

# Chamber Connection

Upcoming Events & Photos

New Members & Renewals



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## 8 Mistakes the Average Business Makes Engaging Online

*In today's world having an online presence is a must for the success of your business. In my quest to bring informative and engaging information to you I found a great article I would like to share with you.*

By Christina R. Green

If you're online for business, you've likely been told to engage and be human. But what does that look like? And can you do it wrong?

Yes, you can but it's also easy to avoid these common mistakes.

### Not knowing their audience

Humanizing your brand online is easy if you know who you're talking to. If you try to be all things to all people, you'll find connecting and engaging to be a lot harder than it needs to be. Analyze your demographic. Where are they? What platforms are they on and what do they like to do there? Knowing these things can ensure you reach them where they are in a form they'll enjoy. Speaking of which...

### Using the wrong media

Young people love video. It's a preferred form of learning and entertainment. If you want to appeal to a young group, video is a great medium. If you want to appeal to readers, it might not be. Again, knowing your demographic will help you understand their preferred media. If you don't know, ask. Or create the same content across multiple mediums. (This is an easy way to build your content library too while ensuring everyone can interact with your content *their way*.)

### Not sharing enough

Some businesses fail to share themselves and their culture with their audience. Think of it like going to a social event and answering everyone's inquiries with a "yes" or "no" and nothing more. That becomes boring for those you're speaking

with. The same is true of social media. If you just post articles with no commentary and no tone, your feed becomes very boring.

### Sharing the wrong things

There are many polarizing topics these days: religion, politics, and topics involving Constitutional law and fringe groups. Shoot to provide value and avoid topics that could polarize your audience. The only exception to this is if your business is based on inciting topics.

### Listing platforms they're not active on

Ever go to a site where they list their social media icons so you can connect with them on other platforms? When you click on them, you see they haven't posted there in months, maybe years. If you're not there on a consistent basis,

take them off your website. You can retain the profile but don't publicize it until you plan on using it consistently. If you publicize it but don't use it, people will wonder if you're still in business.

### Not having a website

Social media is great but you don't own it. Your preferred platform could be shut off tomorrow or your account could be frozen for no reason. Then try calling that platform to straighten it out. Good luck. You could lose years of content with no warning. Always have an online presence that belongs to you and back the content up regularly on your own or with a service.

### Having a bad web presence

A bad web page is just as bad as none at all. A bad web page is one that:



Jill R. McCartney, IOM,  
CCEO-AP  
President & CEO

- has spelling errors
- is difficult to read
- is not updated with fresh information
- looks slapped together
- takes a long time to load
- pulls content from someone else (that's plagiarism, by the way)

See Mistakes, Page 2B

## Recognizing Outstanding Women In Business

The Kilgore Chamber of Commerce announced the date of April 30 as the day to recognize Women In Business during the annual Texas Tea event. The theme this year is "Kentucky Derby", flaunting the big hats!

On April 30, the Chamber will recognize three outstanding business women in Kilgore, Texas at the annual Texas Tea event. The Women in Business Awards acknowledges unique women who approach community and business needs with strong leadership, collaboration and intentionality to affect change and influence their surroundings.

The three award categories include:

**The Rising Star, The Shining Star, and Lifetime Star Achiever.** We encourage you and your company to utilize this prestigious award program to recognize outstanding business women from your business or others that you believe are outstanding business women. You may nominate an employee, yourself, a friend or an acquaintance.

The process is simple. Give the Kilgore Chamber a call or email [lmorgan@kilgorechamber.com](mailto:lmorgan@kilgorechamber.com) for a nomination form or simply cut out the nomination for here. Nomination deadline is March 1, 2020.

The nomination forms may be submitted by:

**Mail/Deliver to :** Kilgore Chamber of Commerce, 813 N Kilgore St, Kilgore TX 75662  
**Scan & Email to:** [lmorgan@kilgorechamber.com](mailto:lmorgan@kilgorechamber.com)

## SHOWCASE YOUR BUSINESS

The Kilgore Chamber is seeking vendors to participate in the upcoming Texas Tea – Women In Business event. Over 150 women are expected to attend this year's event so this is a great opportunity to showcase your business.

The "Kentucky Derby" themed evening will take place on April 30 at the National Guard Armory beginning at 6:00pm. The eve-

ning starts with a social and shopping segment including vendors selling, jewelry, purses, clothing, cosmetics, home décor, and may other items. If interested in selling a product or service at this event, contact the Chamber. Dinner and Women in Business Awards program will follow the social and shopping segment.

The Chamber is also seeking business sponsors. Your sponsorship of this event is

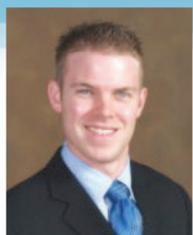
a great way to support the recognition of outstanding women in business. In addition, it is a great way to market your business to numerous women in business.

For details on sponsorship levels and/or vendor information, call 903-984-5022 or email your interest to [lmorgan@kilgorechamber.com](mailto:lmorgan@kilgorechamber.com) or cut out sponsorship/ticket form and mail to Kilgore Chamber, 813 N Kilgore St, Kilgore TX 75662.

**2020**  
**Texas Tea**  
**WOMEN IN BUSINESS**  
**THURSDAY, APRIL 30**  
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**6 PM - 8:30 PM**

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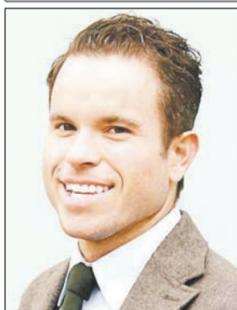


Dr. Shiloh Roberts



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# Talking Tourism



**Ryan Polk,  
Tourism Manager**

Welcome the season of love! There's enough love to go around for everyone this month in Kilgore, from nights out on the town with your favorites to upcoming events and revamp attractions, we #LOVEKilgore! Valentine's may end on February the 14th, but we encourage you to celebrate all month long in the City of Stars. We love the East Texas Oil Museum, and the Boomtown Theater is now back open since being recently renovated. The museum will open its latest exhibit on Feb 22. This iconic photo exhibit showcases 37 photos taken

by Russell Lee.

## KilGogh Arts Festival Feb 21-22

Celebrate and experience new art, wine tasting and delicious cuisine at the 2020 KilGogh Art & Wine Exhibition. Returning for an eighth year in Historic Downtown Kilgore with the theme "Gogh Crazy!" it will be the biggest festival to date. With two locations and two days of activities, you won't want to miss out on KilGogh 2020. The KilGogh Art & Wine Exhibition is Friday, February 21 from 6pm-9pm in the Texan Theater and Old Post Office on S Kilgore St in Historic Downtown Kilgore. Tickets will be \$30 and provide attendees the opportunity of first viewing the art, entertainment, delicious food from the Kilgore College Culinary Arts and wine tastings from local East Texas wineries. The first 100 tickets purchased will receive an exclusive KilGogh wine glass,

perfect for sampling from the eight wineries on the night as well as a special memento from a wonderful evening. The art exhibition will be open to the public for free on Saturday from 10am-2pm. This is the perfect opportunity to talk with the artists at their booths and to purchase a piece or two. There will also be art workshops taking place on Saturday in the Old Post Office.

For info. on KilGogh 2020; and purchasing tickets or exhibiting as an artist please visit [www.kilgore-mainstreet.com/kilgogh](http://www.kilgore-mainstreet.com/kilgogh)



Night Out on the Town at Jack Ryan's Photo by Tyler Ellison.

## Mistakes

Continued from Page 1B

- has outdated social media profile icons on it
- has out-of-date information like your address or
- is difficult to find the information that is being sought.

### Not being human enough

Don't think of social media as a megaphone, it's a conversation. Yes, you need to post but you also need to listen and respond. Get involved in conversations with people. Be human. Ask them questions and take an interest in them.

If you are trying to become more human on social media and in

your branding, you want to avoid these common mistakes. They're common because they're easy to do. Businesses are told to share on social media, to post good content. But not all of it is as effective as it could be. Avoid this list and you'll be well on your way to more meaningful dialogue with your audience.

As the President & CEO of the Kilgore Chamber of Commerce & Visitors Bureau I interact with many forms of social media and websites. One thing that I want our businesses to be very aware of in a smaller community such as Kilgore, is that your personal social media posts can have a negative (and

positive) impact on your business. What you find funny or entertaining, or you voicing your opinion, may offend or agitate one of your customers. It only takes a second for someone to "screen shot" and share your post for all to see and for it to have a disastrous effect on your business. TBYP – Think Before You Post!!!

We Are Kilgore,  
Jill R. McCartney, IOM  
President & CEO  
Kilgore Chamber  
of Commerce &  
Visitors Bureau

## Coming Soon

### Avalon Faire

#### Every weekend in April

Every Weekend, March 30-April 28: Travel back to 16th Century Europe at the Avalon Faire Renaissance Festival where you'll find special foods, and drinks of the period, not to mention an array of characters ready to chat with you and show off their unique wares ranging from silks to swords. The live jousts with French knights and performances from renaissance musicians and dancers spreading their

merriment throughout the festival are a sight to behold! Don't miss the Birds of Prey shows and the King's Feasts this year! For more info. including tickets visit [avalon-faire.com](http://avalon-faire.com).

### Rangerettes Revels

#### Apr 15-18

The Rangerettes always bring their highly acclaimed and well-attended Revels each spring. This year's variety show performed by the Kilgore College Rangerettes, and include a wide variety of

dance genres including the Rangerettes signature "high kick" production for the finale. The show runs 3 nights with 5 performances that take place before a sold-out crowd in Dodson Auditorium on the Kilgore College campus. For more info. visit [rangerette.com](http://rangerette.com).

We still love seeing the photos on Instagram and Twitter tagged with #VisitKilgore and #KilgoreTX. You can always tag us in your photos using our name Visit Kilgore or you

message your photos to us on one of the social media channels! For more information on happenings and events in Kilgore, visit our website [www.visitkilgore.com](http://www.visitkilgore.com), and be sure to stay up-to-date on current events by liking us on Facebook and following us on Instagram.



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# New Members!

**Edward Jones - Joseph Wright  
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Find a Chamber Member in the Business Directory at  
[www.KilgoreChamber.com](http://www.KilgoreChamber.com).

**“The purpose of the Kilgore Chamber of Commerce & Visitors Bureau is to cultivate a strong business and industrial environment in Kilgore, creating a vibrant place to live, learn, work and play.”**

### KILGORE CHAMBER OF COMMERCE STAFF

Jill McCartney, President/CEO  
Lisa Morgan, Member Services Manager  
Ryan Polk, Tourism Manager

### 2019-20 CHAMBER OF COMMERCE BOARD OF DIRECTORS

#### EXECUTIVE BOARD

Dr. Chris Gratton, Chairman (Gratton Chiropractic)  
Mark Robinson, Chair Elect (AEP/SWEPCO)  
Robert Young, Vice Chair (Skeeter Products)  
Bobbie Hurley O'Dell, Vice Chair (Arpco Valves & Controls)  
Billie Mims, Treasurer (Austin Bank)  
James Murphy, Past Chair (Republic Services)

#### BOARD OF DIRECTORS

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Joe Stephens, Brookshire's  
Blayne Cole, Noble Roofing  
Erin Brogotti, The Ward Agency  
Jack Moore, Whataburger

#### EX-OFFICIO

Richard Nash, KISD  
Dr. Brenda Kays, Kilgore College  
Amanda Nobles, KEDC  
Josh Selleck, City of Kilgore  
David Cleveland, East Texas Council of Government



### Member Investor RENEWALS

Austin Bank  
The Back Porch  
Bobby & Wanda Birtick  
Lloyd & Evelyn Bolding  
BTH Bank National Association  
CHRISTUS Trinity Clinic - Kilgore  
Citizens Bank  
Datamax Inc.  
East Texas Glass Company  
Edward Jones - Reece Nichols  
Everything That Blings  
Forbes & Butler Visual Communications  
Hayes RV Center  
Henry & Peters, P.C.  
Hudson Printing & Graphic Design  
KIBA  
Laird Insurance

Leading Edge Medical Associates  
McDonald's Kilgore  
Linda Melton, LLC  
McKinnon Construction  
Meadowbrook Golf & Events Center  
Nichols Transportation  
Orgill Inc.  
R & K Distributors, Inc.  
Raw Iron  
Rusk County Well Service Co., Inc.  
Simply Southern Catering  
SMB Workify, Inc  
W. F. Smylie  
St. Paul's Episcopal Church  
Steelman Industries  
Thieman and Associates, Inc.



Re-Grand Opening for Raw Iron Kilgore, 403 N Kilgore St. Welcome to Kilgore Erik Hughes and Victoria Phillips!



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**KILGORE CHAMBER OF COMMERCE & VISITORS BUREAU**  
**INVITES YOU TO ATTEND OCTOBER'S**  
 **Morning Brew**  
 Thursday,  
 February 20  
 8:00 - 9:00 am  
**416 E. MAIN STREET, KILGORE, TEXAS**




## UPCOMING EVENTS & MEETINGS

### Chamber Meetings & Events – February/March

Feb 11	Ambassador Meeting	11:30am	Loco Meaux
Feb 13	Executive Meeting	12:00pm	Kilgore Chamber
Feb 18	Board Meeting	12:00pm	Kilgore Chamber
Feb 20	Morning Brew	8:00am	Texas Broadcast Museum
Feb 29	The "Male" Room	6:00pm	Kilgore Old Post Office
Mar 9	Governmental Affairs Meeting	11:30am	Kilgore Chamber
Mar 10	Ambassador Meeting	11:30am	The 19th Hole – Meadowbrook Golf

### Community Events – February/March

Kilgore College Theatre presents "Crazy Town" by Jonathan Rand			
Feb 20-23	"Crazy Town"	7:30pm	Van Cibus Auditorium
Feb 21	Bach's Lunch with the Longview Symphony	12:20pm	First Presbyterian Church
Kilgogh Arts Festival			
Feb 21	Art & Wine Exhibition	6:00pm	Texan Theater & Old Post Office
Feb 22	Art Exhibition	10:00am	Texan Theater & Old Post Office
Feb 22	Russell Lee Photography Exhibit Opening	10:00am	East Texas Oil Museum
Mar 14	East Texas Lone Star Shootout	4:00pm	Lone Star Speedway

**Go to [KilgoreChamber.com](http://KilgoreChamber.com) or [VisitKilgore.com](http://VisitKilgore.com) for more event information.**

*If you have a community event you wish to have listed on the Kilgore Calendar please send your information via email to [info@kilgorechamber.com](mailto:info@kilgorechamber.com), drop it by the Chamber office at 813 N. Kilgore Street. We will be happy to share your event information on the community calendar and via Facebook at KilgoreChamber and VisitKilgore.*



Morning Brew, one of the Chamber's business connection events, was sponsored and held at Cynergy Technology. Thank you to Keith Bailey and staff for hosting an outstanding event! If your business is interested in hosting a Morning Brew, contact Lisa Morgan at the Kilgore Chamber 903-984-5022.



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**REPUBLIC SERVICES**

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