

## UPCOMING EVENTS & MEETINGS

### November/December



Nov 19	Morning Brew	8:00 a.m.	East Texas Council of Governments
Nov 26-27	Thanksgiving — Office Closed		
Dec 1	Christmas Parade	6:30 p.m.	Downtown Kilgore
Dec 8	Ambassador Lunch	11:30 a.m.	Brigitta's
Dec 14	Governmental Affairs Meeting	11:30 a.m.	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](https://www.facebook.com/KilgoreChamber) and [VisitKilgore](https://www.facebook.com/VisitKilgore).

## MORNING BREW



POWERED BY  
KILGORE AREA CHAMBER OF COMMERCE

Thursday  
November 19, 2020  
8:00 - 9:00 am  
3800 Stone Road  
Kilgore TX



## OCTOBER MORNING BREW



The October Morning Brew, one of the Chamber's business connection events, was sponsored by Workingman's Outfitter.

Thank you to Ellen Chandler 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.



## Women in Business 2020



Top Right: Jessica Woodall, Emily Arp, Lexi Reilly, Ally Miller.  
Top Left: Lisa Morgan and Jill McCartney. Bottom Left: Patricia White, Stacey Cole (Rising Star Award Winner), Josie Atchley



Top Left: Celebrating their 1 year anniversary, Fred & Vivian Gebhardt cut the ribbon. Middle Right: Much anticipated Ground Breaking Ceremony with Dairy Queen. Bottom Left: Arbor Grace is ready to open the brand new addition.

**Gabriel/Jordan Buick GMC**  
**Skeeter Products**

"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."

### 2019-20 CHAMBER OF COMMERCE



**KILGORE AREA CHAMBER OF COMMERCE STAFF**  
Jill McCartney, President/CEO  
Lisa Morgan, Member Services Manager

#### EXECUTIVE BOARD

- Dr. Chris Gratton, Chairman (Gratton Chiropractic)
- Mark Robinson, Chair Elect (AEP/SWEPCO)
- Robert Young, Vice Chair (Skeeter Products)
- Bobbie Hurley O'Dell, Vice Chair (Arpcv Valves & Controls)
- Billie Mims, Treasurer (Austin Bank)
- James Murphy, Past Chair (Republic Services)

#### BOARD OF DIRECTORS

- Tim Capps (Gabriel/Jordan GMC Buick)
- Joe Stephens (Brookshire's)
- Blayne Cole (Noble Roofing)
- Erin Brogioitti (The Ward Agency)
- Jack Moore (Whataburger)

#### EX-OFFICIO

- Richard Nash (KISD)
- Dr. Brenda Kays (Kilgore College)
- Jana Russell (KEDC)
- Josh Selleck (City of Kilgore)
- David Cleveland (East Texas Council of Government)

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Published monthly by the Kilgore News Herald

# Chamber connection



**KILGORE**  
AREA CHAMBER OF COMMERCE

NOVEMBER 2020 • [www.kilgorechamber.com](http://www.kilgorechamber.com)

## Why Join the Chamber: Political Action



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

Few businesses have enough of a budget to warrant a personal lobbyist to speak on their behalf in Austin at the state capital and in Washington, D.C. but it's those exact small voices that need the representation. How do you ensure your business is represented when it needs to be without keeping a full-time lobbyist or legislative assistant on board?

You join the Kilgore Area Chamber of Commerce.

But what exactly are we doing for you and how are we representing your business? Here are a few things that you should know.

### SHAPING THE FUTURE OF BUSINESS

Your Kilgore Area Chamber of Commerce is using its voice at

the local, state, and federal level to support pro-business initiatives. We give input on bills, and rally against legislation that would hurt business.

### TACKLING THE TOUGH ISSUES

Pro-business forces were part of the reason that the Overtime Ruling was placed on hold. Yes, the ultimate say came to a Federal judge placing a temporary injunction on it, but the U.S. Chamber of Commerce and other business organizations had voiced their concerns about what that would mean for small businesses across the nation.

### EDUCATING VOTERS

The Kilgore Area Chamber of Commerce often hosts Get to Know the Candidate nights so that the electorate can make an informed decision. These events are usually free to the public and may offer some rare opportunities to explore how each candidate feels about issues such as minimum wage, taxation, and other business concerns. We also host regional Capital Connect events where we invite our state elected officials to Kilgore for a luncheon where they answer questions and interact with the attendees. Whenever possible we invite our members to

networking events that help them

meet and engage with elected officials and candidates in order for their voice to be heard on a more personal level outside of our advocacy efforts.

### ASSESSING TODAY'S WORKFORCE AND PREPARING FOR TOMORROW'S

In 2015, the U.S. Census Bureau made it official that Gen Y now outnumbers the Baby Boomer generation. As the Boomers continue to retire, it is essential that we look to the needs of business in our community and ensure that the younger generation has access to the training they need to be competitive in today's professional environment. The chamber meets with business development agencies and heads of business to ensure this happens.

We cannot expect it to happen organically. The chamber acts as a bridge between education and employment in ensuring the two sides understand what one another needs and they get the necessary help to continue to make our community attractive to employers and all sizes of business. Sometimes this takes the form of legislation and mandating requirements.

### ADVOCATING ON HEALTHCARE ISSUES TOO

When you think about pro-business, you might not consider healthcare in the mix but it's a big part of creating an attractive business environment. The chamber is keeping an eye on healthcare related legislation as well. We also watch things like Workers' Compensation costs.

### ADVOCATING FOR THE LEGISLATIVE AGENDA

In addition to keeping an eye on what's going on locally, at the state level, and in DC, we create our own legislative agenda with issues that are important to our members. While we advocate for all businesses in the Kilgore, Texas area and look to create a pro-business environment, it is our members whose voice gets heard the loudest by participating in our legislative agenda and helping us define our top advocacy priorities. We glean this information from survey's we send to our membership, as well as conversations at meetings, emails, and phone calls.

We are in the process of finalizing our 2021 Legislative Agenda for our upcoming East Texas Coalition that will head to Austin in February. We will support and oppose approximately 10 different concerns in the several categories including: Education, Healthcare, Business and Community Advocacy,

Economic & Workforce Development, and Infrastructure. It is imperative in today's political climate that your voice is heard.

If you feel like Washington and the state level just aren't hearing you or you're concerned with a local issue, the best way to get your voice heard is through the advocacy efforts of the Kilgore Area Chamber of Commerce. *We can provide an extraordinarily loud megaphone.*

Your Kilgore Area Chamber of Commerce is proud to have been serving you for almost 90 years and we look forward to serving you for many, many more years to come. Your membership investment, your trust in knowing we are doing everything we can possibly do for the betterment of the businesses in the Kilgore, Texas area is needed and appreciated. You can join by going to our website, [www.KilgoreChamber.com](http://www.KilgoreChamber.com) and clicking on the Join Now section of the home page, then clicking on Business Sign-Up.

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

## THE 90TH ANNUAL CHRISTMAS PARADE IN DOWNTOWN KILGORE

Tuesday, December 1st at 6:30pm

The theme this year will be CHRISTMAS IN THE OIL PATCH. Each year the parade draws hundreds of individuals and families to the downtown streets to watch as the floats, bands and festive entries pass by. As one of Kilgore's longest running events, the Christmas Parade is a delight that grows every year. Mark your

calendars now and plan to join us for the fun! Parade entry forms are available at the Chamber office and or email [lmorgan@kilgorechamber.com](mailto:lmorgan@kilgorechamber.com). Parade entries must be received by November 25th to be accepted in the parade line-up. We look forward to seeing what festive ideas are presented with a Christmas In The Oil Patch theme!

**Christmas**  
IN THE OIL PATCH  
Tuesday, December 1, 2020  
Christmas Parade begins at 6:30pm.

## WELCOME NEW MEMBERS!

C3 Industrial Technologies  
Chrysalis Spectrum Foundation  
East Texas Acro Flyers

Houston International Equipment  
JDS Networking, LLC  
Walden Power Equipment, Inc

## MEMBER INVESTOR RENEWALS

5S Rental & Sales, LLC  
Adams Engineering  
Automotive Supercenter #5  
Baker Hughes / Lufkin  
Ben Maines Air Conditioning, Inc.  
Bob Davis Sales  
Burger King/ Meritex  
Circle Cafe  
Commissioner Gary Boyd  
Country Tavern Inc.  
Daco Equipment Inc  
David M. Hayes, CPA  
Deluxe Dental  
District Attorney Michael Jimerson  
Dr. Rocco DeSantis, DDS  
East Texas Acro Flyers  
East Texas Fireworks  
Energy Weldfab  
Five Starz Magic Detail  
Forest Home Baptist Church

Gabriel/Jordan Buick GMC  
Houston International Equipment  
Insight Eye Care  
Jim's Rental Service, LLC  
JOMAX  
Kelly Tractor & Equipment  
Lone Star Specialty Products  
Made-Rite Co.  
Megan Hamner, DDS  
Melissa Azzam Insurance - Allstate  
Oil Exchange  
P & W Sales  
Region VII Education Service Center  
RLM General Contractors  
Rusk County Electric Cooperative, Inc.  
Sherman & Briscoe Orthodontics  
Ted Kamel Foods, LLC  
Telephone Directory of Texas, Inc.  
Wingstop  
WSJ Investments

Find a Chamber Member in the Business Directory at [www.KilgoreChamber.com](http://www.KilgoreChamber.com).

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Dr. J.T. Roberts



Dr. Shiloh Roberts



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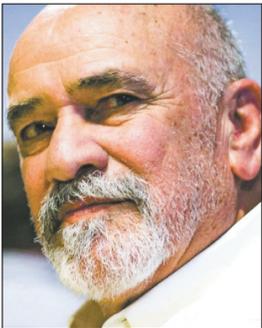
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# City Connection



NOVEMBER 2020 • www.cityofkilgore.com

## Bill Woodall's Notes from City Hall



**Bill Woodall**

Kilgore Community Relations Manager

The city council this month will welcome new Councilmember Missy Merritt. Voters on November 3 chose Ms. Merritt to replace Mike Sechrist. Councilmember Sechrist chose not to seek

re-election.

Mr. Sechrist joined the council following the death of long-time councilmember Neil Barr. After serving Mr. Barr's unexpired term, Mr. Sechrist sought a full term and was elected. In choosing not to seek re-election, he reportedly told Mayor Ronnie Spradlin "our puppy died so now we're free to travel."

Ms. Merritt's Kilgore roots run deep – her grandfather was the founder of the former Merritt Tool and her dad, Tommy, was the District 7 State Representative from January, 1997 through 2010. Her uncle Bob Barbee formerly served as both a city council member (commissioner, in those days) and as mayor.

Welcome to the city council,

Ms. Merritt.

### IN OTHER BUSINESS:

#### COMING SOON TO A SMARTPHONE NEAR YOU: CITY HALL

A number of years ago, the City of Kilgore introduced the MyKilgore "app" available for both Android and iPhone operating systems. It worked well. But under the direction of the folks in the public works department, the app is getting an overhaul.

Users of the app will within the next few weeks notice the new look and a cleaner interface. New users will find it easy to operate.

The new-and-improved MyKilgore will facilitate interaction with the city. Through your phone users

will find it simple to pay a water bill, report a pothole, pay a fine, reach the city's Facebook page, report a code violation, request a city service, provide a crime tip, find out when brush and limbs will be picked up in your neighborhood, check the trash pick-up schedule, confirm your neighborhood zoning... you get the picture. Virtually anything you could do by getting in your car and driving to city hall you'll be able to accomplish through MyKilgore.

MyKilgore is now the best way to report issue to the City... you will be able to track the status of your issue and even message city staff.

The app essentially allows you, the app user, to write a work order for the city crew. When you log

onto the app to report a pothole or other issue, that complaint is automatically entered into the city's work order system; at that point the repair becomes part of the street department's schedule. Easy peasy.

#### STILL MORE FOOD CHOICES...

A building permit has been issued for a CEFCO convenience store/gas station/Huddle House at the corner of Kilgore Street and Hwy. 42. Expect construction to begin soon.

And downtown, Boonies has opened alongside D'Lites and Kilgore Mercantile and Music.

## 7 Numbers You Should be Tracking in Your Digital Marketing

Digital marketing, or web marketing, and social media have a very low cost to entry but that doesn't mean we should ignore tracking our investment and return. While ROI is not entirely possible when it comes to measuring the success of a relationship and loyalty, it can be applied to the proof of such – gaining more new customers and retaining the existing ones.

You need to continue (or enter into) digital marketing and social media regardless of what your initial attempts are producing. To throw away the idea of digital marketing because you're not seeing results, is like tossing out a cookbook because you made a recipe in it that you didn't like. If you're not seeing the results you want, change the recipe to suit. The same holds true for social media and digital marketing. But you'll have trouble adjusting your marketing recipe if you don't know what you started with.

### DO THIS FIRST

Before you begin tracking you need to do two things:

**Draw a line in the sand.** List all of your followers, likes, subscribers etc. as they stand today. Your suc-

cess needs a baseline, so write it all down.

**Start tracking your digital marketing efforts by day.** There are a number of software platforms that

can help you keep track of your digital marketing efforts, or you can track them in a spreadsheet, or use pen and paper. Use something you can update quickly and

extrapolate the information you need just as fast. If you don't, you'll stop using it. You'll want to track when (and what) you post to your blog and social media, any mar-



keting emails, when you send your newsletters, etc. You'll need this info because you'll compare your efforts to your traffic and inquiries.

### WHAT SHOULD I BE TRACKING ON MY WEBSITE?

There are several things you need to start tracking on a weekly basis. A weekly basis is ideal because it allows you to see trends quickly and readjust as needed. Monthly allows too much time to elapse before you notice the numbers.

For the first several weeks after you start tracking look for true patterns before you begin tweaking. Until you have historical data you won't know a random blip from a need for course correction.

The data listed below can all be obtained from Google Analytics. If you don't have analytics set up on your site, do so today. It's important. Really important.

### ASSUMING YOU DO, YOU NEED TO TRACK:

- The number of unique visitors to your site each week.

**MARKETING** continued on A8

**Shop Local....SAVE Local**  
*(read that again)*

**Sometimes, less is MORE.**  
**Less driving, MORE Local.**  
**Spend where you LIVE!**

**SUPPORT LOCAL**  
**Give your local businesses a reason to be Thankful this year.**  
**Spend where you LIVE.**

Proud Chamber Member for Over 25 Years



**REPUBLIC SERVICES**

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

MARKETING from A7

- Where your website visitors are coming from (traffic sources). Look at organic, direct, and referral sources. Organic searchers reach you after typing in a keyword associated (hopefully) with your business. Direct referrals key in the name of your business or your URL. Referral sources come from social media, outside links on other blogs and other places that “refer” them to you. If one area is weak, try some marketing activities to change that.
- The number of blog readers each week.
- The number of new customer inquiries you receive and where they’re coming from.
- Which customer inquiries become customers. You’re looking for patterns here. Maybe you notice that people referred to you from your company page on LinkedIn are twice as likely to buy from you as people com-



- ing from Facebook.
- Abandonment rate, if you have an e-commerce site.
- Effectiveness of your call-to-action. Every page must ask your audience to do something. Whatever you’re asking, needs to be tracked.
- Which customer inquiries become customers. You’re looking

for patterns here. Maybe you notice that people referred to you from your company page on LinkedIn are twice as likely to buy from you as people coming from Facebook.

- Abandonment rate, if you have an e-commerce site.
- Effectiveness of your call-to-action. Every page must ask your au-

dience to do something. Whatever you’re asking, needs to be tracked.

There is no way to measure return on investment without a calculation. You must measure a baseline and note the changes that are occurring to gain a better understanding of what is working and what needs to be adjusted.

If you continue to plug away at

your marketing, taking stabs in the dark, your efforts will fall flat because you won’t recognize opportunities to build on successful trends nor will you notice disinterest with particular posts. Digital marketing is not a final destination, it’s a journey towards business success that needs to be evaluated periodically. You want to provide your customers with something they want. Without digital marketing you’ll have no way to know whether you’re accomplishing that or not.

Christina R. Green teaches small businesses, chambers and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives’ Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenny.com and Memberclicks. She’s just a bookish writer on a quest to bring great storytelling to organizations everywhere

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**JOY to the WORLD**

During this holiday season, our wish is that everyone is surrounded by family and friends. At Arabella of Kilgore, you’ll find just that: A loving, passionate community full of festive activities and yuletide friendship. After all, your family is our family too.

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**GOBBLE! GOBBLE! IT’S THE 2020 TURKEY SCRAMBLE!**

Correctly **UNSCRAMBLE** and submit the names of local businesses and be one of the **FIVE WINNERS** to receive a **THANKSGIVING DINNER BOX** from **WALMART OF KILGORE** and a **FREE SUBSCRIPTION** to **KILGORE NEWS HERALD!**

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

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PO BOX 1210, KILGORE TX 75663

ENTRIES MUST BE RECEIVED BY 5:00PM ON FRIDAY, NOVEMBER 20, 2020

WINNERS WILL BE PUBLISHED NOVEMBER 25, 2020

**CONTEST RULES** 1. Correctly unscramble the names of the local businesses. Scrambled names are separated by word but words may not be in correct sequence. 2. Send your entry (One entry per person) to the Kilgore New Herald, P.O. Box 1210, Kilgore, Texas 75663 by 5:00 pm Friday, November 20, 2020. 3. Only one winner per household. Employees of Walmart of Kilgore and Kilgore News Herald and their families are ineligible to win. 4. Winners will be published in Kilgore News Herald on Wednesday, November 25, 2020.