonfarms.com

PHARMACY

Farmers Pharmacy
501 W. 18th St. #7233
Portales, NM 88130

Village Pharmacy

1719 S. Ave. D
Portales, NM 88130
(575) 356-8555
villagerx.com

PHOTOGRAPHY STUDIO

**Times Remembered
Photography Studio**

222 W. 2nd St.
Portales, NM 88130
(575) 226-7676
timesrememberedphoto.com

**PHYSICIANS & SURGERY
Manual Medicine Reha-
bilitation & Research**

811 Lexington Road
Clovis, NM 88101
(575) 935-6677

**PHYSICAL THERAPY
Coronado Care Center**

1700 S. Ave. D
Portales, NM 88130
(575) 359-4719

**Physical Therapy Care,
LLC**

304 S. Main
Portales, NM 88130
(575) 226-3375

**PLUMBING
Buddy's Plumbing,
Mechanical and Home
Inspections**

Portales, NM 88130
(575) 799-0592

**POLITICAL GROUPS
Republican Party of
Roosevelt County**

PO Box 1074
Portales, NM 88130
(575) 714-0160

Democratic Party

PO Box 814
Portales, NM 88130
575-791-3021

**PRINTERS
The Print Shop**

1101 East 3rd St
Portales, NM 88130
(575) 356-8531

PROMOTIONAL ITEMS

Vernon Sales
2216 Fairway Terrace
Clovis, NM 88101
(575) 799-3215
myvernon.biz/donnalabatt

**PROPERTY MANAGERS
Combs' Properties**

512 W Commercial
Portales, NM 88130
(575) 356-4436
combs-properties.com

Nubidia U Jaquez-Perez

(575) 562-9318

**RADIO BROADCASTING
STATIONS**

**KSEL AM/FM & KSMX
FM, Rooney Moon
Broadcasting, Inc.**

42437 US HWY 70
Portales, NM 88130
(575) 359-1759
kselcountry.com

**REAL ESTATE
Berkshire Hathaway
HomeServices**

Enchanted Lands Realtors
205 East Llano Estacado,
Suite B
Clovis, NM 88101
(575) 762-4200
enchantedlandshomes.com

**Eastern Sunbelt Real
Estate**

801 S. Ave. C
Portales, NM 88130
(575) 356-4428
easternsunbelt.com

Buena Vista Realty

521 West 2nd
Portales, NM 88130
(575) 226-0671
buenavista-nm.com

**Clovis/Portales
Association of Realtors**

1321 Pile
Clovis, NM 88101
(575) 762-4608
cpar-nm.com

**Homespot Properties
LLC**

42479 US 70
Portales, NM 88130
(575) 356-5639
homespotonline.com

Pecan Wood Estates

1920 S. Avenue O
Portales, NM 88130
(575) 607-7022
pecanwoodestates.com

**RE/MAX First Place
Realtors, Inc.**

120 S. Avenue A
Portales, NM 88130
(575) 763-3729
clovishomes.com

**Tru Estates, LLC and LGT
Construction**

708 E. 2nd Street
Portales, NM 88130
(575) 356-8412

Your 1st Choice 4 Realty

1529 S. Ave. D
Portales, NM 88130
(575) 760-9847
your1stchoice4realty.net/

**RENTALS
Eastern Sunbelt Real
Estate**

801 S. Ave. C
Portales, NM 88130
(575) 356-4428
easternsunbelt.com

Pecan Wood Estates

1920 S. Avenue O
Portales, NM 88130
(575) 607-7022
pecanwoodestates.com

**RESTAURANTS
Cattle Baron**

1600 S. Ave D
Portales, NM 88130
(575) 356-5587
cattlebaron.com

Coach J's Barbeque

800 W Second St
Portales, NM 88130

Domino's Pizza

515 W. 1st Street
Portales, NM 88130
(575) 359-2020
dominos.com

El Rancho Restaurant

101 South Chicago
Portales, NM 88130
(575) 359-0098
ElRanchoDeLosGarcias.com

Grindhead Coffee

Portales, NM 88130
(806) 559-7717
holygrounds77x@yahoo.com

**Juanito's Mexican Food
Restaurant, Inc.**

813 S. Ave. C Place
Portales, NM 88130
(575) 359-1860

**McCarty's Café Steak in
a Basket**

500 W. 2nd Street
Portales, NM 88130
(575) 359-2023

McDonald's Restaurant

1020 W. 1st St.
Portales, NM 88130
(575) 359-0204
mcdonalds.com

Pizza Hut

1001 N. Chicago
Portales, NM 88130
(575) 359-1277
pizzahut.com

Something Different Grill

805 W 2nd
Portales, NM 88130
(575) 356-1205
letseat.at/eatbowls
Sweetwater's at Landall's
421 S. Ave. C, Suite G
Portales, NM 88130
(575) 226-3811

Taco Box

1208 W. 1st Street
Portales, NM 88130
(575) 226-8226
tacobox.com

The Courthouse Café

109 S. Main Ave.
Portales, NM 88130
(575) 226-2253

RETAIL GOODS & SERVICES

Bealls
601 W 18th Street
Portales, NM 88130

The Design Wearhouse

1408 S Ave D
Portales, NM 88130

Winters Crystal Valley Market, LLC

117 S Main Ave
Portales, NM 88130
(432) 306-9507

SCHOOLS, COLLEGES & EDUCATION ENMU

1500 S. Avenue K
Portales, NM 88130
(575) 562-2121
enmu.edu

Floyd Municipal Schools

1564 NM 267
Floyd, NM 88118
(575) 478-2211
floydbroncos.com

Portales Municipal Schools

501 South Abilene
Portales, NM 88130
(575) 356-7000
portaleschools.com

SIGNS/BILLBOARDS Signman Signs

208 N. Ave A
Portales, NM 88130
(575) 356-4586

STORAGE FACILITIES American Porta-Stor

P.O. Box 1110
Clovis, NM 88101
(575) 762-7900
americanportastor.com

Southwest Storage

325 W 18th ST
Portales, NM 88130
(575) 359-0232

TAX SERVICES**H&R Block**

421 S. Ave. C, Suite B
Portales, NM 88130
(575) 356-8352

TELEPHONE DIRECTORY Names and Numbers

(602) 231-4000
namesandnumbers.com

The Local Pages

4910 Amelia Earhart Drive, #1
Salt Lake City, Utah 84116
(888) 249-6920
thelocalpages.net

TELEPHONE SERVICE**Yucca Telecom**

201 W. 2nd Street
Portales, NM 88130
(575) 226-2255
yuccatelecom.com

TELEVISION STATIONS KBIM/KRQE

13 Broadcast Plaza, SW
Albuquerque, NM 87104
(575) 764-5289
kbimtv.com

KOBTV

201 N Nevada, Suite B
Roswell, NM 88201
(575) 625-8888

THERAPY**MECA Therapies, LLC**

2000 W 21st Ave, Suite A1
Clovis, NM 88101
(575) 763-9517
mecatherapies.com/clovis-
mecatherapies/

THEATERS**Spencer Theater**

108 Spencer Road
Alto, NM 88312
(575) 336-4800
spehttpncrtheater.com

TIRE SALES & SERVICE C & S, Inc.

300 W. 1st St.
Portales, NM 88130
(575) 356-4496
candsoil.com

Forrest Tire Co., Inc.

2200 Mabry Drive
Clovis, NM 88101
(575) 762-0665
forresttire.com

TITLE COMPANIES**Aztec Abstract & Title Insurance, Inc.**

708 S. Ave. C
Portales, NM 88130
(575) 359-2132

Graham Abstract, LLC

121 West Second Street
Portales, NM 88130-6283
(575) 356-8505
TRANSPORTATION COMPLIANCE
DMV Select
1803 S. Ave. D
Portales, NM 88130
(575) 226-4100
dmvselect.com

TRUCK REPAIR**R & J Service, Inc.**

600 E. 1st St.
Portales, NM 88130
(575) 356-4719

TRUCKING**MyMar Terminal Services, LLC**

1705 Industrial Drive
Portales, NM 88130
(575) 226-3889

Western Dairy Transport

2 NM Highway 467
Portales, NM 88130
(575) 356-1400
wdtmilk.com

TUPPERWARE**Tupperware, Debbie Smith**

Clovis, NM
(575) 749-2733

UTILITIES**New Mexico Gas Company**

600 Georgia
Clovis, NM 88101
(575) 763-8412
nmgco.com

NextEra Energy**Transmission Southwest**

700 Universe Blvd
Juno Beach, FL 33408
(540) 494-9203

Roosevelt County**Electric Coop**

121 N Main St.
Portales, NM 88130
(575) 356-4491
rcec.coop

Xcel Energy

401 S. Norris
Clovis, NM 88101
(800) 895-4999
xcelenergy.com

VINEYARDS**Enchantment Vineyards**

2102 E. 3rd Street
Portales, NM 88130
(575) 226-9463
enchantmentvineyards.com

WATER UTILITY**AUTHORITY****Eastern New Mexico****Water Utility Authority**

801 Pile Street, Suite 214
Clovis, NM 88101
(575) 935-4262
enmwua.com

WELDING SUPPLIES/ EQUIPMENT**Eastern Equipment & Supply**

42421 N. Hwy. 70
Portales, NM 88130
(575) 356-5560
easternequipmentandsup-
ply.com/

YOUTH**Eric Goodkowsky**

Clovis, NM 88101
(575) 985-5555

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Roosevelt County
Community Development Corp.
rooseveltcddc.org



800.635.8036



100 S. Avenue A, Portales, NM 88130

PORTALES MUNICIPAL SCHOOL DISTRICT

L.C. Cozzens Administrative Offices
501 S. Abilene
Portales, New Mexico 88130
Telephone: 575-356-7000 FAX: 575-356-4377

BROWN EARLY CHILDHOOD CENTER
PRE-KINDERGARTEN & KINDERGARTEN
520 W. 5TH STREET

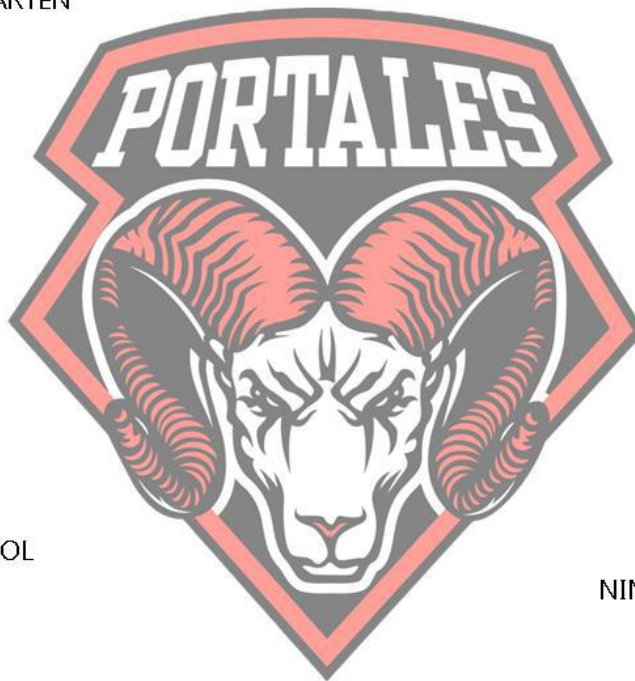
LINDSEY-STEINER ELEMENTARY SCHOOL
FIFTH & SIXTH GRADES
1000 N. AVENUE M
PHONE: 575-356-7060

JAMES ELEMENTARY SCHOOL
FIRST & SECOND GRADES
701 W. 18TH STREET
PHONE: 575-359-3675

PORTALES JUNIOR HIGH SCHOOL
SEVENTH & EIGHTH GRADES
700 E. 3RD STREET
PHONE: 575-356-7045

VALENCIA ELEMENTARY SCHOOL
THIRD & FOURTH GRADES
1405 S. GLOBE AVENUE
PHONE: 575-356-7090

PORTALES HIGH SCHOOL
NINTH THROUGH TWELFTH GRADES
201 S. KNOXVILLE
PHONE: 575-356-7015



RAMS

Portales Municipal Schools is a great choice for your children and family. Our schools have high academic standards, opportunities to raise personal expectations, outstanding educators, and many opportunities to provide your children with an engaging, well rounded, and personalized experience. Because there are no more than two grade levels in each of our schools before high school, students in the Portales School District grow up and create bonds similar to those of small rural schools. They know each other from the time they enter school until the time they graduate. We invite you to drop by for a visit, and see for yourself what Portales Municipal Schools has to offer.