

Published monthly by the Kilgore News Herald

# Chamber connection



**KILGORE**  
AREA CHAMBER OF COMMERCE

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

## 16 reasons to SHOP LOCAL Instead of Online



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

There is nothing more convenient than whipping out your phone, typing in a URL (or opening an app), perusing offerings, and hitting a few buttons to buy something...anything...everything. We even get our groceries that way these days. But as convenient as online shopping seems, there are several reasons to shop local.



In person is the way to go this Small Business Season. If you can suspend disbelief for a few minutes, we'll explain why.

### OUR FAVORITE REASONS TO SHOP LOCAL DURING SMALL BUSINESS SEASON

Yes, online shopping is convenient. You don't have to change out of your PJs and it's always open. But in the t-chart of holiday shopping options, there are a lot of reasons to shop local.

Here are a few of our favorites:  
**You're supporting your neighbors.**

When you support Small Business Season and shop local, you are supporting your neighbors and they are more likely, in turn, to keep the money you spent with them local as well (for every \$100 spent locally, \$68 of it stays local).

**You are able to get in-person advice.**

Not sure of the right size, color, or other option? Maybe you want to buy something but don't know what else you need to make that purchase complete (like buying a fishing rod without any hooks or lures). An in-person shopping experience can help you straighten out the choices. Small business owners offer complete information and suggestions and you can ask questions about those suggestions. Doing that via chat online can be cumbersome and delayed as they are answering questions from several other shoppers at the same time.

**You know what you're getting.**

Have you ever ordered something online only to be disappointed when it arrives? Maybe it's smaller than you thought or the color is just too much. Online images can be very hard to discern. (Remember that dress a few years back? What color was that any way?) If you don't read the description carefully, your item may be smaller (or larger) than expected and may not include things you had assumed came with it. Even when you do read the description, some items are sized differently or have unexpected variations. Don't even get us started on what happens then.



For every \$100 spent locally, \$68 of it stays local.

**Local yields easier returns.**

Even though you have a clear understanding of what you're buying when you buy in person, sometimes you need to return your purchase. When you do, it's easier to do it locally than to send something back to an online store. Between paying for shipping to going to the post office and insuring it,

bringing it back to a local business is generally easier than online returns.

**Satisfaction guaranteed.**

If you're not satisfied with what you purchased, but it's not something you can bring back (like a service or a food item), you know how to get in touch with the local provider. Some online sellers make it impossible to speak to a human. Try arguing your point with AI that uses keywords and automated language responses. Talking to the local business owner is much easier and they may be able to suggest something that is more along the lines of what you're looking for.

**Local shopping becomes an experience.**

Yes, online shopping is quick, but you also have no memory of doing it. This can lead to overbuying. How many times during the holiday do you come home to find a package on your door step and you can't remember what you purchased? You'll remember when you go out. Plus, when you shop in-person or local, you can invite friends, family, or just make a pleasurable outing for yourself. This creates appealing memories of a wonderful seasonal experience.

**It brings on the holiday spirit.**

When you are out among the sounds and smells of the holiday, it brightens your mood. Who doesn't love sparkling lights, glitter, snow (real or fake), and all of the happy tunes of the season? It's hard to get those same smiles shopping online.

**You may miss the best things when you only go online.**

When you shop online, you do a few searches for things you are looking for. You are less apt to stumble across the perfect gift or item because you are on a targeted mission and only see what the online store presents. When you're shopping in person, there are a lot of serendipitous moments where something catches your eye and you walk out knowing you found a treasure.

**You meet and interact with people.**

When you shop in-person, you meet and interact with people. We have been sequestered long enough. There's something to be

said from those chance meetings that occur when walking around town. Who knows—you could meet your next business partner or a former friend. From the warm smile of the business owner to a suggestion, compliment, or affirmation you receive from a fellow shopper, there are many times when these sorts of introductions can be very helpful.

**You'll receive better reviews.**

Sure, online reviews are helpful but so are reviews from people around you. Plus, people you meet in person who are commenting on what you're buying have a personal connection. They are vouching for the item or dish face-to-face. If you have questions about what they're saying, you can ask. Online reviews are one-sided with very little chance for follow-up from the original poster.

**No worries about delivery this small business season when shopping local.**

With ports backed up and short-staffing throughout the supply chain, there's a lot of talk about potential delivery delays this holiday. If you shop in-person, you won't need to worry about this.

**In-person shopping is perfect for procrastinators.**

Sure, there are some online mega retailers who can get an item to you same day depending on where you live, but most times—especially as we get closer to the actual holiday—your best bet for last-minute gifts is a local shop. If you're a procrastinator, feel free to take this reason to shop local as permission. You'll feel less stressed about waiting, plus you won't be depending on someone else's delivery schedule.

**Displays help you visualize.**

Store displays are better than "you might also like" options in online stores. After all, the online suggestions are based on the buying patterns of others or using products the online retailer links together. Store displays are created (and stores are arranged) to help you find what you need and want. Collections are curated with the shopper in mind. You may find a lot of treasurers browsing that way.

**Window shopping can lead to**

**ideas.**

When you shop in-person around the holidays you'll be treated to beautiful window and decoration displays. These could inspire your holiday home décor or help you figure out something for your hard-to-buy-for aunt. A display may also draw you into trying a new business that you hadn't noticed before. There are so many serendipitous possibilities when shopping in-person this Small Business Season.

**You could find your next job.**

If you shop in-person, you'll quickly realize how many businesses are hiring. Who knows? You might decide to work at your favorite shop over the holidays.



**One's couch has never been the setting for a Hallmark holiday movie but 4 Star Cinema has.**

And we all love those movies, don't we?

We aren't telling you to never shop online again. Online shopping is simply too convenient and there are many times when you can get things delivered online faster than you are able to clear your schedule and shop in-person. There are also many local sellers that have an online presence so you can buy online and still "shop local."

Still, there are several reasons to shop local, including the ability to spread some holiday cheer to your local businesses this Small Business Season.

Those business owners would just love to see your smiling face and the serious ones of Mr. Jackson, Hamilton, and Washington.

This Small Business Season, let's give local and small businesses something to be thankful for.

Let's give them the gift of our support.

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

## UPCOMING EVENTS & MEETINGS

### NOVEMBER & DECEMBER

Nov 11	Executive Board Meeting	12:00pm	Kilgore Chamber
Nov 13	A Very Derrick Christmas	3:00pm	Downtown Kilgore
Nov 14	Board Meeting	12:00pm	Kilgore Chamber
Nov 18	Morning Brew	8:00am	ETX Treatment Center
Nov 25	Thanksgiving	Office Closed	
Nov 26	Office Closed		
Nov 30	Kilgore Christmas Parade	6:30pm	Downtown Kilgore
Dec 1	EMT's Meeting	11:30am	Kilgore Chamber
Dec 4	"All In" Poker Tournament	6:00pm	Meadowbrook
Dec 13	Government Affairs Meeting	11:30am	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).

## WELCOME NEW MEMBERS!

Goosehead Insurance - Bryan Downing • MP Tutoring LLC

## MEMBER INVESTOR RENEWALS

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Avalon Faire	Farmers Insurance -	McDaniel's Quality Body
Berith Equipment, Inc.	Toby Adams Agency	Works
Coldwell Banker Lenhart Properties, Inc.	Five Starz Magic Detail	National Wholesale Supply, Inc.
Daco Equipment Inc	Freedom Communication	Oil Exchange
Deluxe Dental	Technologies	Region VII Education
East Texas Council of Government - ETCOG	Hydessco, LLC	Service Center
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# "All In"

**TEXAS HOLD EM' TOURNAMENT**  
 SATURDAY, DECEMBER 4, 2021  
 6:00 - 10:00 PM  
 MEADOWBROOK GOLF & EVENT CENTER  
 \$75/PERSON  
 Includes: Heavy appetizers, complimentary beverages, \$50 Poker Chips

Reserve by 12.1.21  
 Only 100 tickets available  
 Reserve at  
[www.kilgorechamber.com/events](http://www.kilgorechamber.com/events)  
 903.984.5022 or email  
[LMorgan@KilgoreChamber.com](mailto:LMorgan@KilgoreChamber.com)

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**Top Prize:**  
 \$500 Cash

Tournament Structure: No Limit Hold Em' (meaning there isn't a max bet). Each person starts with \$50 of Chips (you can rebuy in until 9pm \$20 for \$50 worth of chips). Dealing starts at 7pm, Little Blind is \$1/Big Blind is \$2. 8pm Blinds go to \$2/\$4, 9pm we will consolidate tables and go to \$5/\$10 Blinds

# MORNING BREW

POWERED BY  
 KILGORE AREA CHAMBER OF COMMERCE

**East Texas Treatment Center**  
 PHYSICAL THERAPY • SPEECH THERAPY  
 OCCUPATIONAL THERAPY • CARDIAC REHAB

**Thursday, November 18**  
 8:00 - 9:00 am  
 1200 Dudley Road  
 Kilgore TX



*"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

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## Proud Chamber Member for Over 25 Years

# REPUBLIC SERVICES

2611 N Hwy. 42 Kilgore  
 2815 N Hwy. 42 Kilgore

# 2021 KILGORE CHRISTMAS PARADE

## TUESDAY, NOVEMBER 30TH @ 6:30 PM

The Kilgore Chamber of Commerce is proud to host the 90th Annual Christmas Parade. This year's theme, *Christmas in the Oil Patch*, promises to create a magical evening for our community.

Kilgore's Christmas Parade draws hundreds of families to downtown Kilgore each year. The Kilgore Parade is known for great floats and more than 80 entries each year. Plus it is an evening lighted parade!

We invite businesses, organizations, churches, sports teams and individuals to enter the parade. It is a great way to make people aware of your existence!

And yes, there are awards for the best of the best! Judges will be selected to evaluate all entries and choose the best parade entries for 2021. Awards will be presented in the following categories.

- **Best Decorated Float – Business & Civic/Non-Profit Categories (1st-3rd places)**
- **Best Use of Theme – Business & Civic/Non-Profit (1st-3rd places)**
- **Best Overall (1st-3rd places)**

Mark your calendar for Tuesday, November 30 @ 6:30 pm for the Annual Christmas Parade in downtown Kilgore. Parade entry forms are available at the Chamber office (1108 N. Kilgore Street) or email Lisa Morgan at [lmorgan@kilgorechamber.com](mailto:lmorgan@kilgorechamber.com). There is a \$35 parade entry fee and parade entry deadline is set for Tuesday, November 23, 2021.

Note: If weather prohibits the parade to proceed, the reschedule date is set for Monday, December 6.



**KILGORE**  
AREA CHAMBER OF COMMERCE

# Christmas

## IN THE OIL PATCH

**Tuesday, November 30, 2021**  
*Christmas Parade begins at 6:30pm.*

Place YOUR AD in next month's  
**Chamber Connection**  
Call 903.984.2593

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**KILGORE NEWS HERALD**

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# City Connection



NOVEMBER 2021 • www.cityofkilgore.com

## In The Zone



**Bill Woodall**

Kilgore Community Relations Manager

Earlier this fall, on a trip timed to coincide with the changing colors of aspen leaves across the Rockies, I “overnighted” in Cody, Wyoming. It’s a cute, rustic, thoroughly Western town. Among the several easily discernable differences between Kilgore and Cody is this: In Cody, you can keep a horse in your yard. If you’re inclined, you can also keep buffalo, hogs, bulls, sheep and other large livestock on your single-family residential lot.

In contrast, as a general rule, in Kilgore we’re not allowed to keep horses inside the city limits. It’s a zoning thing.

Note: as a general rule.

Some time back – within the last year it seems – Kilgore heard a request to re-zone a parcel on Peterson Road in south Kilgore. The owner of a large lot there asked that the property be re-zoned from residential to agricultural, allowing him to keep his horse on the property.

If there was any opposition, and if memory serves correctly, it was subdued. The Planning and Zoning Board and, subsequently, the city council approved the change. (Based on the volume of conversation surrounding the various rules, horses apparently make better “neigh”bors – pun unavoidable – than chickens.)

Zoning regulations are meant to enhance the quality of life, protect property values, encourage orderly development and enhance economic efficiency.

I bring this up because three new members of the Planning and Zoning Board – Karol Pruet, Susan Sechrist and Tommy Merritt – were seated this month and an orientation session was completed a couple of Tuesdays ago.

In Kilgore, zoning by use has been a fact of life since the fall of 1960 when a new city charter was approved. That charter provided for the creation of a seven-member P&Z board. The first members, appointed in the spring of 1961, were E.C. Elder, W.R. Yazell, O.N. Pederson, Leroy Rader, Don Meabon, Phil Rubin and C.W. Shore. (Sixty years ago, men whose schedule allowed for volunteering – including a large number who went only by their initials – pretty much ran local governments.)

Zoning by use is not universal. Houston, the fourth largest city on the country, does not have zoning. It does have enforceable guidelines for property subdivision and virtually all of the upscale neighborhoods are governed by enforceable deed restrictions. There’s planning, but no zoning. A relatively famous photo of zoning-less Houston features a “before” photo of a lovely two-story Mediterranean-style home backed by blue sky and puffy clouds. An “after” photo shows the same house with a high-rise apartment building virtually

in the home’s back yard.

So whether you supported or opposed the notion of allowing horses on Peterson Road, you have 1960’s voters to thank – or blame, depending on your point of view -- for the generally-ordered separation of agricultural and residential developments.

(By the way, the commission that drafted the new charter before it went to the voters? Fifteen guys with a lot of initials: E.C. Elder, B.G. Bronstad, A.P. Noyes, R.E. Kennedy, Kelly Dickson, Louis Hale, A.G. Morton Jr., J.M. Stenbridge, Foster T. Bean, W.R. Yazell, John Hill, A.J. Stalcup, John T. Crim Jr., B.E. Masters and Ray Duncan.)

Don’t forget to bring your home-for-the-holiday guests downtown for Mingle & Jingle Saturday evening after Thanksgiving.

Mingle & Jingle is a Kilgore Main Street event, designed as sort of a holiday homecoming reunion. It’s a chance for Kilgoreans past and present to catch up with old friends and for downtown’s merchants to do a lit-

tle chest-thumping, showing off their goods.

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Also join us downtown for the Chamber of Commerce’s annual lighted Christmas

parade, Tuesday evening, November 30, back this year.

In fact, you still have time to get your float built and entered... Call the chamber at 903-984-5022.

### STAFFING SOLUTIONS TO FIT YOUR BUSINESS NEEDS



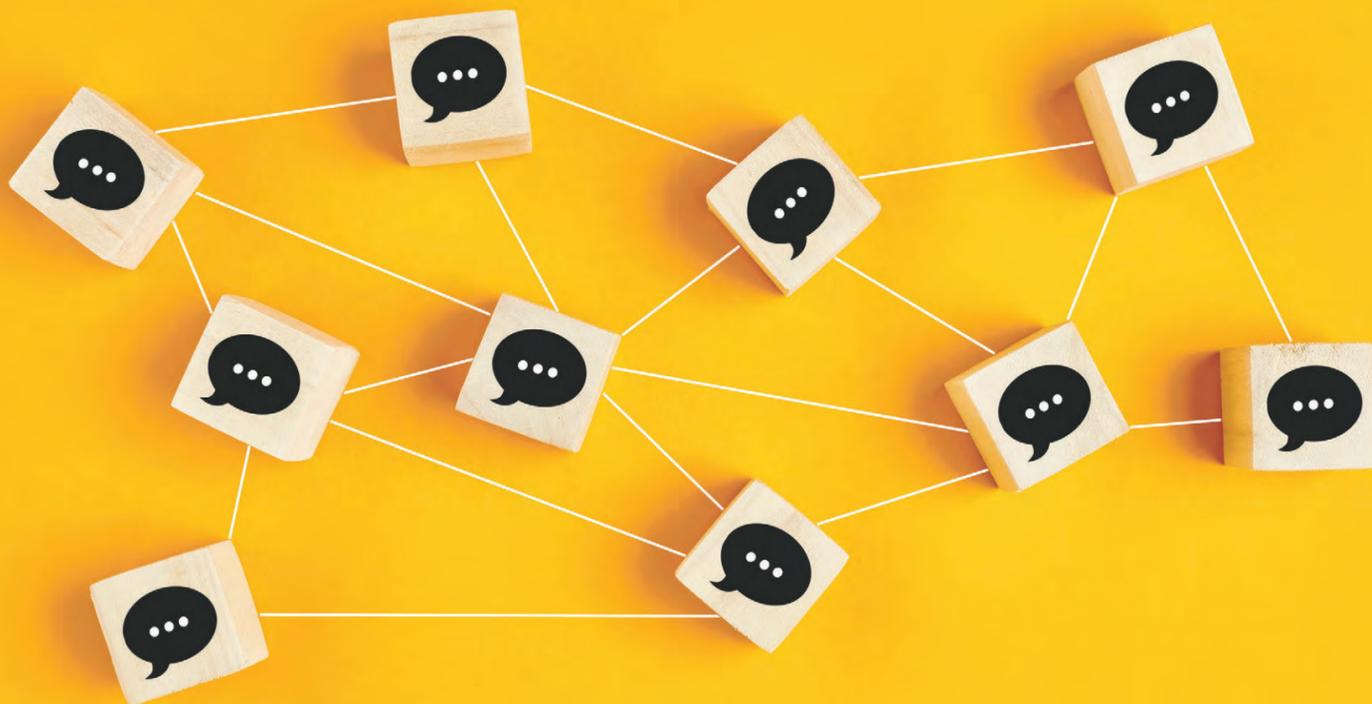
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The Kilgore Chamber of Commerce and City Connection newsletter is published once a month on the third Wednesday. Contact us today to find out how to place your ad in this informative monthly section.



TO PLACE YOUR AD IN THE NEXT ISSUE CONTACT:

**Linda Ballard, 903-984-2594 or lballard@kilgorenherald.com**

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