

NEWS RELEASE

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FOR IMMEDIATE RELEASE
Contact: Abe Villarreal
Phone: 575.538.6336
news@wnmu.edu



PARKEY'S COFFEE SHOP NAMED SBDC CLIENT OF THE YEAR

Silver City, NM – Parkey's Coffee Shop in Cliff, New Mexico was recently named Client of the Year by the Small Business Development Center (SBDC) at Western New Mexico University (WNMU).

Before Miranda Parkey set her heart on opening a business in Cliff, New Mexico, she had to decide if Cliff was ready for her.

Cliff is small; population numbers are hard to find. There is not one restaurant or movie theatre. The Cliff school district employs less than 20 teachers.

Cliff changed on January 14, 2008 when Parkey's Coffee Shop opened.

"This is the only place to sit down," explained Parkey about the coffee shop's role in the community. "We welcome anyone from bikers to babies."

Located at the center of town, Parkey's Coffee Shop is now the center of communication in Cliff.

At Parkey's, customers purchase coffee and burritos. Parents pick up their children from school. Politicians have their meet and greets.

"The UPS will drop off packages for local businesses," Parkey said.

Dedicated to her business, Parkey is the only employee and knows every customer by name. She has a growing list of "regulars" that take advantage of the shop as the only social gathering spot in town.

Since Parkey's Coffee Shop opened nearly three years ago, Parkey has learned much about owning a small business.

"We used the business plan that Mary Tarazoff helped us write for a loan," said Parkey referring to the former director of the SBDC at WNMU. "She also gave us references of who to call for help."

With the assistance of the SBDC, Parkey opened her business with one employee and a

small list of coffee options.

Nearly three years later, Parkey has partnered with local business to offer burritos, biscotti and international coffee flavors.

Parkey is using the small town to her advantage. She minimizes her costs by having friends make product deliveries and offers breakfast items made by local vendors including the Living Harvest Bakery.

Parkey's Coffee Shop is open Monday through Saturday from 6:00 a.m. to 2:00 p.m. The business is also open upon request for special occasions.

Each year the SBDC selects a business to recognize as Client of the Year. Parkey will receive her acknowledgment in February during the New Mexico legislative session in Santa Fe.

The Small Business Development Center is housed in the Global Resource Center on the WNMU campus in Silver City. Free services and counseling are available to current or prospective small business owners.



Miranda Parkey is pictured displaying some of her coffee favorites in her Cliff store.

Located in Silver City, New Mexico, Western New Mexico University has served the people of the state of New Mexico and its surrounding areas as a comprehensive, regional, rural, public coeducational university since 1893 and caters to a student body

diverse in age, culture, language and ethnic background.

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