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Chamber connection



KILGORE
AREA CHAMBER OF COMMERCE

MAY 2023 • www.kilgorechamber.com • 1108 N. Kilgore Street • 903-984-5022

4 Ways Copycatting Can Help You Build a Following on Social Media



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

Building a following on your desired platform on social media requires a bit of luck but there are some things you can do to help that luck (and other users) find your profile. But sadly, those things probably don't have a lot to do with your business.

4 WAYS COPYCATTING CAN BUILD A FOLLOWING ON SOCIAL MEDIA

Most business owners have tons of ideas for showcasing their goods and services. For

those with a sexy brand, viewers eat that up. But you need to get there (to sexy brand status) before talking about yourself will be effective in building an audience. For the time being, go for these ideas below that use things that have already been done. Let's work on gathering a crowd, so you have someone to talk to and hear your offers.

Give Them Something to Connect With

Think of your target market. How old are they? What gender? What stage of life? Now think about what that person finds amusing. What do they reminisce about or love? What are their sacred cows or what events/pop culture made the biggest impressions? Imagine you're trying to woo Gen Xers. Take a trip down memory lane (in a Little Red Corvette, perhaps) with videos and posts from the 80s. Ask them questions about what kind of lunch box they carried. What posters did they have on their wall? Did they wear jelly shoes or have a Cabbage Patch Doll? Share what you or your em-

ployees remember from the 80s. Post pictures of the 80s. The time of our youth leaves a huge imprint on our lives. Use that power to reach your ideal audience.

Think Bigger

Many people are feeling lost these days. Financial losses, bank collapses, shootings, lots of bad news and it's hard to always look past it. Be an inspiration. People need that. Talk about something larger than your business. Share life tips. Matthew McConaughey is building an empire providing logical inspiration. You can too even if it's only in the form of image quotes. People want to be around a proponent of positivity.

Have a Shtick

Being an unusual presence on social media will get you noticed. But one unusual act is not enough to keep people coming back. Take a note from comedians and get a shtick or a gimmick. If you have a successful one, you'll become known for it. Get on TikTok or Reels and:

- Talk about crazy things your spouse asks you to do
- Ask deep questions with funny answers or funny questions with deep answers (a funeral director wrote a book about outlandish questions she gets about the dead)
- Point out obvious dumb ideas
- If you have pets that are funny and cute bring them into your social media ideas.

Most people don't like change and they bond with the predictability of a shtick. They'll come back over and over to see what you're doing next.

Use Pop Culture and Current Affairs

When it comes to building a social media following, don't be afraid to hitch yourself to a wagon and ride that gravy train. There are trends on social media, that everyone jumps on and while you may be thinking--everyone's doing it--do it anyway. If you can't think of a trend to copy

after scrolling through your streams, listen to what people are talking about in entertainment monologues on comedic news programs and late-night shows. Try the opening monologue on a show like Saturday Night Live, for instance. If people are talking about it, you want to be too. Don't forget local issues or frustrations that may be causing people to roll their eyes. If you can make light of it, people will respond.

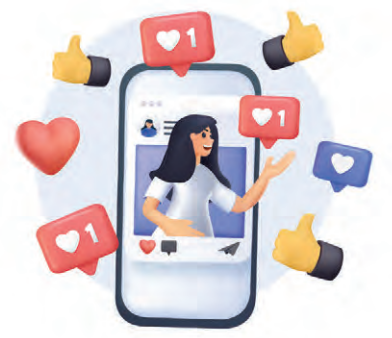
The only exception to this advice is the topics of religion and politics. You don't want to alienate a potential customer or follower by talking about these divisive topics—with one exception. If you are sure your ideal demographic would enjoy it, then go with it (but keep it positive). Some businesses are closely aligned with political or religious

ideologies; and in those cases, addressing taboo topics may actually work for you.

It seems like an oxymoron to tell you that to stand out you should be like everyone else. However, the crowd responds to familiarity, and that creates connections. So, if you can play with something people recognize and yet do it in a way that's all your own, you'll make an impression and build an audience on social media.

I can't wait to see what you come up with.

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



WELCOME NEW MEMBERS!

Alinea Family Hospice Care Calesa Mexican Restaurant LLC Watson Report Services

MEMBER INVESTOR RENEWALS

AEP/SWPCO HeartsWay Hospice of Northeast Texas
Atwood's Hospitality Health ER
Sue M. Brown Kilgore Print Centre
CHRISTUS Good Shepherd Health System Kilgore Small Animal Hospital
Dragon's Nest Lexington Court LTD
Drover Energy Services, LLC Mr. D's Driving Center
East Texas Professional Credit Union Stream-Flo USA
Farmers Insurance Group Ubeo Business Services
First Baptist Church VeraBank
Geonix LLC Wagner Tuning Inc.

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

MORNING BREW

POWERED BY
KILGORE AREA CHAMBER OF COMMERCE



Hosted by: Cynergy Technology
Location: Downtown D'Lites
Thursday, June 15, 2023
8:00 - 9:00 am
103 N. Kilgore Street
Kilgore, Texas

WHY JOIN THE KILGORE AREA CHAMBER OF COMMERCE

- NETWORKING
- ADVOCACY
- CREDIBILITY
- VISIBILITY
- LEARNING
- EVENTS
- DIRECTORIES
- COMMUNITY INVOLVMENT
- REFERRALS



Come Grow with us!

POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE

903.984.5022 | WWW.KILGORECHAMBER.COM

UPCOMING EVENTS & MEETINGS

MAY & JUNE

| | | | |
|---------|--|---------|---------------------------------------|
| May 22 | Growth Group | 11:30am | Back Porch Restaurant |
| May 29 | Office Closed – Memorial Day | | |
| June 2 | Spring Swing Golf Tournament | 10:00am | Tempest Golf Club |
| June 7 | BOSS – Business Owners Sharing Solutions | | |
| June 13 | Ambassador Lunch | 11:30am | Dragon's Nest Grill |
| June 15 | Morning Brew | 8:00am | Cynergy Technology @ Downtown D'Lites |
| June 15 | Executive Board Meeting | 12:00pm | Kilgore Chamber |
| June 19 | Board Meeting | 12:00pm | Kilgore Chamber |
| June 30 | BizConnect Luncheon | 11:30am | |

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.com.

Proud Member 46 Years



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Dr. Jadie Roberts



Dr. J.T. Roberts



Dr. Shiloh Roberts



1100 Stone Rd • Kilgore, Tx | 903.983.2020 | www.eyecarecenters.org | CHAMBER MEMBER SINCE 1976

BOSS

Business Owners Sharing Solutions

POWERED BY KILGORE AREA CHAMBER OF COMMERCE

MAKING Social Media

WORK FOR YOU

JUNE

Tuesday, June 6, 2023

8:30am-11:00am

Meadowbrook Golf & Event Center
1306 Houston Street, Kilgore



\$15.00 Members

\$25.00 Non Members

www.kilgorechamber.com/events



Mindy Lewellen, CEO
Starfish Ad Age



Morning Brew, one of the Chamber's business connection events, was sponsored by Texas Shakespeare Festival.

Thank you to Meaghan Simpson and numerous volunteers 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.

*"The Purpose of the Kilgore Area Chamber of Commerce is to promote a strong business and industrial environment in the Kilgore area.
5 Core Competencies: Accelerate, Advocate, Collaborate, Educate, Innovate"*

2023 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
Robert Young, Chairman (Skeeter)
Erin Brogotti, Chair Elect (HUB International)
Tim Capps, Vice Chair (Gabriel/Jordan Buick GMC)
Kevin Offering, Vice Chair (East Texas Hardware)
Blayne Cole, Treasurer (Noble Roofing Bullard Associates, LLC)
Bobbie Hurley O'Dell, Chairman (Arpco Valves & Controls) Past Chairman
Jill McCartney White, Secretary (Kilgore Area Chamber of Commerce)

BOARD OF DIRECTORS
Jack Moore (Whataburger)
Ubaldo Meraz (East Texas Professional Credit Union)
John-Michael Spates (Orgill)
Nichole Cole (Business Computer Solutions, BCS)
Sharla Shead, FNP-C (Christus Trinity Clinic)
Brent Rice (State Farm Insurance)
Gene Keenon (Republic Services)

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

The Office Center

BizConnect Luncheon
POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE
www.KilgoreChamber.com

JUNE Friday, June 30, 2023
11:30am-1:00pm

CYBER SECURITY
YOUR BEST OFFENSE IS A GOOD DEFENSE

Mr. Willis Marlin, Cybr Security Solutions, LLC
Certified Government Chief Information Officer/Owner
Mr. Brandon O'Rourke, Business Computer Solutions
Operations Manager

\$25
PER PERSON
Location:
Tempest Golf Club
568 East Wilkins Rd.
Gladewater, Texas

Learn how you and your staff along with IT play a role to protect you and your customers data.

RSVP
BY:
TUESDAY, JUNE 27TH
You can register online at www.KilgoreChamber.com/events
or call 903-984-5022 or email LMorgan@KilgoreChamber.com

E⁴ LEADERSHIP EMBARK • ENLIGHTEN • EMPOWER • ENGAGE

KILGORE AREA CHAMBER OF COMMERCE

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.

If you want a workforce that brings these benefits to your workplace, support participation in the Kilgore Area Chamber of Commerce's 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 2023 (retreat is October 12 & 13th overnight) and ending in May 2024 (This is an 8-hour per month commitment for you and your employee. Class Project could extend the program to May 2025).

Invest by sponsoring the E⁴ Leadership Training tuition of \$575 (Or split the cost with your select employee to ensure their full commitment to this valuable training.)

Ask for the 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 Fact Sheet on to your employee. Your endorsement underscores a firm recognition of the benefits to be gained by both your company and your employee.

INFORMATION AND APPLICATIONS AVAILABLE AT KILGORE AREA CHAMBER OF COMMERCE
Class size is limited to 20 people.
Applications must be submitted by August 31, 2023.
www.KilgoreChamber.com/Programs • 903-984-5022
JMcCartney@KilgoreChamber.com

Attendees at these dynamic meetings introduce themselves and their business with a 30-second commercial. Maximize your networking by arriving early or staying after the meeting to enjoy open networking with the local business professionals who attend each month.

KILGORE AREA CHAMBER OF COMMERCE

The goal of Growth Group is to build personal and professional relationships with other members while exchanging leads, business tips, growing your prospect list, and, most importantly, referrals.

GROWTH group

Tuesday, May 30th, 11:30 am
@ The Back Porch
www.KilgoreChamber.com

Showcase your business by joining us for a little lunchtime fun and some lively conversation at our Monday Growth Group.



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

KILGORE NEWS HERALD

Willow
REHAB AND NURSING

Garrel Faulkner
Administrator
gfaulkner@thewillowsokilgore.com

Facility 903-983-7775 Referral Fax: 888-522-6604 1901 Whipporwill Lane Kilgore, Texas 75662

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email: bobby@lairdins.com • www.lairdins.com

Spring Swing Golf Tournament!

Join us on the green for the Kilgore Chamber Spring Swing! The tournament is not only fun and competitive, it also provides you the opportunity to develop or enhance business relationships. The 4-person scramble is set for Friday, June 2nd at Tempest Golf Club so get your team signed up quickly.

Not a Golfer? There are other ways to be a part of the tournament. By sponsoring the tournament (and we have a wide variety of sponsorship opportunities) you will be able to gain exposure and showcase your company. Or if interested in making connections, simply volunteer to work the tournament and have a chance to meet company owners and managers.

For a registration form, sponsorship info or volunteer opportunities, call us at 903-984-5022.



TITLEIST SPONSOR:
PATTERSON
KILGORE CHEVROLET CHRYSLER DODGE JEEP RAM

PREMIER SPONSORS:
REPUBLIC SERVICES KETER

9:30 AM: BLOODY MARY & BRUNCH BAR OPENS
11:00 AM: TOURNAMENT BEGINS

FRIDAY | JUNE 2

TITLEIST SPONSOR: \$2,000
(only 1 available) - Includes cart, food, and 2 carts on course with beverages with your logo - you can have 1 staff person in cart. Opportunity to set up table with your business materials in dining area.

PREMIER SPONSOR: \$1,250
(3 available, team of 4 with cart and food) - Logo on all materials printed and web-based (promotional, advertising, newsletter, event sponsor signage, program) - Logo on display on cart screen - business must provide digital ad - Opportunity to set up a display table and distribute marketing and promotional materials

BRUNCH SPONSOR: \$1,000
(3 available, team of 4 with cart and food) - 2 carts on course with beverages with your logo - you can have 1 staff person in cart - Opportunity to set up table with your business materials in dining area

SCORECARD SPONSOR: \$500
(4 available) - Includes cart and food - Name on all materials printed and web-based (promotional, advertising, newsletter, event sponsor signage, program) - Logo on display on cart screen - business must provide digital ad - Opportunity to set up a display table and distribute marketing and promotional materials

TEAM ONLY FEE: \$500 MEMBER or \$600 NON-MEMBER
- Green fees for 4, golf cart, food and beverage

HOLE FLAG SPONSOR: \$300
(only 18 available) - Logo on a hole flag which will be used during the outing and presented to you after the tournament

ADOPT-A-HOLE SPONSOR: \$350
(18 available) - Sponsor sets up display / table - 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 a prize. Suggested games: Longest Put, Closest to Hole, Longest Drive, Putting Contest

HOLE / TEE SIGN SPONSOR: \$150
- Your company name placed in a sign located near a green or tee

Tournament Hosted By The Kilgore Area Chamber of Commerce
For More Information: (903) 984-5022

568 WILKINS ROAD | TEMPEST | GLADEWATER, TX 75647

TEAM REGISTRATION

Entry Deadline: Friday, May 26

Team Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Team Members: _____

Circle Number Of Carts Needed: 0 1 2

Team Entry: \$500 | Members \$600 | Non-members

PLEASE REMIT PAYMENT TO: KILGORE CHAMBER OF COMMERCE
PAYABLE BY CASH, CHECK OR CREDIT CARD

NAME ON CARD: _____ ZIP: _____

CARD NUMBER: _____ CSV: _____

EXPIRATION DATE: ____/____/____ SIGNATURE: _____

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

Call 903.984.2593

KILGORE NEWS HERALD

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