

# Chamber onnection

Beers, Clubs  
& Bugs  
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renewals ▪ 6



Volume 6, No. 3 • March 2019 • [www.kilgorechamber.com](http://www.kilgorechamber.com)

## JOIN TODAY!



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calendar • 7

*Published monthly by the Kilgore News Herald*



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

As many business organizations compete for your membership dollars, let me just simply say that no other business organization knows your community better than your local chamber of commerce does. We know the people, we know the needs, and we know how to connect you to those things. I found a great article regarding 30 reasons why you should be a member of your local chamber of commerce written by Dennis Mehaffey, MBA, Small Business

Expert and a regular contributor to BusinessStudent.com who holds his MBA from Widener University and has worked in sales, marketing, content development, and management. His specialties include small business and technology.

### LET OUR LIST BEGIN...

#### 1. Look More Trustworthy

The Chamber of Commerce might be a holdover from analogue days, but much like Consumer Reports, it's still one people trust. Plain and simple, the biggest edge Chamber of Commerce Membership gives your business is instilling consumer confidence.

#### 2. Help Make Important Decisions

By serving on committees, you can directly influence the course of business events in your city. This goes one step further than simply grabbing the ear of government ... you can be part of the government.

#### 3. Encourage New Customers with Coupons

Typically the Chamber of Commerce in your city allows you to post coupons and discounts for customers without having to pay a surcharge. That means big visibility at no cost to you, plus customer incentives to come in and try you out. It's a win-win-win.

#### 4. Keep Up to Date on Trends

Business developments in your city are

a must-know, but many companies find themselves sadly out of touch due to the fact that they just aren't tied to their communities closely enough. Avoid this fate by joining up.

#### 5. Up Awareness of Your Business

Sometimes you don't get new customers because people simply aren't aware you exist. If you want to reduce the number of people represented in this group, joining your Chamber of Commerce is a good way to go, because it puts you on the map.

#### 6. Encourage Consumers to Do Business with You

Consumers are significantly more likely to use your services once you have the Chamber of Commerce stamp of approval. We're not talking a little bit more likely; we're talking 50 to 60 percent more likely, according to varied numbers from Association of Chamber of Commerce Executives.

#### 7. Increase the Chances of Customers Purchasing Your Products

Not only are consumers more likely to use your services, they are a full 80 percent more likely to buy your products, according to the same report.

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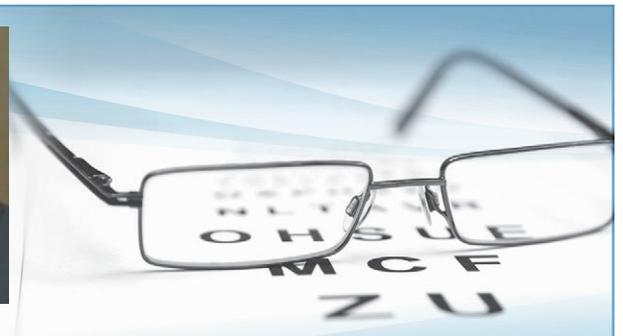
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# Talking Tourism



**Ryan Polk**  
Tourism Mgr.

March madness is upon us in #KilgoreTX! And if that means warmer weather and spring blooms then I'm all for it. As always, spring colors pop up in a major way this time of year, and Southern Living reported that it could be the best wildflower show

in 10 years! The colors are photogenic, but the spring events are where the real excitement takes place. From car shows to art shows, we have you covered! And a spring break in your very own backyard isn't so bad with Kilgore's mild weather and attractions. Discover history, nature, knowledge and a whole new world right here with a Kilgore-themed spring break. From the East Texas Oil Museum and its new makeover, the new exhibits at the Texas Broadcast Museum, the fun photos and costumes at the Rangerette Showcase and Museum, the collection of unique books at the French-styled historic Kilgore Public Library, while being a foodie and trying out all the restaurants you haven't visited. And by this time of year, everyone is ready to get outside and Meadowbrook Park, Kilgore City Park, Creekside Trail, and the trails, ducks, and fishing at Synergy Park are a perfect addition to the family's travel plan.

**Lone Star Lugnuts Car Show - March 30:** March brings out another great outdoor event, the 12th Annual Early Bird Show, which is the annual classic car show hosted by the famous Lone Star Lug Nuts Car Club. Bring your camera, lawn chair

and come out and enjoy 150 to more than 200 classic cars at Kilgore City Park. This year's event will take place March 31, and benefits the camp I'm Still Me for youth burn victims. Don't miss the entertainment by award-winning Elvis tribute artist Josh Davis.

**KilGogh Arts Festival 2019 – March 29-30:** Let's talk art! The seventh annual KilGogh Arts Festival kicks off March 29, with the 2019 Art & Wine Exhibition at the Texan Theater and Old Post Office in Historic downtown Kilgore. Created by local art enthusiasts in 2013, and now managed by the Kilgore Main Street program. KilGogh is returning for its seventh year, and this year's theme is "Gogh Big or Go Home" and with art being the main focus, it will be the largest event to date! The popular KilGogh Art & Wine Exhibition kicks off Friday, March 29 from 7pm-10pm in the Texan Theater and Old Post Office on S Kilgore St in Historic Downtown Kilgore. Tickets will be \$25 and are available to purchase online. This special event will provide attendees an evening of art, entertainment, food from the Kilgore College Culinary Arts and wine tastings from local East Texas wineries. For more info. or to purchase tickets visit [KilgoreMainStreet.com/KilGogh](http://KilgoreMainStreet.com/KilGogh). If you have no luck purchasing art on Friday you can always come back on Saturday, March 30, when the art exhibition is open for free to the public from 10am-2pm.

**Avalon Faire – March 30 – April 28 "Every Weekend":** Mark your calendars for Music, Magic and Jousting at Avalon Faire! This medieval faire will kick off on March 30, with an opening weekend celebration and will take place every

weekend thru April with unique crafts and food, historical re-enactments and performance arts and a lot of photo-ops in the Piney Woods of East Texas. There are special events planned for this year's opening weekend at the faire. Staff dress in costumes typical of King Arthur, Lady Guinevere and the Knights of the Round Table lore. You don't want to miss the amazing birds of prey section as you see jugglers, musicians, belly dancers, magicians and other entertainers perform throughout the day. For more information including tickets go to [avalonfaire.com](http://avalonfaire.com) or the Avalon Faire Facebook page.

**Fridays After 5 Concert – April 5:** Get ready to dance at Fridays After 5! Hosted by Kilgore Main Street, the first concert of the year welcomes The Social Club! They are known to get the party started by playing top 40 hits from the 60s to today. 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](http://KilgoreMainStreet.com/FridaysAfter5).

**Rangerette Revels – April 10-13:** For a few a days in April, visitors and locals watch our very own World-Famous Kilgore College Rangerettes perform a dance a variety show that showcases the rich

dance-drill team heritage, and the professionalism and dance versatility and athletic acumen that is based right here in Kilgore, Texas. The show includes a wide variety of dance genres including the Rangerettes signature "high kick" production for the finale. The show runs 4 nights with 5 performances that take place before a usually sold out crowd in Dodson auditorium on the Kilgore College campus. Evening showtimes are 7:00 pm, with a 1:00 pm matinee performance on Saturday. ALL seats are reserved and tickets are \$25.00 each. The general public may purchase tickets online beginning March 20, 2019. ALL online ticket sales are subject to availability and seat requests are not guaranteed. For more ticket information or to purchase tickets by phone, call the Revels Box Office at 903-983-8179 or visit [rangerette.com](http://rangerette.com).

Kilgore is a unique and dynamic destination with so many interesting attractions and experiences! Don't forget to use #VisitKilgore or #KilgoreTX when using Instagram, Facebook and Twitter and we may just repost your image on our Visit Kilgore social media sites. Stay up-to-date on current events by liking us on Facebook and following us on Instagram and Twitter at VisitKilgore.

*Photos by Jamie Maldonado, Kilgore College Marketing*



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**JOIN, From Page 1****8. Get Featured**

Many people receive a welcome packet when they move into your town. It contains information on schools, parks and recreation, and all the usual, but these welcome packets also contain guides to local businesses to help people become acquainted with the area. Prove yourself worthy, and that could be your name getting sent to every newbie in town.

**9. Promote Your Products Through Other Businesses**

The Chamber offers endless opportunities for promoting your products. Instead of promoting them directly to consumers or other businesses, you can now build network partnerships and promote them indirectly through flyers, referrals and word of mouth. Of course, you'll do the same for those businesses, forming rich bonds over time.

**10. Take a Startup Step**

One of the biggest benefits of joining is that you don't need to have met any requirements to do so. That means brand new businesses can get started right away, all for the low cost of membership. While there is an application process, almost everyone gets accepted if they have a real business.

**11. Gain Mailing List Access**

The Chamber of Commerce maintains a mailing list, one of the most lucrative tools in any business owner's kit. This alone is worth the price of membership.

**12. Form Relationships**

Opportunities come from strange quarters. Forming relationships with the other movers and shakers in town can generate everything from clients to new business ventures to advertising to awesome employees.

**13. Enjoy Free Publicity**

The Chamber of Commerce stamps its members all over a variety of collateral, and for additional fees, will often plaster your name all over signs and banners at events trafficked by thousands.

**14. Gain Industry Leadership Status**

Big dogs join the Chamber of Commerce; it's simply a fact. If you want to be seen as a leader, this is a step to take.

**15. Look Bigger Than You Are**

Your presence at local events, your name on Chamber of Commerce branded collateral and your involvement in the community all lend the impression that you're in more places than you actually are, and therefore that your company is bigger than it actually is. Though people like local, they also appreciate knowing your company has

significant reach, which makes you look both professional and accessible.

**16. Integrate Yourself into the Community**

When the residents of your town know you to be part of its heart, they'll want to engage with you even more.

**17. Save on Marketing**

Especially if you're a small startup, your marketing budget is likely limited. The amount of free publicity you get through a Chamber membership just makes financial sense.

**18. Get a Voice in Government**

Sharing your opinions with lawmakers and others who matter can be a significant step forward for many businesses, so don't waste the opportunity.

**19. Show Consumers You Use Good Business Practices**

Those who belong to the Chamber of Commerce receive more oversight of their business practices than others, which customers appreciate.

**20. Create Charitable Opportunities (Which Are Actually Opportunities for Business Development)**

Through the Chamber of Commerce, you'll get access to a wide variety of opportunities to conduct charitable work and make contributions. While these are important for their own sake, they also produce opportunities to work with others in your field and make strong connections.

**21. Get the Powerful on Your Side**

The established figures in your town can't help you out if they don't know who you are. Chamber membership is a quick, easy and enjoyable way to remedy that.

**22 Find Out About****Volunteer Opportunities**

Volunteering is not only an enriching pastime, it can be a great business-builder. By working in the right industries, you can meet potential employees or even clients and customers.

**23. Cultivate Referrals**

Referrals are the lifeblood of most service-based businesses, and you can never have too many.

**24. Get the Skinny on the Competition**

The good news AND bad news of joining the Chamber of Commerce is that you'll be right in there with your competition. Sure, this may at times be uncomfortable or even downright unpleasant, but it isn't a bad thing. Close proximity to your competition gives you an edge, because you can see how they do what they do.

**25. Enjoy Low-Cost Continuing Education**

Many small businesses, especially new

startups, can't afford the cost of attending a well-known conference or hiring training professionals ... or even paying for online business courses. Luckily, local Chambers of Commerce frequently hosts trainings on a wide variety of business topics, giving you a low-cost alternative.

**26. Receive Invitations to Events, Galas and Trade Shows**

These events are the heart of commerce in your town, and are worth their figurative weight in gold.

**27. Host Events Without Planning Events**

Planning an event is exhausting. The sheer number of details that goes into even a 50-person gathering can be nearly overwhelming, and more so as numbers climb higher. When you belong to the Chamber of Commerce, though, you can join up with other businesses to cut the workload, or even fund an event that you have no part in planning. What's not to like?

**28. Edge Out the Competition**

Belong to the Chamber of Commerce can give you the leg up you need to outperform the competition, especially considering the increased trust you earn from consumers, and therefore their increased willingness to work with you.

**29. Gain Access to Special Discounts**

Chamber of Commerce members often have access to discounts on advertising around town and through the organization's website and other platforms. Plus, you may get discounted advertising from other members in exchange for performing a service for them.

**30. Increase Your SEO**

There are, of course, also digital benefits to a membership. Chief among these is improved Internet SEO and social media management. When you join the Chamber of Commerce, your business gets linked not only from the Chamber's page, but from the pages of many participating members, who will list you for events you're hosting or subsidizing. The result is

a lot of links back to your site, which tells Google you're important.

Next time you're wondering whether the good ol' Chamber is worth it, stop yourself in your tracks and just get that membership. Then make the most of it, meeting and greeting, participating in events and doing everything you can to get your business venture out into the world. You might be surprised at the results this "antiquated" business strategy is still capable of generating. To your success!

-Dennis Mehaffey, MBA

I look forward to hearing from you and hearing which of the 30 reasons are most important to you and your business. Let us help you grow, connect, participate and influence right here in Kilgore, Texas.

We Are Kilgore,

Jill R. McCartney, IOM

President & CEO

Kilgore Chamber of Commerce & Visitors Bureau



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**Women in Business**  
**2019**

**THURSDAY**  
**APRIL 4**

**Hidden**  
**Timbers**  
**Lakeside**  
**Venue**

**GIRLS**  
**just wanna have fun**

## 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 80's themed evening of "Girls Just Wanna

Have Fun" will take place on April 4 at Hidden Timbers Lakeside Venue beginning at 6:00 pm. The evening starts with a social and shopping segment including vendors selling jewelry, purses, clothing, cosmetics 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](mailto:lmorgan@kilgorechamber.com)



**NEW EVENT!**

This is an 18-hole tournament with a 4 p.m. start time.

First 9 will be played, followed by a Crawfish Boil

Once it is dark the second part of the tournament will be Glow Golf in the dark.

Stated time is subject to change to ensure proper playing time in the dark.

**TEAM REGISTRATION**

Friday, March 22, 2019 at Meadowbrook Golf & Event Center

TEAM NAME: _____	CIRCLE NUMBER OF CARTS NEEDED... <b>NONE 1 2</b>
CONTACT PERSON: _____	TEAM ENTRY: <b>\$400 FOR MEMBERS</b>
ADDRESS: _____	<b>\$450 FOR NON-MEMBERS</b>
PHONE: _____	
EMAIL: _____	
TEAM MEMBERS: _____	
_____	
_____	

PLEASE REMIT PAYMENT TO: **Kilgore Chamber of Commerce**  
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Name on card: \_\_\_\_\_ Zip: \_\_\_\_\_  
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**SPONSORSHIPS AVAILABLE**

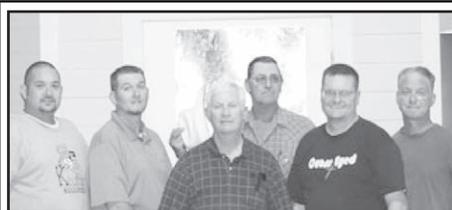
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## New Members!

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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

### 2018-19 CHAMBER OF COMMERCE BOARD OF DIRECTORS

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Phillips & Gilchrist, LLP

Rusk County Well Service Co., Inc.

Stream-Flo USA

Wilora Tucker

Waste Connections, Inc.





## Morning Brew

**Coffee + Conversation = Connections**

**Thursday, March 28, 2019 ~ 8:00–9:00 A.M.**  
**Kilgore Police Department—909 N. Kilgore St.**



Attending Morning Brew is a great WAY to make business connections!

Join us and take advantage of meeting potential customers, share your promotional message with other businesses, make a business announcement, and learn more about the host business. Door prizes and breakfast refreshments top off the morning.

*What's not to like about making new business friends?*

A Member Program of the Kilgore Chamber of Commerce

Morning Brew, one of the Chamber's business connection events, was sponsored and held at CHRISTUS Trinity Clinic of Kilgore. Thank you to Dr. Page 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.



### Chamber Meetings & Events – March/Apr

March 14	Executive Board Meeting	12:00pm	Kilgore Chamber
March 18	Chamber Board Meeting	12:00pm	Kilgore Chamber
March 22	Beers, Clubs, & Bugs – Glow Golf	4:00pm	Meadowbrook Golf
March 28	Morning Brew	8:00am	Kilgore Police Department
April 2	Ribbon Cutting – Team National	11:30am	Kilgore Chamber
April 3	E.M.T.'s	11:30am	Kilgore Chamber
April 4	Texas Tea – Women in Business	6:00pm	Hidden Timbers Lakeside Venue
April 9	Ambassador Meeting	11:30am	TBD

### Community Events – March/April

Mar 29	KilGogh Arts Festival Exclusive Preview	7:00 pm	Texan Theater-Old Post Office
Mar 29	KilGogh Arts Festival Art & Wine Exhibition	7:00 pm	Texan Theater-Old Post Office
Mar 30	KilGogh Arts Festival Art Exhibition	10:00am	Texan Theater-Old Post Office
Mar 30	Lug Nutz Car Club	11:00am	Kilgore City Park
	12th Annual Early Bird Car Show		
Mar 30	Avalon Faire Opening Weekend	11:00am	Avalon Faire
Mar 31	Avalon Faire Opening Weekend	11:00am	Avalon Faire
Apr 5	Fridays After 5 Concert Featuring The Social Club	7:00pm	World's Richest Acre
Apr 6	Ally's 20th Birthday Show at The Back Porch	8:00pm	The Back Porch
Apr 10-13	Kilgore College Rangerette Revels 2019	7:00pm	Dodson Auditorium

**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.**

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no. **43** Memory Care Matters

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**Visit our community and fall in love! 430-228-4121**



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