



From left: Luke Mitchell, Preston Mitchell, Emma Mitchell, Bob Mitchell, and Taylor Mitchell, and Taylor Mitchell.

The Face of Hatch Green Chile Online

For generations, a few small farming families in the Hatch Valley have grown what has become New Mexico's most iconic product, Hatch green chile. Hatch Chile Store founder Preston Mitchell's grandparents, Bob Mitchell and Judy Ramsey Mitchell, were born and raised in the valley and spent their lives farming chile, onions, corn, pecans, and alfalfa. Mitchell grew up working in their produce stand every summer in Santa Fe and roasted thousands of sacks of Hatch green chile. This experience made him realize just how deeply Hatch chile is intertwined in the fabric of one's identity as a New Mexican. Customers weren't just happy to get their annual chile fix, they were overjoyed and often told stories about how they had driven long distances or even flown to New Mexico for their perfectly roasted sack of Hatch green chile. With such demand for authentic Hatch chile, Mitchell decided to bring the chile grown in the humble valley directly to consumers by shipping it right to their door. Over the next 15 years, the Hatch Chile Store became the number one online source for high-quality, authentic New Mexican products such as rellenos, tamales, chile hangars, salsas, and ruban. Hatch, 205-435-4680, hatch-green-chile.com



The Face of Active Senior Living

As Nick Bica celebrates his 48th year in business, the founder and president of Lone Mountain Contracting finds the same passion for his work that he found in his youth. Bica has focused on developing talented people to pursue their interests and showcase their gifts. A Senior Olympian, active Batastar, and grandfather of five, Bica demonstrates how retirement can be exciting and fulfilling. bicaldscontracting.com, lone-mountain-contracting.com

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Space Reservation: March 15 Materials Deadline: March 22

SAVE 10% Early bird deadline: February 15, 2022; Materials deadline February 22, 2022

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