

Published monthly by the Kilgore News Herald

# Chamber connection



**KILGORE**  
AREA CHAMBER OF COMMERCE

JUNE 2022 • www.kilgorechamber.com • 1108 N. Kilgore Street • 903-984-5022

## 6 Ways to Make Your Business Stand Out During a Local Event



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

Does your town host a Vintage Market, Geekend, Tuesdays, or other downtown events where they close off streets and encourage people to get out and support business? If so, you may know that those events often bring the crowds but also bring “tire kickers,” people who are just out for a stroll, not really interested in what you sell. They’re just going into each business, poking around, and usually leaving empty-handed.

The hard part of that is that you likely brought in full staff to ensure you had enough coverage only to deal with a lot of “lookers.” But it doesn’t have to be that way. Here are a few suggestions on how to transform your looky-loos into looky heres.

### 6 WAYS TO HELP GET THE SALE

If you have an event that will bring a lot of commerce “tourists”

to your business who do a lot of visiting and not much buying, you need to change that with these ideas.

- 1. Tell a story.** While you may not have the time to do this for everyone in the store, if you see someone eyeballing one of your items in a loving way, go up to them and tell them something interesting about the piece. You’d be surprised what may inspire a sale.
- 2. Give a taste.** If you sell food or drink, offer someone a taste before they buy. This works to create a sale in two ways: they’ll (hopefully) enjoy it and want more and/or because you kindly gave them a taste (and did something for them), they will feel obligated to buy from you.
- 3. Teach a quick skill or use for your product.** Draw the crowd into a quick presentation that features a product you sell. Have several products to hand to people who want to buy right there. Alternately, have a pro available to answer questions. For instance, a store that sells painted furniture might have an expert on hand to walk people through how to do it themselves. Don’t worry that it will discourage them from buying from you. When they realize how hard it is, they will beg you to take their money.
- 4. Get people on your mailing list.** You never know when a “tire kicker” may see something



Photo courtesy of the Kilgore Mercantile & Music – Trucks, Tractors, and Fun

in the store and decide later that week they must have it. When people are in your store, ask them to join your mailing list. A few days after the event, follow up with a coupon, special offer, or sales notification. That call-to-action will likely send them your way.

**5. Offer a freebie for that night only.** If it’s a special night or event, give away a little some-

thing to anyone who buys from you or offer specials for that night only.

**6. Create a singalong.** In a crowded store, it’s hard to talk to everyone but you want to make sure people have fun and feel the energy of your business. You want them to remember you. A good way to accomplish that is by queuing up the tunes and encouraging people

to sing with you. There are certain songs people just can’t help but sing along with—“Don’t stop believing.” You know what I mean. If you don’t, just put on Sweet Caroline and see what happens.

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

## WELCOME NEW MEMBERS!

- Buddy’s Home Furnishings
- Dragon’s Nest
- Kilgore Alumnae Chapter of Delta Sigma Theta
- Memi D’s Drive Thru
- Merchant Payment Systems

## MEMBER INVESTOR RENEWALS

- Comfort Suites
- Edgar’s Big Taco #2
- Edward Jones - Joseph Wright
- Enerflex Energy Systems, Inc.
- Everything That Blings
- Flint Orthodontics
- Hydessco, LLC
- Noble Roofing Bullard Associates, LLC
- Schaumburg & Polk, Inc.
- Skeeter Products, Inc.
- Wagner Tuning Inc.

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

## UPCOMING EVENTS & MEETINGS



### JUNE & JULY

June 16	Morning Brew	8:00am	Citizen Bank
June 17	Ribbon Cutting	11:30am	Buddy’s Furnishings
June 24	Ribbon Cutting	3:00pm	Imani’s Academic Learning
June 27	Education Committee	11:30am	Kilgore Area Chamber
June 28	BizConnect Luncheon	11:30am	Meadowbrook Golf & Event Center
June 30	Ribbon Cutting	11:30am	Total Point Urgent Care
July 4	Independence Day	Office Closed	
July 6	EMT’s Meeting	11:30am	Kilgore Area Chamber
July 11	Government Affairs Meeting	11:30am	Kilgore Area Chamber
July 12	Ambassador Meeting	11:30am	Circle Café
July 14	Executive Board Meeting	12:00pm	Kilgore Area 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 [lmorgan@kilgorechamber.com](mailto:lmorgan@kilgorechamber.com), drop it by the Chamber office at 1108 N. Kilgore Street. We will be happy to share your event information on the community calendar and via Facebook at [KilgoreChamber.com](http://KilgoreChamber.com).

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Dr. J.T. Roberts



Dr. Shiloh Roberts



1100 Stone Rd • Kilgore, Tx | 903.983.2020 | [www.eyecarecenters.org](http://www.eyecarecenters.org) | CHAMBER MEMBER SINCE 1976



Join us at MixPo and get plugged in!

4:30pm to 7:00pm · Thursday, August 4 · Meadowbrook

COME A LITTLE EARLY, STAY A WHILE!!

**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

**DETAILS**

4:30pm to 7:30pm Thursday, August 26, 2021  
Meadowbrook Golf & Event Center, 1306 Houston Street  
\$70 per vendor (includes 6' table, 2 chairs)  
Each Vendor MUST have a door prize (valued \$25+) to be given away during the event

**VENDORS**

Sign-Up Deadline July 29  
Set-up MixPo\* 2:00 pm  
MixPo Starts 4:30 pm  
Announcements 5:00 pm  
'Last Call' 6:40 pm  
MixPo Ends 7:00 pm  
\*Must be set up by 4 pm or your (non-refundable) space will be forfeited

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.



1108 N. Kilgore Street  
Kilgore, TX 75662  
903-984-55022  
JMcCartney@KilgoreChamber.com  
KilgoreChamber.com

Thursday, June 16, 2022  
8:00 - 9:00 am  
301 E. Main Street  
Kilgore, TX  
www.citizensbanktx.com

*Come Grow with us!*

Morning Brew, one of the Chamber's business connection events, was sponsored by Britt's Wine & Dine. Thank you to Britt Davis 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.



903.984.5022  
www.KilgoreChamber.com

POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE

## Why Join the Kilgore Area Chamber of Commerce?

- Networking
- Advocacy
- Credibility
- Visibility
- Learning
- Events
- Directories
- Community
- Involvement
- Referrals

"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."

**2022 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**  
Bobbie Hurley O'Dell, Chairman (Arpcu Valves & Controls)  
Robert Young, Chair Elect (Skeeter)  
Erin Brogotti, Vice Chair (HUB International)  
Tim Capps, Vice Chair (Gabriel/Jordan Buick GMC)  
Blayne Cole, Treasurer (Noble Roofing Bullard Associates, LLC)  
Mark Robinson, Past Chairman (AEP/SWEPCO)  
Jill McCartney, Secretary (Kilgore Area Chamber of Commerce)

**BOARD OF DIRECTORS**  
Jack Moore (Whataburger)  
Kevin Offering (East Texas Hardware)  
Ubaldo Meraz (East Texas Professional Credit Union)  
John-Michael Spates (Orgill)  
Nichole Cole (Business Computer Solutions, BCS)  
Sharla Sheard, FNPC (Christus Trinity Clinic)

**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)

Proud Chamber Member for Over 25 Years



**REPUBLIC SERVICES**

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

## Gabriel/Jordan Buick GMC

**KILGORE**  
AREA CHAMBER OF COMMERCE

### Be an Ambassador

For the Kilgore Area Chamber of Commerce

- Represent the Kilgore Area Chamber of Commerce
- Attend monthly meetings (lunch & Ambush)
- Provide promotional items for bags
- Ability to promote your business
- Personal and business recognition
- Social media recognition via tagging of business and/or personal page
- We have fun!
- Assist at Chamber events
- Network your business to new members
- and more stuff...

Email Jill at [JMcCartney@KilgoreChamber.com](mailto:JMcCartney@KilgoreChamber.com) for more detailed information!

## BizConnect Luncheon

POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE  
[www.KilgoreChamber.com](http://www.KilgoreChamber.com)

### JUNE

Tuesday, June 28, 2022  
11:30am-1:00pm

### KATHERINE HARTVICKSON

CEO & FOUNDER OF QUANTUM ASCENDANCE

Come learn about additional tax credits available through the Covid-19 CARES ACT, even if you have already qualified for the PPP Loan program!

**\$25**

PER PERSON

Location:  
Meadowbrook Golf & Event Center  
1306 Houston St.  
Kilgore, Texas

If you are a small business owner with less than 500 W-2 employees - you could be sitting on a windfall of credits. The IRS has a \$400 Billion fund earmarked just for you. It's easy and we do all the work with the IRS. When you get paid - we get paid!

**RSVP**

BY:  
JUNE 24, 2022

You can register online at [www.KilgoreChamber.com/events](http://www.KilgoreChamber.com/events) or call 903-984-5022 or email [LMorgan@KilgoreChamber.com](mailto:LMorgan@KilgoreChamber.com)

## NOW HIRING!

The Kilgore Area Chamber of Commerce would like to introduce you to the newest page on our website, the Job Board, this page has been added to assist our members with their employment needs. Simply email us with your detailed opening and we will get it posted to the page linking it to your site or page.

**THIS IS FREE TO OUR MEMBERS.**

THE CHAMBER PROGRAMS LIVE LEARN WORK PLAY EVENTS

### JOB BOARD

KILGORE COLLEGE Kilgore More Details →

EAST TEXAS COUNCIL OF GOVERNMENT - PURCHASING SPECIALIST Purchasing Kilgore More Details →

**Willow**  
REHAB AND NURSING

**Garrel Faulkner**  
Administrator

[gfaulkner@thewillowsokilgore.com](mailto:gfaulkner@thewillowsokilgore.com)

Facility 903-983-7775 Referral Fax: 888-522-6604

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Kilgore, Texas 75662

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email: [bobby@lairdins.com](mailto:bobby@lairdins.com) • [www.lairdins.com](http://www.lairdins.com)

Published monthly by the Kilgore News Herald

# City Connection



JUNE 2022 • www.cityofkilgore.com

## Who we are



**Bill Woodall**  
Kilgore Community Relations Manager

Being a downtown kind of guy, in my mind the center of Kilgore is at the intersection of Main Street and Kilgore Street.

It's not, of course.

Because of those two extensions of the city limits reaching out Hwy 135

northwest towards Liberty City and Hwy 31 stretching northeast towards Longview, a perfect circle that reaches just to the city limits in those directions and, as well, to the southmost tip would be centered at the intersection of Hwy 42 and Hwy 31.

That circle would have a surprisingly-large diameter of eight miles. In the interest of political sensitivity, my circle does not include Liberty City and stops short of Laird Hill.

According to East Texas Council of Governments, and a mapping and demographics tool being promoted by East Texas Economic Development District, that circle has a population of 14,625. The median age of those folks is 34.74 years.

Breaking the population down into 9 age groups, mostly in 10-year increments, the ETCOG tool says 16.6 percent of the population is over 65 years of age and the next largest block – 15.02 percent – is aged 20-29.

The group aged 50 to 59 comprises only 10.76 percent of the population and the 60-64 demographic includes only 5.51 percent. That 50-65 cohort has been described in Kilgore as the missing generation. The theory is that when the oil industry collapsed in the mid-eighties, a significant portion of the 20- to 40-year-old oilfield workers (and their families) left town in search of employment. If accurate, that might ex-

plain the relative dearth of 60-year-olds here.

At the same time, it's encouraging to note the population bubble in the 20-29 age bracket. Assuming we can hold them here – a task assigned in large part to Kilgore Economic Development Corporation and, even, Longview Economic Development Corporation – those young adults will one day be our city council members, school trustees and college board; that group will shape the future of our civic and social organizations like the Chamber of Commerce, our churches, Kilgore Historical Preservation Foundation, Lions Club and others. They will determine the future success or failure of Vacation Bible Schools and Oktober-

fest and our Fourth of July Extravaganza. The future of Kilgore will be in the hands of that demographic.

More than half our population – 53 percent of us – have completed at least some college coursework and just under 17 percent of us have a Bachelor's Degree or higher. Those numbers should predict a population interested in the quality of local public schools and Kilgore College. The easy passage of KISD's recent bond issue election may well be a function of that statistic.

In 2021, the data says, there were 5,379 households inside that circle, including 3,724 (69 percent) defined as "families." Of those households, 57 report annual incomes of more than \$50,000

and 17.6 percent have total household incomes in excess of \$100,000.

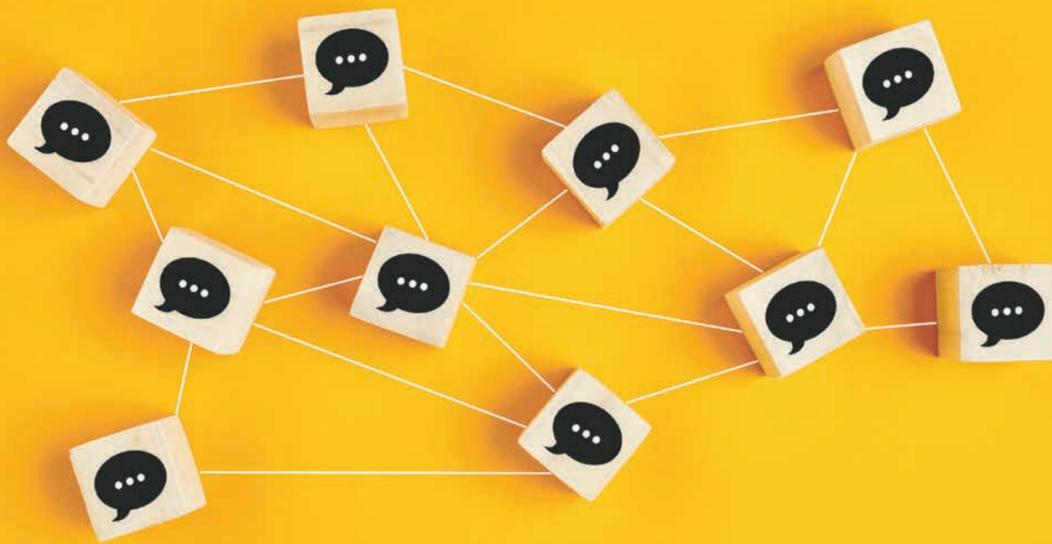
The report indicates 32 percent of the households here include just two persons and 29 percent include three or four people; 26 percent are one-person households and just under three percent include six or more people.

Statistically, 57 percent of our population describe themselves as non-Hispanic white, 22.7 percent Hispanic and 11.86 percent Black and 4.18 percent multi-race (non-Hispanic). The balance self-report as American Indian, Asian, Pacific Islander (four persons) or "other."

"But wait," as they say, "there's more"... and it's all interesting. Find it online at <https://tinyurl.com/57j3zrbc>

# Connect WITH THE COMMUNITY!

The Kilgore Area 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@kilgorenewsherald.com](mailto:lballard@kilgorenewsherald.com)**

**KILGORE NEWS HERALD**

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

Call **903.984.2593**

**KILGORE NEWS HERALD**

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At Arabella, we celebrate the good life daily. It's a lifestyle full of chef-prepared dining, fun with your friends, and the freedom of knowing that our 24-7 staff are always at your service. All you have to do is spend your time on the things that you love.

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