

Chamber Connection

Upcoming Events & Photos

New Members & Renewals



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Talking Tourism.....B2



Morning Brew.....B3



Mark Your Calendar.....B4

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Are You a 2020 Business?

In today's world trying to maintain "business as usual" does not always assist in making your business where other's want to work or do business with. Businesses, just like communities and life, need to evolve and change with the times. Each generation is different than the one before, to have a business that thrives, grows, and continues to be successful understands learning the new generation of employees and customers is essential.

By Christina R. Metcalf

If you are a business owner, you likely have learned quite a bit over the past decade. No matter what your industry, the way we do business has changed drastically. From internet sales to global competition, social media to chatbots, search engine optimization to word of mouth marketing, the learning curve in business has been steep.

But these tools are not what make up a modern business. To be successful a modern business person needs to embrace several trends that are expectations for today's

workers. If you want to be the type of business people want to work for and do business with you need to evolve. Here are a few things you should be doing or considering:

5 Indicators of a Modern Business

1. It's No Longer About Hours

Managers have long been obsessed with the amount of hours worked. People are paid by the hour, they accrue vacation time by the hour, and they punch in and out, even if

not literally. If you've ever had a boss who is obsessed with you being in a seat at 8 a.m. everyday then you know how corporate America has been driven by the amount of hours you work. In some businesses it's even considered a badge of honor to be able to be the first one in and the last to leave, working 50 to 80 hours a week.

No longer.

Today's employers and workforce are more interested in the job that needs to be done. They don't care about punching a clock. They have certain goals and tactics to be met. Sure, if you work in retail or you operate a business where people come in to purchase from you, there have to be posted hours and people need to be working there to meet customers' needs. But assuming your business focuses on meeting customers' needs outside of face-to-face, the modern business is moving toward a "getting the job done" focus and less on the hours that employees are in their seats.

2. Where You Work Is Less Important

Many businesses are cutting expenses and operating costs by reducing their office space. They do this by allowing their employees to work off-site or even at home. For a while, work at home was something trendy tech companies were embracing. Then came Yahoo's reactionary stance of bringing all the workers back into the office again.

With concerns over the Coronavirus and an eye on the bottom line, a lot of employers are opening up the possibilities of remote working again.

3. Things Are Virtual

Whether we're talking about conferences or conference calls, we no longer have to pack bags to get business done. Today's savvy businesses are embracing the cost savings in virtual activities over physical ones. People can participate in virtual meetings, conferences, reviews, learning sessions, etc. without having to spend the extra money on travel and time missed at work.

4. Vacations Are a Need

Modern businesses are starting to recognize the dangers of burnout in their employees. They no longer see employee burnout as a problem just for the employee suffering from it. Managers recognize that it also impedes great customer service. When an employee is burned out they don't want to go the extra mile for the customer.

One way to safeguard against burnout is to encourage people to take vacation. But that's not enough. Modern businesses are changing their cultures to place a value on vacation and the experience an employee gains from it.

5. Culture is King, Queen, Duke, and Earl

People want to do business with people they know, like, and trust. This can also be said for job hunters too. People want to work for an organization they feel is making a difference somehow. You needn't be a non-profit to still be doing good in the world.

You need a business culture that speaks to who you are



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

and what you stand for. This involves more than writing a clever mission statement. It means knowing who you want to be and allowing that ideal to permeate every decision your business makes. In fact, people spending time with your business should be able to guess what is important to you with a little observation. If they can't, your culture is on paper only. Instead, it should be exhibited by every employee and in every customer interaction.

Since culture is the "personality" with which you will court your customers and future employees, you want to make sure it is a big part of your business. If you have a bland culture, or you don't take the time to develop any kind of culture, few will feel passionately about you.

It seems like a lot that you've not only had to learn all of the new tools out there in marketing, communication, and technology but you also have to adapt to the changing face of the workforce and the expectation of employees and customers. If you want to be a 2020 business you need to keep these things in mind. While people love retro charm, they rarely enjoy it in an employer.

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

SHOWCASE YOUR BUSINESS

The Kilgore Chamber is seeking sponsors and 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.

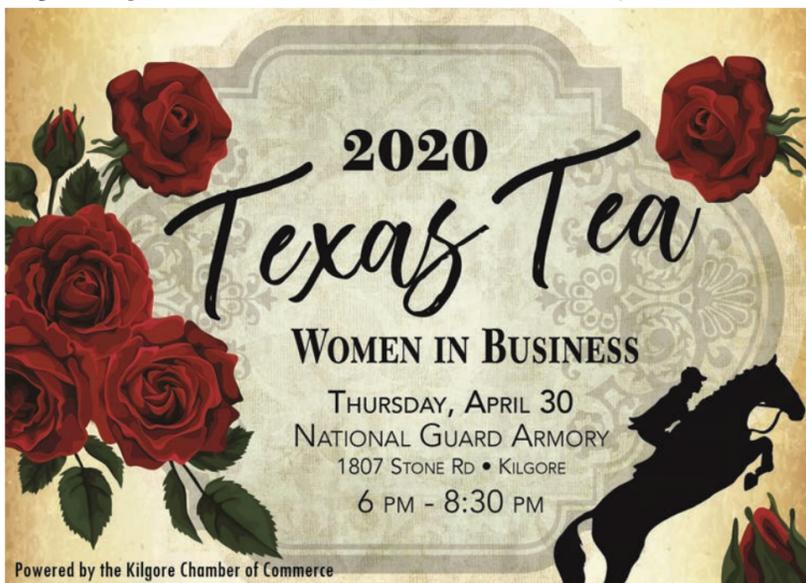
The "Kentucky Derby" themed evening will take place on April 30 at the National Guard Armory beginning at 6:00pm. The evening

starts with a social and shopping segment including vendors selling, jewelry, purses, clothing, cosmetics, home décor, and many 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 or cut out sponsorship/ticket form and mail to Kilgore Chamber, 813 N Kilgore St, Kilgore TX 75662.



Powered by the Kilgore Chamber of Commerce



Republic Services table at KISD Parent University



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Talking Tourism



Ryan Polk
Tourism Mgr.

It's March, so it's time to get out, connect with nature, and renew your senses with the season's stunning blooming trees and wildflowers! Thankfully our days are longer and warmer, and with recent rains, there should be an abundance of color with spring blooms the next few weeks around the City of Stars!

Connect with nature and renew your senses with the season's stunning blooming trees and wildflowers. Naturally, we aren't meant inside and sitting under artificial lights all day. Some studies have shown that just a short time out in nature, can reduce symptoms of anxiety and depression, along with many other conditions. So, if you get to work outside all day, count yourself lucky, and if you don't, let's try to schedule more outdoor recreation and wellness time. With two trails and trees and wildflowers! multiple parks, there are a plethora of quick outdoor getaways in Kilgore. There are some significant events to look forward to this spring! Keep reading to see what is coming up in the next few weeks.

Avalon Faire - Every weekend in April

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 schedule and tickets, visit avalonfaire.com and follow them on Facebook.

Fridays After 5 Concert - April 3

Get ready to jam under the derricks this year at

Fridays After 5! Hosted by Kilgore Main Street, The Tuxedo Cats kick off the 2020 concert series! This four piece band knows how to get the scene going. So bring your chairs or a picnic blanket and join the fun under the derricks at the World's Richest Acre for this FREE family-friendly outdoor concert. There will be local vendors for you to buy from, and it's a perfect opportunity to get some dinner from our local downtown restaurants. For more info, visit KilgoreMainStreet.com/FridaysAfter5.

Tunes Day at The Acre - Every Tuesday April-May

Starting in April, it will be Tunes Day at the Acre! That's right, Kilgore Main Street is bringing live music to your lunch break every Tuesday in Historic

Downtown Kilgore through the end of May at the World's Richest Acre! This FREE music event kicks off on Tuesday, April 7, so make plans now to join us for our very first Tunes Day at the Acre with Sheila Small concert on April 7 from 11:30am-1pm! This is a Bring Your Own Lunch (BYOL) event, but there are plenty of downtown restaurants for you to call your order ahead so that you can pick up your lunch on the way to Tunes day!

BELOW is the current Tunes Day at The Acre schedule.

- 04-07 Tunes Day at the Acre with Sheila Small 11:30am-1pm
- 04-14 Tunes Day at The Acre with Sheila and the Caddo Kats
- 04-21 Tunes Day at

The Acre with Josh Mandreger
• 04-28 Tunes Day at The Acre with Jim Taylor

Kilgore is a unique and dynamic destination with so many exciting attractions and experiences! Don't forget to use #VisitKilgore or #KilgoreTX when using Instagram, Facebook, and Twitter, and we may post your image on our Visit Kilgore social media sites. For more information on happenings and events in Kilgore, visit our website www.visitkilgore.com, and stay up-to-date on current events by liking us on Facebook and following us on Instagram and Twitter at VisitKilgore.



WHERE DISCOVERIES Are Made
Avalon Faire Renaissance Festival

From legendary Rangerette Performances, to Medieval Adventures, every turn leads to a discovery.

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Poker Table

KILGORE MAIN STREET PRESENTS
FRIDAYS AFTER 5
AT THE ACRE



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New Members!

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 Grace Baptist Church
 Tip Top Home Inspections

Find a Chamber Member in the Business Directory at
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

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 Ryan Polk, Tourism Manager

2019-20 CHAMBER OF COMMERCE BOARD OF DIRECTORS

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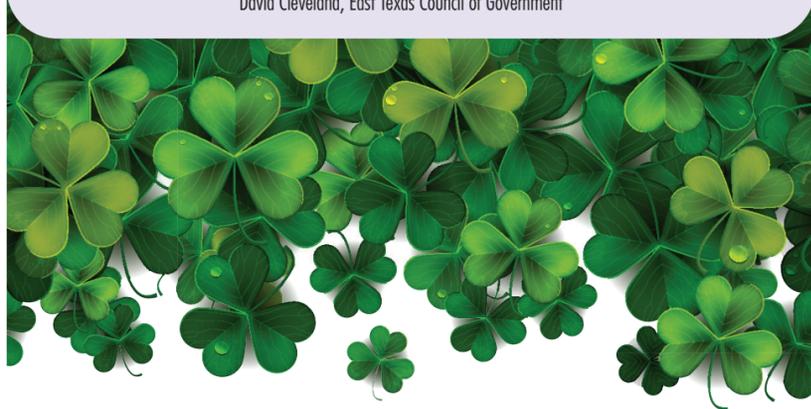
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KILGORE

CHAMBER OF COMMERCE & VISITORS BUREAU

Business After Hours

Hosted by:

Avalon Faire

A Medieval, Renaissance, and Pyralical Adventure

Location: 253 Private Road 3391
Kilgore, Texas

Thursday, April 9, 2020
5:00 - 7:00 pm

Will be outside, wear appropriate footwear!

Join us for Food, Drinks & Networking



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- Erma



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KILGORE CHAMBER OF COMMERCE & VISITORS BUREAU
INVITES YOU TO ATTEND OCTOBER'S



Morning Brew

Thursday,
 March 19
 8:00 - 9:00 am



7064 TX - 42, KILGORE ,TX 75662

Morning Brew, one of the Chamber's business connection events, was sponsored and held at the Texas Broadcast Museum. Thank you to Chuck Conrad 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.



Texas Holdem Winners - 3rd place (left) Ken Bingham, 1st place (center) is Daniel Head, and 2nd place is Troy Holden



UPCOMING EVENTS & MEETINGS

Chamber Meetings & Events – March/April

Mar 12	Executive Meeting	12:00am	Kilgore Chamber
Mar 16	Board Meeting	12:00pm	Kilgore Chamber
Mar 17	E.M.T.'s Meeting	11:30am	Kilgore Chamber
Mar 18	Transportation Meeting	12:00pm	Kilgore Chamber
Mar 19	Morning Brew	8:00am	D & D Industrial Welding
Mar 20	Stars & Scars Offroad Meeting	12:00pm	Kilgore Chamber
Mar 10	Ambassador Meeting	11:30am	The 19th Hole – Meadowbrook Golf Office Closed
Apr 10	Good Friday		

Community Events – March/April

Mar 21	Miss Mabel's Plants in the Patch Annual Plant Sale	9:00am	Dean-Keener-Crim House
Mar 21	Grand Opening Willow Creek Cottage	10:00am	Willow Creek Cottage
Mar 21	Kilgore High School Alumni, Coaches & Teachers Golf Tournament	11:00am	Meadowbrook Golf & Event Center
Mar 28	Lone Star Lug Nuts Early Bird Car Show	8:00am	Kilgore City Park
Apr 3	Fridays After 5 with The Tuxedo Cats	7:00pm	World's Richest Acre
Apr 4	Easter Egg Helicopter Drop	8:30am	Driller Park
Apr 4	Craft And Trade Show	10:00am	Kilgore City Park
Apr 4	Avalon Faire Opening Weekend	10:00am	Avalon Faire
Apr 5	Avalon Faire Opening Weekend	10:00am	Avalon Faire
Apr 7	Tunes Day at The Acre with Sheila Small	11:30am	World's Richest Acre
April 9	After Hours	5:00-7:00pm	Avalon Faire
Apr 11	Avalon Faire – King Arthur's Coronation	10:00am	Avalon Faire
Apr 11	Avalon Faire King's Feasts	1:30pm	Avalon Faire
Apr 11	Ally Venable Birthday Show	7:30pm	The Back Porch

Go to KilgoreChamber.com or 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, 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](https://www.facebook.com/KilgoreChamber) and [VisitKilgore](https://www.facebook.com/VisitKilgore).



February Ambassador Ambush at Citizens Bank with Sammy York



Support small businesses. Complete the census.

The 2020 Census will provide data to small businesses that is essential to help them grow and succeed. This data can help businesses better understand how to serve their customers, where to open new locations, and where to find a skilled workforce. Respond to the 2020 Census online, by phone, or by mail for a complete and accurate census.

2020CENSUS.GOV

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