

# Four Corners Business Journal

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## INSIDE

Curt Mangan, Inc



Page 3



INSIDE  
BUSINESS

Page 8

## Positive attitude, little blame are keys to outstanding businesses

### Hydro Pure Technologies, Riley Industrial Services recognized with award

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Journal editor

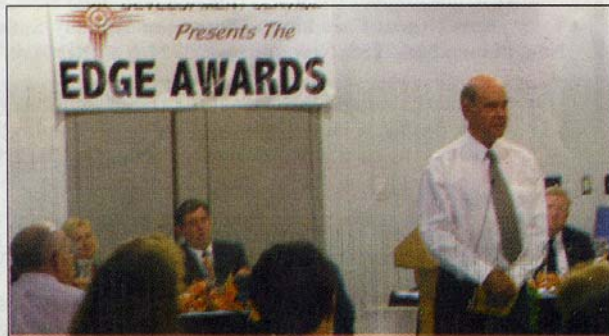
FARMINGTON — Charles F. Nielson would like to abolish the word “they” from the English language. This he hopes would eliminate the finger pointing in business that refers to the “theys” who always seem to be responsible when something goes wrong.

Nielson, who retired after a 30-year career at Texas Instruments, brought his message to more than 200 San Juan County business people Sept. 25 during the San Juan Economic Development Service’s award banquet at San Juan College.



The service, led by Margaret McDaniel, recognized 10 area businesses for their success in the San Juan Basin over the past five years.

Carter Services, Dash Hot Shot Company, FastTrack Communications, Great Lakes Aviation, Hydro Pure Technologies, Praxair, Inc., Raytheon Missile Systems, Riley Industrial Services, Inc., TRC Con-



Charles F. Nielson speaks to businesses. Photo by Debra Mayeux

struction and Western Refining were nominated for the prestigious Economic Development Growth and Excellence Awards, of which two were presented that night.

“I was blessed to sit on this judging committee, and it wasn’t easy,” said Carol Spencer,

see **Awards** on page 11

# Awards

Continued from page 1

president of San Juan College. "All who were nominated deserve recognition."

The two that did win the honor were Hydro Pure Technology and Riley Industrial Services, Inc. Both showed economic growth in the area, provided jobs to locals and created an economic base that provided a service or was exporting merchandise from San Juan County.

These are some of the standards that should be found in true economic development, Nielson said, recognizing that the San Juan Economic Development Service provides businesses with an opportunity for success.

"I've had an opportunity to work on economic development programs," Nielson said. There was a "common thread" to those programs' failures. The leaders assumed that economic development was putting people on airplanes and flying people to other communities to try to convince businesses to move to the areas in need of development.

"This economic development department is focused on the success of local businesses," he said.

The San Juan Economic Development Service assists businesses in startup and helps new companies find funding to create jobs through employment. The service helps business succeed.

"Whenever you talk with big business, they say they've always had challenges, but this is different," Nielson said. "The challenge is not to succeed in this market but to survive in this market."

Survival is found in people, whom Nielson said cannot be "duplicated" or replaced. "What is it that causes people to do what they do? It is their attitude and mind set."

Sonny Riley, founder of Riley Industrial Services, Inc., understood that concept.

"We have outstanding employees and a group of supporters," he said, accepting his award.

Riley received the award for his hydro-excavation and sandblasting service business founded in 1962. "This is quite an honor for us. I came to Farmington in 1951 and lived in an oil camp," he said.

Riley Industrial Services, Inc., works with many energy related businesses including the power plants.

"We've used Riley for 20 years or more out at the power plant, and we're proud to have worked with them," said Russell Huffman, plant manager at Public Service Company of New Mexico's San Juan Generating Station.

Hydro Pure Technology received the Economic Development Growth and Excellence Award for a business with fewer than 50 employees. It is an

oil and gas company owned by Joe Williams.

"All of our employees have played a big part in our receiving this award," said Mike Talovich, who received the award for Williams.

Talovich spoke about his employer living life by the Rotarian motto of "Service before self," and conveyed that Hydro Pure Technology is successful because of its ability to respond to the customer's needs.

These characteristics are keys to a successful business, because they also show a positive attitude without blame, said Nielson, who has been blind for 30 years. "It was hereditary, but my attitude and my mind set was my choice."

