

# Chamber Connection



**KILGORE**  
AREA CHAMBER OF COMMERCE

DECEMBER 2021 • www.kilgorechamber.com • 1108 N. Kilgore Street • 903-984-5022

## 4 THINGS YOU MUST BE DOING THIS SMALL BUSINESS SEASON



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

We're down to the last two weeks before Christmas with some of the biggest shopping days of the season still ahead of us. Since every sale can help your future market-

ing, it's essential that over the next few weeks you think not only of the money, but the data you can garner from each sale as well. But don't stress. You still have time to implement these important activities for big results.

### THINGS YOU NEED TO DO DURING SMALL BUSINESS SEASON

Don't let the biggest sales season go by without gathering this data and implementing some of these activities to help with future marketing:

#### Build Your List

You have a lot of people interested in what you sell or the service you provide. When people buy from you ask them if they'd be willing to sign up for a VIP list that

will give them special discounts or coupons. They get savings, you get a way to stay in contact with them.

#### Notice the Also Boughts

Ideally, you have a point-of-sale system that could quantify the sales data you're gathering to tell you what people who buy from you often buy together. But if you don't have that in place, you can do it manually by paying attention to items or services that sell well together. Then get that information to your staff so that they may make satisfying suggestions to customers.

#### Email Last-Minute Offers or Deals

If you already have an email list of past customers, send out a discount or last-minute offer email to

them. People who have purchased from you before are more likely to buy again.

Buy one, get one offers are particularly beneficial in driving sales because they allow people to buy for two people inexpensively, get more for less, or keep a special something for themselves.

#### Who doesn't love that?

#### Excel in Social Media

Now is the time to blow up your engagement on social media. Search on social for hashtags of things you sell or specialize in. If you find someone looking for those things, you can start a conversation about it.

If you're sold out of the item they want, suggest where they might be able to find it. They'll ap-

preciate the help. Post funny videos. Interview people about their holiday shopping (don't forget that media release!). Highlight some of your more unique items/services or your best sellers.

Analyze what gets results and do more of it. Tag your local chamber in these posts and they might share your content as well.

This is a critical time to get sales, but revenue isn't the only benefit to your business. Every sale provides critical information about your ideal client. The more information you have for analysis, the closer you are to the kind of personalized marketing that gets results.

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

## UPCOMING EVENTS & MEETINGS

### DECEMBER & JANUARY

Dec 13	Government Affairs Meeting	11:30am	Kilgore Chamber
Dec 14	Ambassador Lunch	11:30am	Back Porch
Dec 21	E4 Class Session	8:00am	
Dec 24 – Jan 2	Office Closed		
Jan 5	EMT's Meeting	11:30am	Kilgore Chamber
Jan 10	Government Affairs Meeting	11:30am	Kilgore Chamber
Jan 11	Ambassador Lunch	11:30am	TBD
Jan 13	Executive Board	12:00pm	Kilgore Chamber

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 1108 North Kilgore St. We will be happy to share your event information on the community calendar and via Facebook at [KilgoreChamber](http://KilgoreChamber) and [VisitKilgore](http://VisitKilgore).

Kilgore Area Chamber of Commerce Presents

## BizConnectLuncheon

## KILGORE STATE OF THE COMMUNITY

11:00 a.m. Friday,  
January 28  
Texan Theater  
201 S. Kilgore St.  
\$30 per person

A new informative and exclusive event featuring:

- Mayor Ronnie Spradlin
- Judge Bill Stoudt
- Kilgore Independent School District
- Kilgore College
- Kilgore Economic Development Corporation
- Kilgore Chamber of Commerce

Learn more: 903-984-5022

Visit [KilgoreChamber.com](http://KilgoreChamber.com) to RSVP online as a chamber member or send check to 1108 N. Kilgore Street, Kilgore, Texas 75662. MUST RSVP to attend!



What does the Kilgore Area Chamber of Commerce want for Christmas you ask?

**KILGORE**  
AREA CHAMBER OF COMMERCE

## MEMBER INVESTOR RENEWALS

Brookshire's  
District Attorney Michael Jimerson  
East Texas Salt Water Disposal Co.

East Texas Tire & Service Center  
Expert Lawn Care  
HD Hydraulics LLC

Joe & Lori Weatherford Sherwin-Williams Company  
The University of Texas at Tyler



# 90th Annual Kilgore Christmas Parade



**2021 Parade Best Overall Award**  
**Arpco Valves & Controls**

## 2021 Business Awards

### Theme

- 1st: Arpco Valves & Controls
- 2nd: Charlie's Sno-Balls
- 3rd: Noble Roofing

### Decorations

- 1st: Rusk Cty. Electric Coop.
- 2nd: Arpco Valves & Controls
- 3rd: Charlie's Sno-Balls

## 2021 Group Awards

### Theme

- 1st: Friends of the Kilgore Public Library
- 2nd: Kilgore ISD FFA
- 3rd: Kilgore Legacy Foundation

### Decorations

- 1st: Friends of the Kilgore Public Library
- 2nd: Barb Wire Halo Cowboy Church
- 3rd: Kilgore ISD FFA

*"The purpose of the Kilgore Area Chamber of Commerce is to cultivate a strong business and industrial environment in the Kilgore area, creating a vibrant place to live, learn, work and play."*

## 2021 Kilgore Area Chamber of Commerce

1108 N. KILGORE STREET | KILGORE, TEXAS 75662 | 903-984-5022



### KILGORE AREA CHAMBER OF COMMERCE STAFF

Jill R. McCartney, IOM President & CEO  
Lisa Morgan, IOM, Member Services Manager

### EXECUTIVE BOARD

Mark Robinson, Chairman (AEP/SWEPCO)  
Bobbie Hurley O'Dell, Chair Elect (Arpco Valves & Controls)  
Robert Young, Vice Chair (Skeeter)  
Erin Brogoini, Vice Chair (The Ward Agency)  
Jill McCartney, Secretary (Kilgore Area Chamber of Commerce)  
Blayne Cole, Treasurer (Noble Roofing Bullard Associates, LLC)  
Dr. Christopher Gratton, Past Chair (Gratton Chiropractic)

### BOARD OF DIRECTORS

Tim Capps (Gabriel/Jordan GMC Buick)  
Jack Moore (Whataburger)  
Kevin Offerding (East Texas Hardware)  
Ubaldo Meraz (East Texas Professional Credit Union)

### EX-OFFICIO

Dr. Andy Baker (KISD)  
Dr. Brenda Kays (Kilgore College)  
Lisa Denton (Kilgore Economic Development Corp.)  
Josh Selleck (City of Kilgore)  
David Cleveland (East Texas Council of Governments)

The Kilgore Area Chamber of Commerce  
thanks you for your support in 2021.



MERRY  
**Christmas**  
HAPPY NEW YEAR

# STAR GALA

POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE

*Time to Celebrate - Save the Date*

**FEBRUARY 24 • 6PM • TEXAN THEATER**

201 SOUTH KILGORE STREET



**kim beckham**  
CONNECTING YOU TO THE NEXT LEVEL OF LIFE CHANGE

## “WHAT I KNOW WORKS” COURSE TOPICS INCLUDE:

- **Time management** ARE YOU WORKING SMART?
- **Goals** THE SETTING AND ACHIEVING OF GOALS PLUS “VISIONEERING”
- **The Mind** TAPPING INTO THE POWER OF THE SUBCONSCIOUS MIND
- **Networking** ORGANIC & STRATEGIC RELATIONSHIP BUILDING
- **Handling Failure** OVERCOMING OBSTACLES BY LEARNING FROM THEM
- **Beliefs** LIFTING THE LID FROM YOUR LIFE
- **Work-life balance** BUILDING A LIFE THAT WILL LAST



## WHAT YOU GET WHEN YOU TAKE THIS CLASS:

- **9 days** of dynamic teaching and coaching held once a month for 9 months
- **3 books** including 2 by Kim Beckham
- **Disciplined study** of podcasts and materials from books
- **Focused problem solving** on your specific challenges that will lead to breakthrough ideas for your career and life
- The formation of a **support group** of like-minded, goal-oriented leaders

“ As an employer, I have had two manager level employees and one up and coming employee participate in the program and I look to send others in the future. Far too often we go about our endeavors without an understanding of how your role fits in the bigger picture. If you see potential, Kim will help convert that potential into next level leadership.  
**Todd D. Buchanan**  
Greater Texas Capital Corporation ”

COST FOR TRAINING CLASSES

**\$1,499**

+ \$75 ONE-TIME MATERIALS FEE

**NEED MORE INFO?**

Fill out the form at the link below  
[HTTPS://FORMS.GLE/5V1HUPS6AWSKQA88](https://forms.gle/5V1HUPS6AWSKQA88)  
OR EMAIL US: KIMBASSOCIATES@GMAIL.COM



**KILGORE**  
AREA CHAMBER OF COMMERCE  
90 years

Celebrating 90 years

Join us for the next 90...

- Meet New Business Contacts
- Get Referrals
- Community Information
- Professional Development
- Member Savings
- Increased Credibility
- Network Opportunities
- Advocate/Elevate/Educate
- Volunteer Opportunities
- Grow Your Business

## Volunteer Opportunities

- Board of Directors
- Transportation Committee
- Education Committee
- Government Affairs
- EMT's (Events & Marketing Team)
- Ambassador's

[www.KilgoreChamber.com](http://www.KilgoreChamber.com)

1108 N. Kilgore Street, Kilgore Texas 75662  
903.984.5022

[LMorgan@KilgoreChamber.com](mailto:LMorgan@KilgoreChamber.com)



@KilgoreChamber

we are the **CONNECTOR** OF LEADERS AND INFLUENCERS  
we are the **CATALYST** FOR BUSINESS GROWTH  
we are the **CHAMPION** FOR A STRONGER COMMUNITY

Place  
**YOUR  
AD**

in next month's  
**Chamber  
Connection**

Call 903.  
984.2593

KILGORE NEWS HERALD

**Shop Local**

# City Connection



DECEMBER 2021 • www.cityofkilgore.com

## The happiest (and busiest) holiday season



**Bill Woodall**  
Kilgore Community Relations Manager

What a month!

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About thirty years ago, Kilgore voters adopted a half-cent sales tax to be used for industrial development.

That half-cent "seed" was planted, it's watered with

sales tax money every month and it continues to bear fruit.

Monday, the city council signed off a tax-abatement agreement with Camfil, an international manufacturer of filtration systems. The company has sales offices in 30 countries and manufacturing locations around the globe, including... soon... Kilgore, Texas.

Camfil is committed to a \$45 million investment in building and equipment at Synergy Park. More importantly, they've committed to a minimum of 124 jobs.

"This is why voters approved that tax, said Mayor Ronnie Spradlin. "This is the most transformative project in Kilgore in many

years."

Equipment is being delivered now and for the moment, Camfill will begin its Kilgore development in an existing building at Synergy Park. The completed facility is many months down the road.

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The run-up to Christmas has been remarkably busy, what with Thanksgiving, Mingle & Jingle, Christmas parade, changing the name (ceremonially) of Kilgore Street to Steven Torrence Way, and most recently, downtown's 'Tis the Season complete with petting zoo and streets lined with vendors.

Add to that the dust and confusion that comes with

water, sewer and street construction (we'll call it reconstruction) on Industrial Blvd, Commerce Street, Main Street, and Ross Ave.

Aaaand (whew!), if that's not enough, city staff is managing an on-line auction, selling off the contents of the old Roy H. Laird Memorial Hospital.

Most of Kilgore knows the hospital building and the old nurses' dormitory, with the exception of the emergency room annex operated by Christus Good Shepherd, will be razed to make way for a new facility to house the nursing education program. When the last tenants moved out of the building, they took little more than medical records and their

computers. All the "big stuff" is still there. With Air Quality Associates beginning asbestos abatement shortly after the first of the year, and demolition to begin after the first quarter - Hospital beds, plumbing fixtures, maintenance equipment, cabinetry, tables, chairs, lamps and more... it all must go and it has to be out of the building by the end of the year. But, before you get your hopes up, you won't be able to buy - for example - an individual bathroom sink. Bathroom sinks and faucets will be sold as a lot. So if you only need one and you're determined it come from the old hospital, you'll have to buy 23 and find someone to take the other 22 off your hands.

Available items are listed at <https://publicsurplus.com/sms/kilgore.tx>.

The auction will end "before Christmas" and all items will have to be removed during the week between Christmas and Dec. 30. "Asbestos abatement will begin in January and everything has to be out before then."

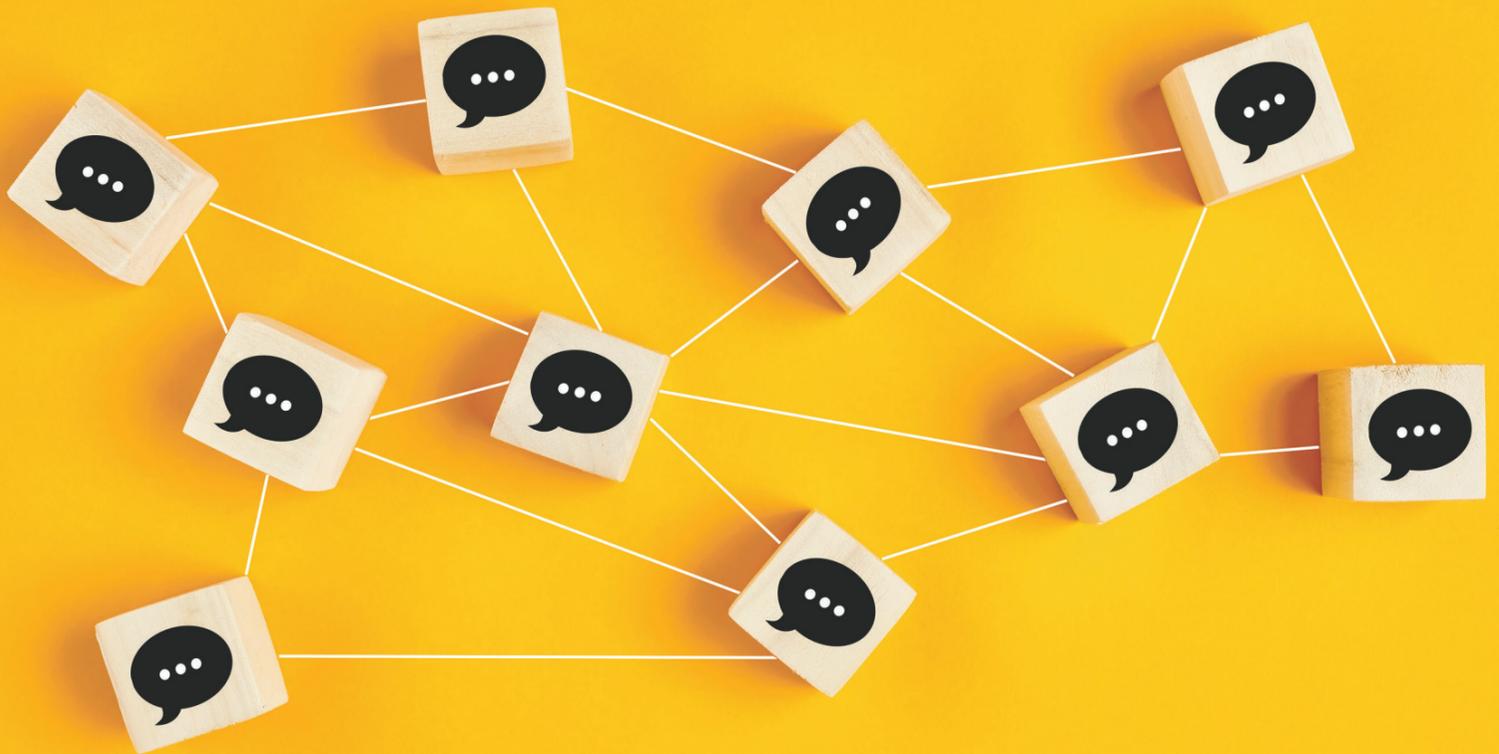
Even light poles and exterior stone columns will be available. "One way or another, everything has to go," according to project manager Patricia White. For more information, she's available at [patricia.white@cityofkilgore.com](mailto:patricia.white@cityofkilgore.com).

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The staff at city hall wishes you a Merry Christmas and Happy New Year!

# Connect WITH THE COMMUNITY!

The Kilgore Chamber of Commerce and City Connection newsletter is published once a month on the third Wednesday. Contact us today to find out how to place your ad in this informative monthly section.



TO PLACE YOUR AD IN THE NEXT ISSUE CONTACT:

**Linda Ballard, 903-984-2594 or [lballard@kilgorennewsheald.com](mailto:lballard@kilgorennewsheald.com)**

**KILGORE NEWS HERALD**

Place YOUR AD in next month's  
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**KILGORE NEWS HERALD**