

Chamber Connection



KILGORE
AREA CHAMBER OF COMMERCE

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

Take the Friction Out of Doing Business with You



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

Do you want more customers? Then you need to remove the friction behind doing business with you. Even if you have great customer service, support, and sales, you may have unknown friction that exists before you see the face of your customer. Luckily, you can smooth that out with content. Here are two problems you need to solve for to take the guesswork out of doing business with you.

PROBLEM 1: YOU DON'T KNOW THEY'RE INTERESTED

There are several studies out there that will tell you anywhere from 40-76% of a buying decision is made before a potential customer visits your business in person. The average person performs virtual research on your website, review sites, social media, and a host of other places before they even consider doing business with you. They're performing this same due diligence with your competition.

CONTENT SOLUTION:

You want to identify the potential customer as soon as possible so you can start interacting with them. The easiest way to do this is through a downloadable lead generator. The lead generator must be something they need/want because they will be providing their email to receive it and will have to agree to receiving marketing messaging from you. If you can nurture them (with additional

valuable content) and help them get to know your business, you're more likely to entice them into wanting to buy from you.

PROBLEM 2: THE UNKNOWN

I have always wanted to do aerial yoga, but several things have stopped me. I don't have the grace and strength of a gymnast and I'm closer to 50 than 40. I'm a warm lead for an aerial yoga studio because it's something I'm interested in. But I could easily become a hot lead if someone could ensure a beginner like me won't get laughed out of the studio. It's likely you have potential customers out there who feel the same. They may be interested in your offerings but there's some hesitation. There's something they're worried about. Most people aren't adventurous when it comes to spending money. But this hesitation can easily be smoothed over with some content.

CONTENT SOLUTION:

- **Be honest about who your business serves.** This is not a call to appeal to everyone. For instance, I don't want to go to an aerial yoga studio that caters to 18-year-old Olympians. None of us will enjoy our selves. You don't want to give the impression your business or service is perfect for everyone, and everyone is welcome. While everyone may be welcome in a legal sense, there are some types of people who will love your business and others that won't be a good fit. Don't feel the need to cater to this latter group because if you do—and they don't enjoy themselves—they may give your business a bad review. If

your gym caters to ninja warriors, don't market to couch potatoes.

- **Offer testers, trials, and other ways to try you out.** Sometimes people need a freebie or deeply discounted opportunity to try out your offerings before they can commit to writing a check or handing over their money. Make sure that your trial or sample comes along with next steps and sets expectations for them if they choose to be a customer/client.
- **Go for feeling.** It's not (just) about what you're selling. It's about how people feel when buying from you.

The experience is as important as the good or service. It's also (often) the differentiator or unique selling proposition. For instance, many people felt good about buying from TOMs shoes because they donated a pair of shoes to a person in need for every pair sold. (It looks like these days they give 1/3 of proceeds to "grassroots good."). People didn't buy them because they were the most beautiful shoes, nor the cheapest. They made the purchase because it made them feel like they were doing something for someone else. But you don't have to be super altruistic to encourage

people to buy from you. However, you should provide them with some emotion or experience. "Squad shopping," for instance, became popular during COVID. Many online merchants encouraged people to shop with their friends online giving them the experience of going to the mall together. This not only makes people feel good about your business but encourages more sales (hurray peer pressure!).

If you want to increase your sales, you need to remove the friction behind doing business with you. Thankfully, it's easier than you think when you create content around addressing major concerns.



WELCOME

NEW MEMBERS!

Allens Good Ole Country Store Kids World Learning Center

MEMBER INVESTOR RENEWALS

Org/Person DBA

Bill Mishkind

Bodacious Bar-B-Q

Brent Rice - State Farm

Business Computer Solutions

Chicken Express

Complete Printing & Publishing

Conterra Networks

David M. Hayes, CPA

Flint Orthodontics

Forest Home Baptist Church

HUB International

Josie's Haven

Kilgore Eye Care Center

Kilgore Quick Care

Mobbs Real Estate Group

Schleier & Brown, Attorneys

Wingstop

Find a Chamber Member in the Business Directory at www.KilgoreChamber.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

www.KilgoreChamber.com

1108 N. Kilgore Street, Kilgore Texas 75662
903.984.5022
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

MORNING BREW



POWERED BY
KILGORE AREA CHAMBER OF COMMERCE

Thursday
September 16th, 2021
8:00 - 9:00 am

2700 S. Henderson Blvd., Kilgore, TX



ARBOR GRACE
OF KILGORE

JULY MORNING BREW



Morning Brew, one of the Chamber's business connection events, was sponsored by Everything That Blings. Thank you to Jacque Henly 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.



KILGORE
THE CITY OF STARS

Citizens Bank
We Stand For Your Success!
www.citizensbanktx.com

GRATTON CHIROPRACTIC
903.218.5353

LAIRD INSURANCE AGENCY
PROUDLY INDEPENDENT SINCE 1943

GATEWAY TRAVEL PLAZA

ZIPPY J'S

REPUBLIC SERVICES

kilgore-gilmer EYE CARE CENTERS

BROGOITTI CONSTRUCTION

SOUTHWESTERN ELECTRIC POWER COMPANY
An AEP Company

Sabine
Pipe, Inc.

Gabriel/Jordan Buick GMC

Skeeter Products

East Texas Professional Credit Union

UPCOMING EVENTS & MEETINGS

August / September

Aug 9	Government Affairs Meeting	11:30am	Kilgore Chamber
Aug 10	Ambassador Meeting	11:30am	Denny's
Aug 12	Morning Brew	8:00am	Euphoria Botanicals
Aug 12	Executive Board Meeting	12:00pm	Kilgore Chamber
Aug 16	Board Meeting	12:00pm	Kilgore Chamber
Aug 18	Transportation Meeting	12:00pm	Kilgore Chamber
Aug 23	Derrick Lighting Meeting	4:00pm	Kilgore Chamber
Aug 26	MixPo	4:00pm	Meadowbrook Event
Sept 1	EMT's Meeting	11:30am	Kilgore Chamber
Sept 6	Labor Day – Office Closed		
Sept 13	Government Affairs Meeting	11:30am	Kilgore Chamber
Sept 14	Ambassador Meeting	11:30am	TBD
Sept 16	Morning Brew	8:00am	Arbor Grace
Sept 17	Kilgore Chamber Golf Classic	8:00am	Meadowbrook Golf

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 1108 North Kilgore St. We will be happy to share your event information on the community calendar and via Facebook at KilgoreChamber and VisitKilgore.



KILGORE
AREA CHAMBER OF COMMERCE

EMBARK • ENLIGHTEN • EMPOWER • ENGAGE

If you want a workforce that brings these benefits to your workplace, support participation in the Kilgore Area Chamber of Commerce's new E⁴ Leadership Program.

Invest in Your Workforce.

Approve and support your employee(s) participation in the upcoming, 9-session program.

Sessions are 1-full day (Third Tuesday) once a month beginning in October 2021 (retreat in October on the 14 & 15th overnight) and ending in May 2022 (This is an 8-hour per month commitment for you and your employee. Class Project could extend program to May 2023).

Invest by sponsoring the E4 Leadership Training tuition of \$450

(Or split the cost with your select employee to ensure their full commitment to this valuable training.)

Review the attached program application that details the elements of this impactful program.

Recognize that the required deadlines, criteria, and guidelines for participation are part of the development process and encourage strict adherence from your employee(s).

Pass this application on to your employee. Your endorsement underscores a firm recognition of the benefits to be gained by both your company and employee.

INFORMATION AND APPLICATIONS AVAILABLE AT KILGORE AREA CHAMBER OF COMMERCE

Class size is limited to 20 people. Applications must be submitted by August 25, 2021.

www.KilgoreChamber.com/Programs • 903-984-5022

JMcCartney@KilgoreChamber.com

What are the benefits for you in supporting your employee's participation in the chamber's E⁴ Leadership Program?

Employees will be transformed through E4!

Want an employee who . . .

- Understands the nature of leadership.
- Possesses team-building and communication skills essential for workplace success.
- Understands how personal leadership style may facilitate personal and professional growth
- Possesses goal setting, critical thinking, and problem solving strategies to tackle challenges in the workplace.
- Understands and practices a rational decision-making process.
- Grasps the importance of fostering employee development through mentoring relationships and networking opportunities.
- Bolsters your company profile in the broader community.
- Embraces the idea that community service is an essential component of self-actualization and satisfaction.

"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 (Arco Valves & Controls)
Robert Young, Vice Chair (Skeeter)
Erin Brogoitti, 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 Offering (East Texas Hardware)
Ubaldo Meraz (East Texas Professional Credit Union)

EX-OFFICIO

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

FRIDAY SEPTEMBER 17

MEADOWBROOK GOLF & EVENT CENTER

START TIMES: 8 A.M. & 1 P.M.

Tee times are reserved on a first-come, first-paid basis. Golf Classic Committee Members will make every effort to place teams at preferred tee times based on availability.



KILGORE AREA CHAMBER OF COMMERCE GOLF CLASSIC 2021

EAGLE SPONSOR:



TITLEIST SPONSOR:



TEAM REGISTRATION:

TEAM ENTRY: \$500 | MEMBERS • \$600 | NON-MEMBERS

TEAM NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

TEAM MEMBERS: _____

PREFERRED START TIME

8 A.M.

1 P.M.

CIRCLE NUMBER OF CARTS NEEDED:

NONE

1

2

PLEASE REMIT PAYMENT TO:

KILGORE AREA CHAMBER OF COMMERCE

PAYABLE BY CASH, CHECK OR CREDIT CARD

NAME ON CARD _____ ZIP: _____

CARD NUMBER: _____

EXPIRATION DATE ____/____

SIGNATURE: _____

TITLEIST SPONSOR: \$2,000

(Only 1 Available, Team of 4 with Cart & Food)

- Headline logo on all material printed and web-based (promotional, advertising, newsletter, event sponsor signage, program)
- Opportunity to set up a display table and distribute marketing and promotional materials

- Looped ad run during lunch - business must provide digital ad

PLAYERS GIFT SPONSOR: \$1,250

(2 Available, Team of 4 with Cart & Food)

- Player gift personalized with company logo
- Logo at check-in, in event program, at lunch
- Verbal recognition at lunch/throughout tournament

GOLF LUNCH SPONSOR: \$750

- Logo signage on registration/luncheon table
- Name recognition in event program

ADOPT-A-HOLE SPONSOR: \$250

- Exclusive name recognition on sign at assigned hole
- Business hosts assigned hole - may bring additional signs and hand-out materials to golfers
- Sponsor and coordinate a game or challenge on adopted hole and provide prize for morning and afternoon rounds

- Longest Putt
- Longest Drive
- Closest to Hole
- Putting Contest

EAGLE SPONSOR: \$1,500

(1 Available, Team of 4 with Cart & Food)

- Logo on all materials printed and web-based (promotional, advertising, newsletter, event sponsor signage, program)
- Looped ad run during lunch - business must provide digital ad
- Opportunity to set up a display table and distribute marketing and promotional materials

SCORECARD SPONSOR: \$1,000

(1 Available, Team of 4 with Cart & Food)

- Name recognition on registration table and event program
- Business name on all scorecards
- Logo recognition on luncheon table

BEVERAGE SPONSOR: \$750

- Logo signage at beer locations on course
- Name recognition in event program

HOLE / TEE SIGN SPONSOR: \$150

- Name recognition online and social media
- Name recognition on sign at one hole

Tournament Hosted by the Kilgore Chamber of Commerce

For More Information: (903) 984-5022



The Ambassador Ambush took place at Southern Beauty Lifestyle in July.



Join us at MixPo and get plugged in!

4:30pm to 7:30pm • Thursday, August 26 • Meadowbrook

What is it?

A chamber member mini-mixer and business mini-expo

Where?

At Meadowbrook Golf & Event Center, 1306 Houston Street

How does it work?

Reserve a space and spotlight your business to chamber members

VENDORS

Sign-Up Deadline	August 20
Set-up MixPo*	2:00pm
MixPo Starts	4:30pm
Announcements	5:00pm
'Last Call'	7:20pm
MixPo Ends	7:30pm
Finish Clean Up	8:30pm

DETAILS

4:30pm to 7:30pm,
Thursday August 26, 2021

Meadowbrook Golf & Event Center, 1306 Houston Street

\$75 per table
(includes 6' table, 2 chairs)

Each Vendor MUST have a door prize (valued \$25+) to be given away during the event

Sponsorships Available

Limited sponsorship opportunities available. Seeking "Plug In" Sponsors at \$450 each. Sponsorship includes: one 6' booth, 2 chairs, including 6 drink tickets prime location at event, logo placement on advertising, logo placement at event, opportunity to speak at event.

Notes from City Hall



Bill Woodall

Kilgore Community Relations Manager

Dirt, dust, street closures, mud, noise...

All part of life's rich pageantry, for sure, but especially uncomfortable – unpleasant event – when it happens where you live and work. And if you live or work in the vicinity of the traffic circle with its

Commerce Street and Industrial Blvd arterials, you're going to be impacted for a while.

For what seems like forever, Kilgoreans have been lobbying for improvements to the traffic circle and for improvements to Industrial Blvd. The unrelenting pressure of oil field trucks pushes pavement in every direction but up, resulting in an unnerving, jarring, tooth-rattling experience for otherwise happy motorists.

We've known it was coming, of course, but now it's here. Funds set aside for the city's part of the project, including improvements to Commerce Street as far south as Harris Street, are about to be spent.

Utility relocation in that area should be done by late spring with reconstruction of the circle to begin in late 2022. From start to finish, expect disruptions (see paragraph one) for at least two years.

A half-dozen reeeaaaally long blocks to the northeast, assessment of the 80-year-old concrete Main Street base is complete and Wicker Construction has been awarded the contract for the relocation of utilities between Rusk Street and the prayer-light (you sit so long that you have time to complete your morning prayers) at Main and Business 259/Henderson Blvd.

One of the most heavily-used non-TxDOT streets in town, Main Street had become downright unpleasant to travel. Decrepit water and sewer lines below the old pavement required frequent repair and every repair required a new "road cut." Of the streets controlled by your City Hall, deterioration of Main generated more citizen complaints than any other... well, we don't actually compile that data, but it feels accurate. Main was a solidly-built roadway and lasted a long time, but pavement – like even the best of wines – can outlive its prime.

As with the circle, the Main Street project – moving the utility lines and rebuilding the street – will require a couple of years to complete. Patience, decent tires and good shock absorbers are mandatory.

We've reached the end of another swimming pool season. Due to an extremely short supply of materials and a tight labor market, the opening was delayed beyond the customary Memorial Day weekend. But when the opening finally got here, it arrived with

a bang. Pool party slots at 6 p.m. and 8 p.m. were filled virtually every night and the two free Dive-in Movies drew massive crowds. New this year, the pool staff kept the pool open for free – as in no admission charge – swimming on the Fourth of July, hustling swimmers out of the pool and next door to the City Park just in time for the annual fireworks show. On Monday, Wednesday and Friday mornings the more-tenured crowd showed up for adult swim, queuing up outside the pool house well in advance of the 9 a.m. opening.

ASIDE: Pool manager Josie Atchley had, I believe, one day off since before the pool actually opened. But, at least, by golly, she's tanned.

All-in-all it was a great season at the pool. We'll see you next year.



Ryan Polk

Tourism Manager

TALKING TOURISM



Summer is still on, and there are plenty of places to stay cool here in Kilgore. Take time to enjoy outdoor fun at one of our many parks and trails, or inside eating and shopping in Historic Downtown Kilgore!

FALL INTO FESTIVAL SEASON!

We may be getting ahead of ourselves, but fall is right around the corner, and there is a bucket list load of festivals and events! Start planning now for these upcoming events!!

We love to feature Kilgore photos on social media, our newsletters, our website, and our Visitors Guide! Just use #VisitKilgore on your social post for a chance to be featured!

Submit your Events and Find More Events at www.VisitKilgore.com

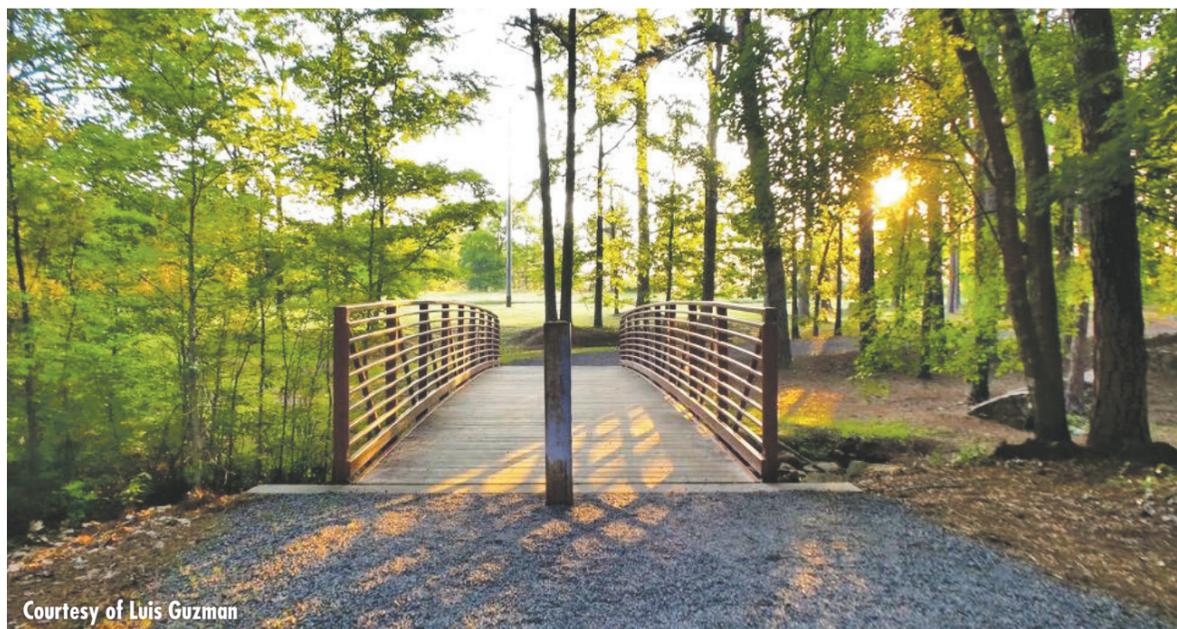
Check out what's going on over the next month

Mark Your Calendar...

- Kilgore Cruise Night**August 28
Historic Downtown Kilgore
- 9/11 Racing**September 11
Lone Star Speedway
- Kilgore Area Chamber Golf Classic**.....September 17
Meadow Golf & Event Center
- Running with the Dogs 5K and Fun Day**..... October 2
Creekside Trail
- Monster Truck**October 9
Lone Star Speedway
- Oktoberfest**.....October 16
Historic Downtown Kilgore



Courtesy of The Wild Cactus



Courtesy of Luis Guzman