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Chamber connection



KILGORE
AREA CHAMBER OF COMMERCE

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

An Easy Way to Get More Customers in December



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

Let's face it. Some people are finished with their holiday shopping. But for those of us who are left, we are starting to get a little nervous. We think about the people on our list and all the work that is left to be done before the big day, and most of us feel overwhelmed. This is an excellent time to provide the kind of helpful guidance that will create an army of loyal customers for you. It just takes a little marketing finesse.

So how do you get loyal customers in the last few weeks of the holiday season? You give them what they need in a way

that is accessible to them and easy to understand. Now let's unpack that.

LABELS MATTER

No, we are not talking about the kind of labels on food that require a dictionary to understand. The labels that can help you build a loyal customer base are niche labels. You may even think of them as stereotypes, but they can be incredibly effective in helping potential customers see that you have what they need.

Begin by looking at what you sell and who it's good for. Who benefits from and/or enjoys what you sell? The more specific you are, the more effective your posts and marketing will be. Use what you know about your products or services and speak directly to those who will enjoy (or desperately need) them. For instance, if you own a cleaning service you probably use marketing copy like "Are you busy? We can clean your house for you." This is a good start because it addresses a pain point that someone has, but you can do even more for the holidays.

To drive more sales, use

copy that gets their attention and speaks to their immediate needs. Tie it into the season to drive action now such as, "Dreading that holiday visit from the in-laws? House never clean enough and tired of the criticism? Our detail-oriented cleaning crew can ensure your home is perfect. Even your mother-in-law will be impressed." This copy provides a little levity and helps a stressed person realize they don't have to do it themselves. You can help.

The key to making this kind of marketing work is identifying someone who needs your products or services and the why behind those needs. The "why" can even be a little comical like the example of using the stereotype about a hard-to-please mother-in-law. Even if potential customers have a wonderful relationship with their mother-in-law, they will acknowledge that a claim like that must mean you provide an exacting service.

One word of caution when using stereotypes: never use any stereotypes about race, sexual orientation, or any-



thing that could be derogatory or hurtful.

Speaking to your ideal audience and conveying why your products/services can help with their struggles will drive action. No one acts when they have questions. Be clear about who and how you help.

In the last few weeks leading up to the holidays, time is at a premium. Shoppers don't have the bandwidth to give a

lot of thought to what they will buy in the eleventh hour. Instead, they'll be moved by the easy decisions; the items and services that grab them. If you are explicit in your marketing about how you meet a need or what buyers you are perfect for, you will sell a greater number of products or services.

And of course, these tips are good for all 12 months, not just for the Holiday Sea-

son. The staff and board of directors of the Kilgore Area Chamber of Commerce wish you all a Very Merry Christmas and a Happy New Year. We thank all of our members and we look forward to meeting all of our new members who are planning to join in 2023.

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

WELCOME NEW MEMBERS!

Etex Communications

Laser's Etch

MEMBER INVESTOR RENEWALS

C3 Industrial Technologies
East Texas
Preferred Properties
East Texas Tire &
Service Center
Everything That Blings
Four Wheel Draft

Julie Woods & Associates
Real Estate Firm
Kilgore Economic
Development Corp.
Kilgore Legacy Foundation
SERVPRO of Longview
Unlimited Drug Testing

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

UPCOMING EVENTS & MEETINGS

DECEMBER & JANUARY

Dec 19	Board Meeting	12:00pm	Kilgore Chamber
Dec 26 – 30	Office Closed		
Jan 4	EMT's Meeting	11:30am	Kilgore Chamber
Jan 9	Governmental Affairs Meeting	11:30am	Kilgore Chamber
Jan 10	Ambassador Lunch	11:30am	Downtown D'Lites
Jan 12	Executive Meeting	12:00pm	Kilgore Chamber
Jan 17	Board Meeting	12:00pm	Kilgore Chamber
Jan 19	Morning Brew	8:00am	HD Hydraulics

Go to KilgoreChamber.com or VisitKilgore.com for more event information.

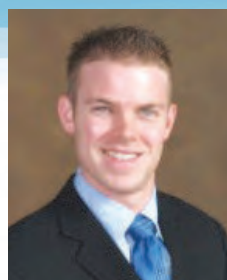
If you have a community event you wish to have listed on the Kilgore Calendar please send your information via email to lmorgan@kilgorechamber.com, drop it by the Chamber office at 1108 N. Kilgore Street. We will be happy to share your event information on the community calendar and via Facebook at [KilgoreChamber](https://www.facebook.com/KilgoreChamber).



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Dr. Jadie Roberts



Dr. J.T. Roberts



Dr. Shiloh Roberts



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2022 Kilgore Christmas Parade Winners

BEST USE OF THEME

Business

- 1st – Old Paths Tabernacle Christian Academy
- 2nd – Charlie’s SnoBall & Seasonal Tanning
- 3rd – Rusk County Electric Cooperative, Inc.

Group

- 1st – Faith Baptist Church
- 2nd – Friends of Kilgore Public Library
- 3rd – Kilgore Youth Football-Cheer

BEST DECORATED

Business

- 1st – Rusk County Electric Cooperative, Inc.
- 2nd – Noble Roofing
- 3rd – Charlie’s SnoBall & Seasonal Tanning

Group

- 1st – Faith Baptist Church
- 2nd – Friends of Kilgore Public Library
- 3rd – Cub Scout Pack 251

BEST OVERALL IN SHOW

We have a tie. Both have a score of 50.
 Rusk County Electric Cooperative, Inc.
 Faith Baptist Church



Best Decorated Business



Best Decorated Group



Best Use of Theme Business



Best Use of Theme Group



Best Overall in Show



East Texas Coalition
March 5-7
Austin



Registration Form: East Texas Coalition Goes to Austin
 March 5 – 7, 2023

You are invited to participate in the 2023 East Texas Coalition trip to Austin. This year's host hotel is The Stephen F. Austin Royal Sonesta Hotel, 701 Congress Ave, Austin, Texas 78701. Block rates are available by calling 1 800 Sonesta (766-3782) and asking for the room block of East Texas Coalition or [registering online](#) by **February 15, 2023**. Room rate is \$224 + tax single/double occupancy.

Trip at a Glance

Sunday, *Optional Dutch Treat Dinner	Monday, *Breakfast with Guest Speaker *Morning & Afternoon Briefings *Luncheon with Guest Speaker *Evening Reception	Tuesday, *Breakfast & Briefings at the Stephen F. Austin *Picture at The Stephen F. Austin
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Registration Information

General Registration with payment on or before December 30, 2022		After December 30, 2022	
Member	Non-Member	Member	Non-Member
\$300	\$400	\$350	\$450
Tuesday Morning Breakfast & Briefings at the Stephen F. Austin Hotel		Member	Non-Member
Member	Non-Member	\$60	\$90
\$ 45	\$75		

Number of General Registrations: _____ at \$ _____ = \$ _____

Number of Tuesday Morning Registrations: _____ at \$ _____ = \$ _____

Total Due with registration \$ _____

Attendees: _____

Company Name: _____

VISA/MC/DISCOVER/AMEX: _____

Expiration: _____ Security Code: _____ Billing Address: _____

Phone: _____ Email: _____

(PLEASE NOTE: Reservations require payment unless canceled by January 29, 2023. If a registration is canceled after February 10, 2023, an additional \$50 cancellation fee will be applied.)

Kilgore Area Chamber of Commerce
 1108 N. Kilgore Street
 Kilgore, Texas 75662



Phone: 903.984.5022
 Fax: 903.984.4975

The Kilgore Area Chamber of Commerce takes the concerns of our member businesses and community to Austin and/or Washington D.C, this is a very important part of our Program of Work. We create a Legislative Agenda for each session in Austin and utilize the agenda to oppose or support different legislation that is created to be voted on. We survey our members to glean what is important to them. For example, we are certainly Pro Oil and Gas and oppose any legislation that erodes access to existing economic development tools. We focus on these key areas: Business & Community Advocacy, Economic & Workforce Development, Infrastructure, Energy, Healthcare & Education. We will once again be heading to Austin to make certain our legislators are aware of our concerns and issues. Our advocacy efforts are for the betterment of the Kilgore Area to assist in making Kilgore the best place to Live, Learn, Work & Play.

In cooperation with Tyler, Longview, Lindale, and other East TX Chambers, Kilgore businessmen and women come together for a 2-day event to meet with state legislators and representatives to discuss issues and legislation relative to our community during the Legislative Session in Austin. This is a very important activity and provides exposure to your business to all of East Texas. We will be including a trip to DC in March of 2024 with the East Texas Coalition.

Commitment Deadline for ETC Conference during 88th Legislative Session- January 22, 2023, for submission of logo and sponsor form

Capitol Sponsor - \$2000 Gabriel/Jordan Buick GMC

- Top billing on Kilgore Chamber event promotions
- Name on coalition materials at the event
- Logo on social media promotions & Chamber website
- Name on event signage at the reception in Austin
- Verbal recognition at legislative delegation functions
- Includes registration fees for 3 to ETC Conference in Austin (does not include hotel or food)

Principal Sponsor - \$1500

- Name recognition on the Chamber website
- Name on social media promotion
- Name recognition on event signage at the reception in Austin
- Includes registration fee for 2 to ETC Conference in Austin (does not include hotel or food)

Legislative Sponsor - \$750

- Name recognition on the Chamber of website
- Name on social media promotion
- Name recognition on event signage at reception
- Includes registration fee for 1 to ETC Conference in Austin (does not include hotel or food)



"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

EXECUTIVE BOARD

- Bobbie Hurley O'Dell, Chairman (Arpc Valves & Controls)
- Robert Young, Chair Elect (Skeeter)
- Erin Brogoitti, 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 White, Secretary (Kilgore Area Chamber of Commerce)

BOARD OF DIRECTORS

- Jack Moore (Whataburger)
- Kevin Offerding (East Texas Hardware)
- Ubaldo Meraz (East Texas Professional Credit Union)
- John-Michael Spates (Orgill)
- Nichole Cole (Business Computer Solutions, BCS)
- Sharla Shead, 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)

KILGORE AREA CHAMBER OF COMMERCE STAFF
 Jill R. McCartney, IOM President & CEO
 Lisa Morgan, IOM, Member Services Manager

Proud Chamber Member for Over 25 Years



REPUBLIC SERVICES

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

MORNING BREW



POWERED BY
KILGORE AREA CHAMBER OF COMMERCE



Thursday
January 19, 2023
8:00 - 9:00 am
100 Industrial Boulevard
Kilgore, Texas



2023 Gun Raffle Calendar

24 chances to win 24 Guns! January 1 - December 31, 2023

MUST BE 21 YEARS OF AGE!

Only 500 Sold! \$115

Each Calendar will have 2 sets of numbers. 000-499 and 500-999



2 winners Each Month
1st & 3rd Monday
Every 1st & 3rd Monday at 6pm the
Texas Lottery Pick 3 Numbers will
determine the winner of the prize.



ORDER ONLINE NOW
www.kilgorechamber.com/events
903.984.5022
JMcCartney@KilgoreChamber.com

Morning Brew, one of the Chamber's
business connection events,
was sponsored by
East Texas Professional Credit Union.

Thank you to 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.



SOMETIMES LESS IS MORE.



LESS DRIVING. MORE LOCAL.
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Gabriel/Jordan Buick GMC

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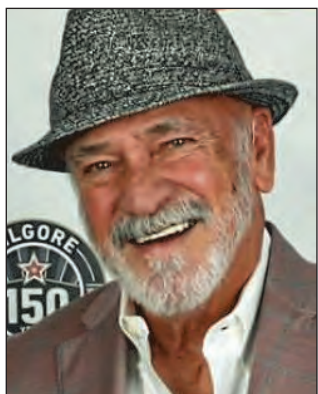
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City Connection



DECEMBER 2022 • www.cityofkilgore.com

Designing the future; celebrating the past



Bill Woodall
Kilgore Community Relations Manager

The good news is that the vacant lot on Main Street, the one occupied by Maness Furniture until it burned a decade or so ago and by a bank before that, has now been completely cleared.

The bad news is that cleaning the lot left what is – at his moment – a mudhole about (by my estimate) 4,000 square feet.

The good news is that it

won't be a mudhole or summer sand pit forever... the city was able to make a deal with the former owner and the city now owns the lot. Earlier this month, the city council approved the creation of a design committee charged with, among other things, coming up with a plan for what City Manager Josh Selleck now lightheartedly calls Maness Park.

So -- as with all things that involve government, money, and once-a-month meetings -- be patient. One day that lot it will be both useful and attractive.

That same design committee – two members from city council, two from the Main Street Advisory Board and two city staffers – will also develop a plan for extending the 'streetscaping' southward along Kilgore Street from Main Street to Danville

Street. That project will be funded with a recently-approved Community Development Block Grant... to which the Main Street Advisory Board most assuredly says: "Finally."

Here at the tail end of the city's sesquicentennial year, we Kilgoreans with an interest in our town's history find ourselves the beneficiaries of some uber-generous folks. Those folks funded, through Kilgore Historical Preservation Foundation, the creation of a two-hour documentary look-back at our corner of the nation's last great mineral boomtown.

Voices from Forgotten Streets: Boomtown Kilgore is built around a series of interviews conducted by filmmaker Chip Hale with locals who have tales to tell. Lots of octogenarians with

great memories give life to the stories we've all heard -- and many recall -- about life during the hectic development of the Great East Texas Oil Field.

Save the date: December 28, 2 p.m. and 6 p.m. at The Texan. The movie is long-ish but the stories are fascinating... and (coffee drinkers say 'whew') there's an intermission.

Wrapping up Kilgore's 150th year, be mindful that creating a town from scratch was a lot of work. Paving streets, building police and fire departments, disease and rodent control, parks, libraries... countless hours and endless meetings involving hundreds of people, some whose names you and I don't know and some we know only from seeing their names on street signs.

Less than two weeks after the community incorporated and became an honest-to-goodness city, the city commission noted "Whereas there are no Ordinances in effect prescribing offenses against Private Property, against Morals, Decency and Chastity; and whereas the rapid increase in population renders it imperative that immediate provision be made for determining the penalties therefor." City commissioners Roy H Laird and Ben Laird, led by mayor J. Malcolm Crim on March 2, 1931 began building a Code of Ordinances prohibiting actions common then, but unthinkable today.

For example: "It shall be unlawful for any person to throw any article, trash, filth, slop or anything else whatsoever, upon the house or premises of another, or

upon any street or sidewalk, and any person violating this Section shall be deemed guilty of a misdemeanor, and shall upon conviction be fined not less than One Dollar nor more than One Hundred Dollars."

For example: "It shall be unlawful for any person to disturb any audience or congregation at any theater, performance, show or lawful assembly of people for religious service, or for any legal purpose by boisterous talking, whistling or by any rude or indecent act or conduct... upon conviction be fined not less than One Dollar nor more than One Hundred Dollars."

We at city hall hope you've had as much fun celebrating the sesquicentennial as we have.

See you next year.

Talking Tourism



Ryan Polk
Tourism Manager

We are dreaming of a Kilgore Christmas. Our festive city is no stranger to holiday cheer, and you can quickly fill an evening with twinkling Christmas lights and displays if you know where to look. So start warming up the car, fill a to-go cup with hot chocolate, and set out to some of our favorite spots listed below in the Kilgore Holiday Lights Guide.

GIVE THE GIFT OF KILGORE!

This year is the year to buy and give the gift of something local. From restaurants to boutiques and all in between, there are so many options in the City of Stars. And if you

don't have time to browse, you can always purchase a gift certificate.

SYNERGY PARK IS STOCKED WITH NEW TROUT!

It's trout season at Synergy Park, and thanks to Texas Parks & Wildlife, Elder Lake in Synergy Park just received a fresh stock of trout for all ages to enjoy.

We love to feature Kilgore photos on social media, in our newsletters, on our website, and in 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



It's the season for merry and bright holiday lights... especially at night when the City of Stars begins to sparkle! From traditional lighting ceremonies, like the lighting of the oil derricks at World's Richest Acre, to festive decorations at popular attractions and local neighborhoods, we have curated a list of bright festive spots around Kilgore that will bring some Christmas cheer. So put on your favorite pajamas, get the family, some hot cocoa to go, and discover the festive Christmas lights around Kilgore from your warm car!

Visit our website and download our Holiday Lights Guide for even more things Merry & Bright!

Kilgore Holiday Lights Guide

- 1 **Historic Downtown Kilgore**
World's Richest Acre
- 2 **2907 Crestwood**
Residence - Kilgore
- 3 **Merritt Ranch**
Stone Rd. and FM. 2276 - Residence - Kilgore
- 4 **Christmas in the Park - Liberty City**
Hugh Camp Memorial Park 5716 Old Hwy 135, Kilgore, TX
- 5 **Bear Creek at Hollowstone Ranch**
FM 3053 and Red Level Loop 1113 - Residence - Kilgore
- 6 **1110 Leach St.**
Residence - Kilgore

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🎵 Music
🛒 Shopping

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in next month's
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KILGORE NEWS HERALD

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spirits bright

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Visit us this holiday and experience the Arabella spirit!

CALL 903-420-6046
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