



What's in our Backyard? How do you tell everyone?

A Two-part Hospitality Training Program for New Mexico's Frontline Service Personnel

- Interpersonal skills for success
- Local attractions; history; directions



PART ONE

- ❑ Recognizing and Developing Interpersonal Skills
- ❑ Working with the Public, Do's and Don'ts



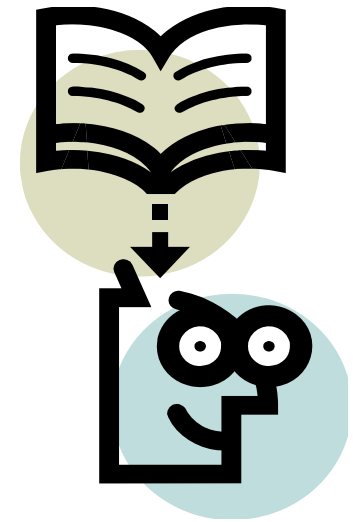
Definitions by Merriam Webster

Hospitable:

- given to generous and cordial reception of guests

Source:<http://www.m-w.com/>

- This requires the use of:
interpersonal communication
skills...



What are interpersonal skills?

A List of Interpersonal Skills Includes:

- [Verbal Communication](#) - What we say and how we say it.
- [Non-Verbal Communication](#) - What we communicate without words, body language is an example.
- [Listening Skills](#) - How we interpret both the verbal and non-verbal messages sent by others.
- [Negotiation](#) - Working with others to find a mutually agreeable outcome.
- [Problem Solving](#) - Working with others to identify, define and solve problems.
- [Decision Making](#) – Exploring and analyzing options to make sound decisions.
- [Assertiveness](#) – Communicating our values, ideas, beliefs, opinions, needs and wants freely.

Take an interpersonal skills assessment...see how you rate!!

<http://www.skillsyouneed.com/interpersonal-skills.html>

So, here is how interpersonal skills fit into the workplace...

Front Line Hospitality

- Being friendly
- Smiling
- Looking professional
- Being helpful
- Avoiding distractions
- Asking questions
- Solving problems
- Having fun!



The Hospitable Workplace

- Greet or acknowledge co-workers
- Say please and thank you
- Open doors for others
- Avoid the "Blame Game"

What not to do...

A short video clip about 'Front Desk First Impressions'...comical, but true...

[Http://www.youtube.com/watch?v=s3aR3yP4aKg](http://www.youtube.com/watch?v=s3aR3yP4aKg)

(This is REALLY and good video, so, PLEASE take a few minutes to view it)



Top Ten Qualities of a Great Hospitality employee

(or ANY employee, for that matter!!)

- **Commitment**--To be successful in the hospitality industry, you must be committed to ensuring customer satisfaction. You must do whatever it takes to keep customers happy and also create repeat business.
- **Communication Skills**--The most successful in the hospitality business are those with excellent communication skills. They can communicate effectively both orally and in writing
- **Computer Know-How**--A great hospitality employee has good computer skills and is familiar with a wide range of technological applications that are used within the industry.
- **Enthusiasm**--Great employees of the hospitality industry are enthusiastic about their jobs and strive to do the best work possible. They want to give their customers the best experience available.
- **Interpersonal Skills**--To be successful in hospitality, one must have top notch interpersonal skills, as the very nature of the business is to provide spectacular customer service.
- **Leadership**--Great hospitality employees have strong leadership skills and are able to command projects and make significant contributions to an organization's overall success.
- **Organized**--To stay on top of the multitude of tasks you'll face as a hospitality employee, you have to be organized and multitask without difficulty
- **Knowledgeable of Safety/Hygiene Issues**--Successful hospitality employees are familiar with rules of safety and hygiene as they apply to food serving places, hotels, and other places where people spend time.
- **Teamwork**--Successful members of the hospitality industry work well with others and can be a productive member of a team. They value the contributions of everyone.
- **Thorough**--Great hospitality employees are very thorough in their work and realize that any oversight could result in customer dissatisfaction.

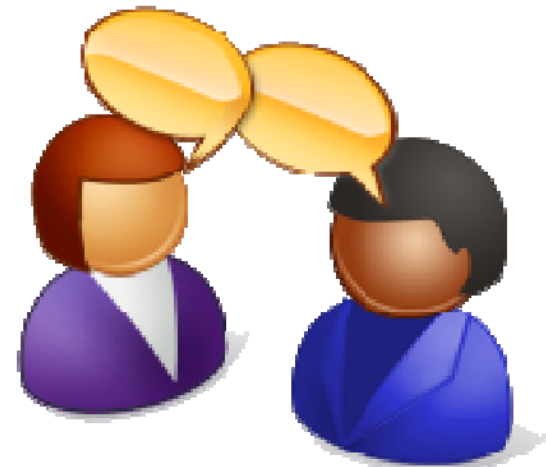
Special Situations...

may require adjustments or special arrangements

- Handicapped people
- Children
- Senior Citizens
- Female Travelers
- Foreign Visitors

Keys to Communication

- Actively listen
- Keep eye contact
- Don't interrupt
- Watch body language...yours and theirs
- Ask questions
- Use names



Telephone Courtesy

- Answer in three rings
- Identify the company
- Identify yourself!
- Placing calls on hold
- Transferring calls
- Personal calls
- Cell phones & text messaging



More Telephone Courtesy

- Words to avoid – yeah, huh, etc.
- Repeat the caller's name
- Smile as you speak/be pleasant
- Thank them for calling



Difficult Callers

CAREFUL...



- Ask how you can help
- Avoid transferring when possible
- Act quickly

Diffusing Difficult Situations

- *S*eriousness
- *P*ay Attention
- *I*dentify the problem
- *R*emember: Perception is reality
- *I*dentify a solution or alternatives
- *T*ake action

A Good Attitude Goes a Long Way

Your attitude reflects not only on you, it reflects:

- ❖ Your place of employment
- ❖ Your town
- ❖ Your state

ATTITUDE IS EVERYTHING!!

***Recent studies show that, when interviewing for a job, attitude attributes to 40% of employee success; 25% is Communication ability; 25% is Appearance; only 10% relates to actual JOB SKILLS*



Visitors, Travelers and Tourists

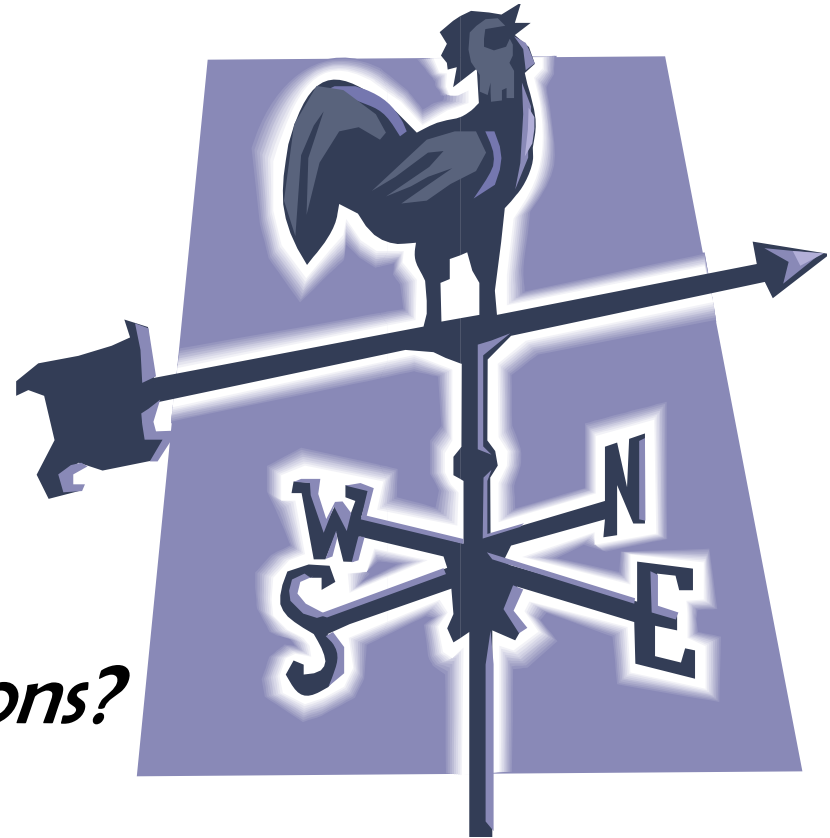


- Traveling can be stressful
- Be positive and upbeat
- Don't say, "There's nothing to do..."
- Suggest scenic or alternate routes
- Suggest places to see, things to do, where to eat

Giving Good Directions

- Know distances
- Give major routes
- Use landmarks
- North, South, East, and West

Do you know your directions?



Part Two

Local Attractions, History and Directions

- Giving good DIRECTIONS
- What is there to DO?
- Where is it AT?
- A little about our ATTRACTIONS



So which way is...

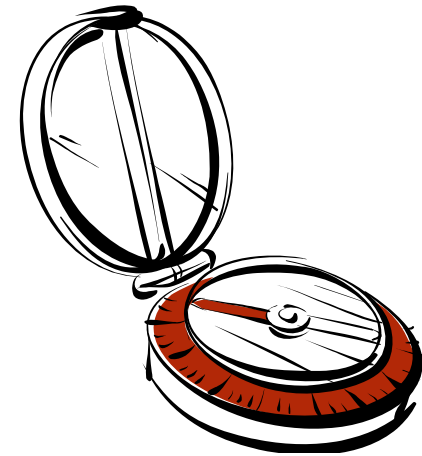
- **North?** Towards Las Vegas—take I-40 westbound, to the 18 mile intersection of Hwy 219 and I-40. Exit on the north side of the interstate, that's north HWY 84.
 - West to Alb, the north @ Clines Corners takes you where? Santa Fe, Espanola, etc
 - To Las Vegas, head North on I-25--Cimarron, Raton...Colorado
- **West?** I-40 to Albuquerque, mirrors Route 66 to Gallup and onto Arizona, California...or go to Bernalillo and up to Farmington
- **East?** Onto Tucumcari and Amarillo, Texas and Oklahoma—again, along Historic Route 66
- **South?** lots of 'southern' routes...Due South, SW, SE?
 - Lets take a gander...

Let's go *south*...

- **SW**--Towards both Vaughn (south Hwy 54), can get to Roswell that route (NM 285 from Vaughn, head more south)...Carlsbad Caverns or Odessa
- **Due South**—Fort Sumner, US Hwy 84, go east through on Historic Route 66, then head due south at the Truck Stops on Hwy 84—Sumner Lake, Billy the Kid Grave and museum...also to Clovis, Lubbock, etc.
- **What about PDL?** That's also due south on HWY 91; runs along the east side of the Pecos River
- **Directions:** turn south on Hwy 91, next to Santa Rosa Lumber
 - that's also how you get to the Rodeo Grounds and the Baseball complex...
 - Further, through PDL, that will also take you the back way to Sumner Lake back route

Giving Good Directions (continued)

- Write down directions
- Use maps when possible
- Show a genuine interest
- Share the “Spirit”



So...what IS there to do in Santa Rosa?

Places to go and things to see...

- **Remember...**
- What's *ordinary* to you might be **EXTRAORDINARY** to your visitors!



FIRST...A Little About the AREA...

- Guadalupe County located in northeastern NM
- Elevation: 4,500 ft
- Population: 4687 (total county, from 2010 census)
 2770 (SR/surrounding communities)
- Communities Santa Rosa, Puerto De Luna, Vaughn, Anton
 Chico, Dilia, Cuervo, Pintada, Colonias, Newkirk

Landscape Profile

Piñon pine, juniper, and yucca cover the hillslopes and mesas surrounding the lake, and various wild flowers and cacti, including cholla and prickly pear, are common. Falcons, mountain bluebirds, quail, duck, and geese are plentiful. A few bald eagles inhabit the area as well. Antelope and deer roam the countryside.

SECOND, lets understand our unique ‘geology’

- ❖ Most of the natural lakes in the vicinity of the town of Santa Rosa are the result of **solution** phenomena that began during the Triassic period, and continue today. Are the dinosaur bones around??
- ❖ The town itself lies in a huge sink hole about 6 mi in diameter and 400 ft deep (Kelley, 1972b).
- ❖ Many of these **karst** depressions are nearly circular basins flanked by steep-sided cliffs of the Santa Rosa Formation (Sweeting, 1972).
- ❖ These features were formed by dissolution of underlying Permian limestone, gypsum, and evaporites of the San Andres Limestone and Artesia Group.

More Geology . . .

- Ground water dissolves gypsum and limestone rocks, creating subsurface cavities.
- The overlying rocks, including the Santa Rosa Formation, collapse into the voids, creating surface depressions.
- The resulting fractures and faults bounding the sink holes provide conduits along which water can migrate.
- Water fills the surface depressions, forming lakes.
- These depressions are fed by natural artesian springs
- The upper Pecos River feeds into the Santa Rosa Lake and State Park
- These underwater caverns/artesian springs are said to connect back to the Carlsbad Caverns...commonality—the Pecos River

Santa Rosa 'Sink' Holes...

- ❑ water seepage and erosion over millions of years slowly formed a large basin and wetlands;
- ❑ Subsequent collapse of geological strata or karsts weakened and dissolved by constant water action formed the artesian spring well that now provides the spectacular setting for area lakes and parks;
- ❑ Sinkholes, common in the area result from the dynamic combination of water erosion below and standing water pressure from rains or springs from above resulting in a large sinkhole or cenote, a water-filled geological phenomenon. There are seven 'sister' sinkhole lakes fed by an underground water supply that is no doubt connected through water-filled caverns underneath. These lakes include:

- **Blue Hole (open to Public)**
- **Perch Lake (open to Public)**
- **Rock Lake (location of the Fish Hatchery)**
- **Twin Lakes (a private lake, membership for usage required)**
- **Bass Lake, Post Lake, Swan Lake and Hidden Lake are located on either private property, not open to the public or closed to the public**



The BLUE HOLE...

'The Scuba diving Capitol of the Southwest'

What is it? The Blue Hole is a geological phenomenon consisting of a large water filled sinkhole which is a natural artesian spring fed lake with an outflow of 3,000 gallons a minute, 80 feet deep.

Where is it: In Santa Rosa, just east of the Park Lake

What is offered? Swimming, Permitted Diving, Walking, Running and Bike Trails; No Fishing, along with a VISITORS CENTER!

When is it open: year round, life guards are seasonal

How much does it cost? \$5 parking;

FREE--walking/running/bike paths

To dive the Blue Hole, you must be certified and are required to purchase an \$20 SCUBA Permit, good for one week. Annual permits are \$50.00 Permits are available at the Blue Hole Center or at the Blue Hole Dive Shop. A permit for skin diving which includes Free Diving or breath-hold underwater diving is also required per City of Santa Rosa Ordinance 207. Certification is not available; lessons not available.



Park Lake and the *WIBIT*

What: Swim, Water-slide; pedal boats
Wibit (water playground)

When is it open: 10 AM – 7 PM

How much does it cost?

- **Daily Wibit Pass:** \$10.00/person (allows all day access to Wibit, pedal boats and water slide)
- May purchase seasonal passes (\$25)
- **Daily Parking:** \$5.00 (allows parking access to Park Lake, Blue Hole and Perch Lake)
- **Annual Parking:** \$20.00

Where is it? Santa Rosa Mid-town, Lake Drive



Perch Lake

What is the attraction:
a public lake—swimming, diving, fishing

Where:
South Hwy 91, next to the Rodeo Arena

When is it open: 8 am – 8 pm

How much does it cost? Free

What is there to see? one of the seven
'sister' lakes from the Santa Rosa 'sink'
Open to the public

- **Swim at your own risk—no lifeguards**
- Fishing licenses required; may be acquired at the Blue Hole Convention Center



Puerto De Luna

a.k.a. PDL...“Gate-way to the Moon”



Where: South Hwy 91, original County seat

- established 1873
- 10 miles from Santa Rosa

When is it open: Always

How much does it cost? Free

What is there to see?

- Scenic Mesas (beautiful drive)
- The Pecos River, crosses over Brush Dam
- Coronado Bridge, Historic Marker on Pecos River
- Nuestra Senora del Refugio Church, built 1882
- Historic Grzelachowski Territorial House, built 1865 (Billy the Kid History)
- Santa Rosa de Lima Chapel, on Hwy 91, built 1865



“Take a hauntingly beautiful drive to a historic community”

Rock Lake Fish Hatchery

Where: 2 miles south of Santa Rosa, on River Road

When is it open: 8am – 5 pm, seven days/week, year round.

Formal Tours by appointment, 575-472-3690

What is the cost? **FREE** (.25 cents to ‘feed the fish’)

What is it? Rock Lake Fish Hatchery is the state’s primary catchable trout-rearing station, producing 300,000 trout a year for stocking statewide. The warm-water fish hatchery component also raises bass, walleye, catfish, bluegills and tiger muskies.

This is one of the seven ‘sister’ lakes.

What is there to see? Warm water ponds; cold water ponds; starter facilities, state of the art fish production equipment

EXPANSION: The Fish Hatchery is expanding, with more production and visitor information (2016/2017)...



Santa Rosa Lake and State Park

Where is it: NM Hwy 91, north of Santa Rosa, 8 miles)

What is it: A recreational reservoir and State Park with a capacity of 500,000 acre feet of water; boating, fishing, recreational water sports, camping, trails, etc.

How much does it cost? \$5 Day pass, cars/trucks; \$15 buses/tour vans; Annual Day pass, \$40; Primitive camping, overnight, \$8; overnight camping with hookups, \$14; Annual Camping pass \$180, in-state; \$225out-of-state (<http://www.emnrd.state.nm.us/SPD/FeesPermits.html>)

What is there to see? Santa Rosa Lake is a well stocked lake, that feeds out of the upper Pecos River. A recreational facility that is:

- Well stocked with channel catfish, bass walleye, and crappie
- The State Park, itself, is fully equipped with:
 - Overnight camping grounds
 - A Visitor Information Center
 - A look out tower
 - Boat launching area
 - 5.5 miles of Nature trails; Equestrian trails at the Los Taos Campground area
 - Bird watching, Nature hikes



Pecos River



Where is it: Runs north to south through Guadalupe County

- ✓ **Bridges**--Anton Chico, Santa Rosa and Puerto De Luna
- ✓ **Feeds**--south, Sumner Lake (on into Carlsbad irrigation District); north, Santa Rosa Lake and State Park
- ✓ **Parallels**--Hwy 91, south to Puerto De Luna; ‘Wetlands Park Project’ of the NM State Forestry Division, protecting the endangered ‘pecos sunflower’.
- ✓ **Historic Landmark**—location of a historic marker, recording the legend of the “Coronado Bridge” built by conquistadors in 1541; located s. HWY 91, PDL Rd.
- ✓ **Teaming with wildlife and native flora**—Wild turkeys, fish, deer, antelope, etc.

Historic Route 66—*Get your kicks...*

Where: Runs through Santa Rosa (east to west), paralleling I-40

When is it open: Always

How much does it cost? Not a thing

What is there to see?

- Historical Route 66
- Restaurants—15 (many also carry gift shops)
- Hotels/motels-21
- Rt. 66 nostalgia (marque lights on restaurants, signs)
- **AUTO MUSEUM:**
 - Hours: vary
 - Cost: \$5
 - Attraction: vintage cars and hotrods (over 50); lots of Route 66 memorabilia; gift shop



Historic Missions & Churches

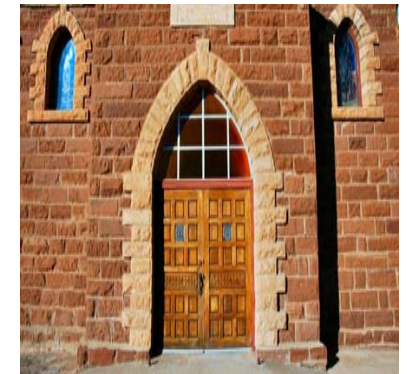
Where: Historical missions and churches located across Guadalupe County

How much does it cost?

FREE—just your time. Tour around the county and visit a few, such as...

What and Where?

- ❖ Saint Rose de Lima Chapel & Cemetery, Santa Rosa
- ❖ Saint Rose of Lima Parish, Santa Rosa
- ❖ Nuestra Senora De Refugio, PDL
- ❖ San Isidro Mission, Borica
- ❖ San Jose Mission, Colonias
- ❖ Saint Joseph's Church, Anton Chico
- ❖ Sacred Heart Church, Dilia
- ❖ Santo Nino Mission, Cuervo
- ❖ Our Lady of Sorrows Mission, Milagro
- ❖ Holy Family Mission, Pintada
- ❖ Saint Mary's Church, Vaughn



Other Historic Buildings/Sites of Interest...

■ Illfield Warehouse

- Located mid-town Santa Rosa, Historic Rt. 66
- Built near historically significant railroad for, serving cross-country trade routes
- Being restored to serve as a Visitor Center and Interpretive Center or indoor Market/museum



■ Guadalupe County Courthouse

- Built in 1909, still standing, newly renovated
- Located mid-Town Santa Rosa, Historic 66 along Courthouse Square



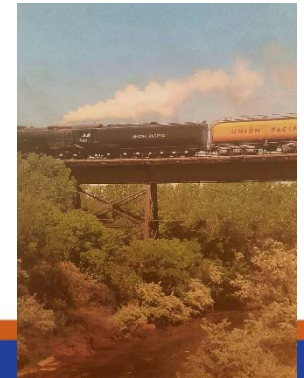
■ Rail Road Depot (s)

- Historic Train Depot, Vaughn—operating today
- Location for important transport industry—with the Chicago Rock Island and Pacific RR, entrepreneurs, traders and new business opportunities arrived



■ Railroad Trestle Bridge over Pecos

- Can be seen from the Pecos Bridge, west end of SR
- As seen in old movies, like 'Grapes of Wrath' & "Route 66"



Other Area Recreation Centers...

❑ Santa Rosa Golf Course

- Located 2 miles east of town,
- 9-hole course (18 hole? play 2X); fees apply



❑ Santa Rosa Baseball Complex

- Located south, Hwy. 91, next to James Wallace Park/Power Dam and Wetland Parks project
- Four replica fields: Wrigley Field, Yankee Stadium, Fenway Park, Isotopes Field
- Concession, Restrooms, Primitive camping; Call City for usage

❑ Senior and Kiddie Fishing Ponds

- Located between Blue Hole and Park Lake
- Stocked regularly by the Rock Lake Hatchery, seasonal
- Free fishing for Senior citizens and youth, 12 and under



❑ The Santa Rosa Multi-Use Facility and Arena

- Site for the Guadalupe County Fair and sanctioned rodeos
- Contact City for usage

Day Tripping It??

- East to Tucumcari

- ❖ 120 miles round trip
- ❖ Mesalands Dinosaur Museum
- ❖ Tucumcari Historical Museum
- ❖ Scenic Mesaland byways
- ❖ Conchas & Ute Lakes

- South to Fort Sumner

- ❖ 90 miles round trip
- ❖ Bosque Redondo Memorial
- ❖ Billy the Kid Museums
- ❖ Billy the Kid Gravesite
- ❖ Sumner Lake and State Park



- Southwest to Vaughn

- ❖ 80 miles round trip
- ❖ Argonne Mesa, Wind Turbines
- ❖ Historic RR Depot, still functions today
- ❖ Village of Pasture, founded 1901

- North to Las Vegas

- ❖ 140 miles round trip
- ❖ Bridge Street Historic District
- ❖ Old Town Plaza
- ❖ The Rough Riders Memorial Museum
- ❖ Montezuma Castle
- ❖ Santa Fe Trail Interpretive Center

Due West—Albuquerque, 120 miles

Northwest—Santa Fe—110 miles

Further east—Amarillo, 170 miles

Where to EAT?



- ❑ Ask—
 - what kind of cuisine would you like?
 - Would you like convenient, fast food or more of a sit down atmosphere?
 - Within walking distance from the hotel customer is staying at or driving?
- ❑ Know where the restaurant is located...(listed from west to east, in Santa Rosa)

Dine-in experience:

- Comet II café—Mexican/southwestern food, steaks, seafood; 1257 Historic Rt. 66, next to the Feed Store
- Josephs Bar and Grill—Mexican/American food, steak, seafood; 1775 Historic Rt. 66, north side of 66
- Sun and Sands—Mexican/American cuisine, open breakfast, lunch, supper; 2050 Historic Rt. 66; by Dollar Store
- Santa Fe Grill—Mexican/American cuisine, steaks; 2249 Historic Rt 66, on north side of 66, east of 2nd overpass
- Route 66 Restaurant—American/Mexican; 2287 Historic Rt. 66, across from Allsup's
- Silver Moon Café—New Mexican, SW and American fare; 2545 Historic Rt. 66, east end of town
- Annie's – American food, sandwiches; 2483 Historic Rt. 66, across from Pilot station

More 'on-the-go' style:

- ✓ Diego's NY Style Pizza, at Josephs Bar and Grill
- ✓ McDonalds of Santa Rosa—2262 Historic Route 66; under the 2nd overpass on south-side of Rt. 66
- ✓ Santa Rosa Campground, KOA—BBQ (ribs, pulled pork, etc.); 2357 Historic Rt. 66 between, south side of 66
- ✓ Dairy Queen of Santa Rosa; 2538 East Historic Rt. 66, east end of town
- ✓ Carl's Juniors and Love's Country Store—Love's Truck Stops, east exit Santa Rosa
- ✓ Popeyes Chicken inside Travel Centers of America, Hwy I-40/Hwy 84
- ✓ Subway inside Travel Centers of America; Hwy I-40/Hwy 84
- ✓ Subway & Pizza inside Pilot: Historic Route 66; 2464 Historic Rt 66
- ✓ Cinnabon inside Pilot; 2464 Historic Route 66

Recurring or 'Often' Events:

May

- Cinco De Mayo Fest
- Weekend Music, Blue Hole Amphitheater
- Memorial weekend celebration—
- 'Santa Rosa Days'
 - Honoring our Hero's Parade, Softball Tournament, Little Miss Rosebud/Mr. Tomorrow Pageant, Arts/Crafts, Music, Wubit opens

June

- Weekend Music/Movies—Blue Hole Amphitheater (for schedule, SR Visitor Cnt.)
- City of Lakes Triathlon
- Wubit daily; Blue Hole daily

July

- Weekend movies/music, Blue Hole Amphitheater
 - (check with Santa Rosa Visitor Center for schedule)
- 4th of July Weekend Celebration
 - 47th Annual Softball Tournament
 - City FIREWORKS display

August

- Weekend Music/Movies—Blue Hole Amphitheater (for schedule, SR Visitor Cnt.)
- Saint Rose of Lima Fiestas
- Guadalupe County Fair
 - Women Ranch Rodeo, Cowboy Ranch Rodeo
 - Jr. Livestock Show/Sale
 - Flower Show, Arts/Crafts, Indoor exhibits, Vendors, Food

September

- Labor Day Weekend
 - Pecos River Motorcycle Rally
 - Billy the Kid \$5000 Poker Run
 - Route 66 Music Festival
 - Labor Day Softball Classic
- Weekend Music/Movies
 - Check with Santa Rosa Visitor's Center

For More information, visit with the Santa Rosa Visitor Information Center at the Blue Hole, 575-472-3763



Questions about OUR area???

**Santa Rosa Visitor Center @
the Blue Hole Convention Center, 575-472-3763**

Thank you!



Acknowledgements

- Guadalupe County Extension Service/NMSU
- Santa Rosa Visitors Center\www.santarosanm.org
- Blue Hole Convention Center
- Santa Rosa, Guadalupe County, NM Bibliography
- Socorro Chamber of Commerce
- Socorro County Extension Service/NMSU
- Santa Rosa Economic Development Corporation
- <http://www.skillsyouneed.com/interpersonal-skills.html>
- <http://www.youtube.com/watch?v=s3aR3yP4aKg>