

Published monthly by the Kilgore News Herald

# Chamber connection



**KILGORE**  
AREA CHAMBER OF COMMERCE

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

## 3 Proven Things to Make Your Audience Look Forward to Your Facebook Posts



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

If you're on social media for business, you're one of many voices. It's hard to stand out and cultivate an audience of people who want to hear from you...let alone look eagerly for your content.

Wouldn't that be great?

That type of interest is essential if you're hoping to get a return on the investment of your time. Yet this is one of the hardest things businesspeople face on social media. Many businesses feel like they're posting into the wind with no response.

Nobody has time for that and so they stop doing it. Then they've created a self-fulfilling prophecy, "social media doesn't work for my business."

If you're in this position, it's understandable that you'd feel that way. You need your time to count and you need engagement to show for it. Here are a few proven techniques you can use to get more

engagement with your Facebook posts.

**Most engaging Facebook posts have:**

- a strong image: this will "stop the scroll"
- a personality: show your personality or the company's personality/brand
- a point: have a reason behind the post such as inspiration, education, or entertainment
- an invitation: this doesn't have to be a strict call to action, but your post should end with a written or unwritten invitation to get to know you better

You want to keep these things in mind when you're creating your posts. The other thing to remember is the 80/20 rule. Roughly 80% of your content should be about other things (things your audience is interested in), while 20% can be about you or your offers.

Now let's get to the techniques that will help you engage your audience.

### AIM FOR CONVERSATION

If you located the best conversationalist in the world and you asked them how to become better conversationalists, they would probably suggest engaging the other person in questions. Find out what they like to talk about and then ask them about that topic.

Facebook is no different. We all want to post about what we're doing, especially for a business page. But this turns people off if that's all

you do. You can post what you're doing but do it in a way that engages people. For instance, instead of just sharing your vacation pictures, post a picture and ask if anybody knows where you are. Or tell them where you are and ask if anyone else has been there. These kinds of posts will inspire people to answer you, which is what you want.

### KEEP IT POSITIVE

This isn't just a comment about the current political environment, it's generally good advice for your business. I was listening to a podcast today where a business owner was lamenting about how Amazon had unfairly enacted a rule against (just) her. To most people that sounds comical, but she spent several minutes talking about how that is the story of her life and that things always go a different way for her than they do for everyone else. She sounded put upon and a bit ridiculous and I immediately unsubscribed from her podcast.

I'll never know if she had good advice to offer because I was turned off by her rant. If she believed she was singled out for bad things to happen to her, I questioned her ability to give good advice.

Don't let the same happen to you. People have enough disheartening information in their lives right now. Be a center of good feelings or a safe harbor for them. Let them know through your posts, not by directly saying it, that they can always come to you for inspiration and good news.

This doesn't mean you shouldn't share the bad things that happen. But you should share them from a place of understanding or thankfulness and not one of whining and hurling insults at whatever caused--or in your mind caused--the problem.

### SHARE THINGS THAT ARE IMPORTANT AND UNIQUE

Suggesting you share things about your personal life makes a lot of people uncomfortable but there's no better way to connect with someone. And its connections that create loyal customers.

Share things about your life that others can identify with like your pets doing silly things, a funny story or an amusing coincidence, or

your intense love or hatred of a particular rarely thought of food like candy corn. These types of things make you unique yet help people identify with you at the same time. This helps build relationships.

These Facebook tips may seem basic but they're the most common things that people neglect to do. When posting for business, people are often hesitant to share their quirks. They want to keep it all business.

If you want to build a connection with your audience, you need to engage them in the same way you would in person. Make them feel important and talk about things they are interested in.

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



## WELCOME NEW MEMBERS!

East Texas Leather Red Dirt Baseball

## MEMBER INVESTOR RENEWALS

All Star Ford - Kilgore	Technologies	National Wholesale Supply, Inc.
Ana-Lab Corporation	Gabriel/Jordan Buick GMC	Oil Exchange
Automotive Supercenter #5	Gateway Travel Plaza	PDQ America
Berith Equipment, Inc.	Hedrick Land Surveying Company	Republic Services
Business Computer Solutions	Insight Eye Care	RLM General Contractors
Chicken Express	Jack Ryan's	Route2 Advertising Agency
Circle Cafe	Josie's Haven	Rusk County Electric Cooperative, Inc.
City of Kilgore	Kelly's Sugarthyme Catering	Rusk County Farm Bureau
Complete Printing & Publishing	Kilgore Bowling Center	Schlotzsky's
Country Tavern Inc.	Kilgore Tire Center, Inc.	SSI Maxim Company, Inc.
CPI Communications & Power Industries	Kilgore ISD	Telephone Directory of Texas, Inc.
David M. Hayes, CPA	Lexington Court LTD	The Office Center, Inc.
East Texas Council of Government - ETCOG	Lions Club	Unlimited Drug Testing
East Texas Treatment Center	Lufkin US Acquisition Company, LLC	Velvet Jupiter Salon and Spa
Energy Weldfab	Manpower	Woodbine Electric Company
First Baptist Church	McDaniel's Quality Body Works	Workingman's Outfitter, LLC
Freedom Communication	Megan Hamner, DDS	
	The Rose Agency, LLC - Allstate	

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

## UPCOMING EVENTS & MEETINGS

### SEPTEMBER & OCTOBER

Sept 19	Board Meeting	12:00pm	Kilgore Chamber
Sept 20	BOSS	8:30am	Meadowbrook Golf & Event Center
Sept 21	Governmental Affairs Meeting	10:00am	Kilgore Chamber
Sept 21	Transportation Meeting	12:00pm	Kilgore Chamber
Sept 23	Ribbon Cutting	4:00pm	Stillwater RV Resort
Sept 26	Growth Group	11:30am	Back Porch
Sept 28	Education Committee Meeting	11:30am	Kilgore Chamber
Sept 30	Ribbon Cutting/Customer Apprec.	11:30am	HD Hydraulics
Oct 1	Kilgore Sesquicentennial Celeb.	5:00pm	The Texan Theater
Oct 4	Women in Business	6:00pm	The Texan Theater
Oct 10	Government Affairs Meeting	11:30am	Kilgore Chamber
Oct 11	Ambassador Meeting	11:30am	TBD

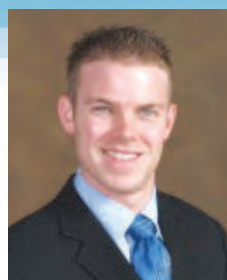
Go to [KilgoreChamber.com](http://KilgoreChamber.com) or [VisitKilgore.com](http://VisitKilgore.com) for more event information.

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).

Proud Member 46 Years



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Dr. Jadie Roberts



Dr. J.T. Roberts



Dr. Shiloh Roberts



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## KILGORE AREA CHAMBER OF COMMERCE

### GUN RAFFLE CALENDAR

**EVENT OVERVIEW**  
We are so excited to bring back the Kilgore Area Chamber of Commerce Community Calendar with a few changes. This will also be a Gun Calendar Raffle! Each gun calendar is \$115, which enters the purchaser into the drawing for 1 (one) firearm for 24 weeks through the months of January 2023 - December 2023.

**EVENT INFORMATION**  
Every 1st and 3rd Monday at 6 p.m. the Texas Lottery Pick 3 Numbers will determine the winner of the prize.

**Advertising Opportunities**  
Calendar Ad Sizes/Specs and Rates:  
Full Page ..... \$1250 (12 Available)  
1/2 Page ..... \$700  
Full - 10.5" W x 8" T for full page  
Half - Horizontal 10.5" W x 3 7/8" T or Vertical 5 1/8" W x 7 3/4" T  
1/3 Page (3.25" w x 8") ..... \$625  
1/6 Page (3.25" x 3.75") ..... \$325  
Block Ad (1.75" x 3.25") ..... \$200  
Day Ads (1.5" x 1.25") ..... \$100  
Have an event you want listed? ..... \$75  
Only 1 Day Ad per day, first come, first serve  
Full Page Bleed 8.5" tall x 11" wide 1/8 extra bleed

Full Page Ad benefits include two (2) Gun Raffle Calendars providing four (4) chances to win each week for 24 weeks!

500 Gun Calendars will be available for sale for \$115 each

We will also be printing calendars (minus the gun raffle) to sell for \$10 each

In addition to the printed calendars, it will also be located on our website for 2023.

www.kilgorechamber.com  
1108 N. Kilgore Street, Kilgore, TX 75662  
903.984.5022

Contact: \_\_\_\_\_  
Business: \_\_\_\_\_  
Email: \_\_\_\_\_  
Ad Size/Month: \_\_\_\_\_

## MORNING BREW


POWERED BY  
KILGORE AREA CHAMBER OF COMMERCE




Kilgore [TX]

Thursday, October 20, 2022, 8:00 - 9:00 am  
910 N. Kilgore Street, Kilgore

*Come Grow with us!*  
POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE



Arbor Grace  
Guest Care Center



**Morning Brew, one of the Chamber's business connection events, was sponsored by Arbor Grace Guest Care.**

**Thank you to Rose Stewart 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.**

CITY OF KILGORE AND KILGORE AREA CHAMBER OF COMMERCE PRESENTS

# A VERY DERRICK Christmas

SATURDAY, NOV. 12 3 PM TO 8 PM



**Kick off your Holiday Season in Historic Downtown Kilgore at the 2022 DERRICK LIGHTING CEREMONY**  
Come see the stars shine at 7 p.m. | Bring your lawn chairs

HAPPY SESQUICENTENNIAL KILGORE



Featuring Kilgore Area Chamber of Commerce

*Kris Kringle*  
MARKET

www.KilgoreMainStreet.com/ChristmasUnderTheStars

**For vendor information and application, please email lmorgan@kilgorechamber.com or call 903-984-5022.**



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Ambassador

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

**KILGORE NEWS HERALD**

**Call 903.984.2593**



*"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	BOARD OF DIRECTORS	EX-OFFICIO
Bobbie Hurley O'Dell, Chairman (Arpc Valves & Controls)	Jack Moore (Whataburger)	Dr. Andy Baker (KISD)
Robert Young, Chair Elect (Skeeter)	Kevin Offering (East Texas Hardware)	Dr. Brenda Kays (Kilgore College)
Erin Brogoitti, Vice Chair (HUB International)	Ubaldo Meraz (East Texas Professional Credit Union)	Lisa Denton (Kilgore Economic Development Corp.)
Tim Capps, Vice Chair (Gabriel/Jordan Buick GMC)	John Michael Spates (Orgill)	Josh Selleck (City of Kilgore)
Blayne Cole, Treasurer (Noble Roofing Bullard Associates, LLC)	Nichole Cole (Business Computer Solutions, BCS)	David Cleveland (East Texas Council of Governments)
Mark Robinson, Past Chairman (AEP/SWEPCO)	Charla Sheard, FNPC (Christus Trinity Clinic)	
Jill McCartney White, Secretary (Kilgore Area Chamber of Commerce)		

**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



WHERE TRAVEL MEETS CONVENIENCE

www.citizensbanktx.com

theofficecenterkilgore.com

## Gabriel/Jordan Buick GMC

11 a.m. to 1 p.m.  
Tuesday  
October 18, 2022

# CAPITOL CONNECT

A TEXAS LEGISLATIVE PREVIEW

Kilgore College  
Devall Student Center Ballroom  
1116 Broadway Blvd. in Kilgore, TX

**FEATURING**

Rep. Travis Clardy  
District 11

Rep. Jay Dean  
District 7

Rep. Cole Hefner  
District 5

Rep. Matt Schaefer  
District 6

Sen. Robert Nichols  
District 6

Sen. Bryan Hughes  
District 1

Red denotes CONFIRMED  
Black denotes INVITED

11:00 a.m. to 11:45 a.m.  
Networking & Luncheon

11:45 a.m. to 1:00 pm  
State Legislative Preview and Q&A

RESERVATIONS DEADLINE THURSDAY,  
OCTOBER 13, 2022

Reserved Corporate Table  
\$375.00 (seating for 8)

Individual Reservation \$35

Reservations required. Sign up online:  
KilgoreChamber.com/Events Calendar  
RSVP to lmorgan@kilgorechamber.com or  
call 903-984-5022

HOSTED BY **East Texas Coalition** WITH

Gladewater Chamber of Commerce  
Henderson Area Chamber of Commerce  
Jacksonville Chamber of Commerce

Kilgore Area Chamber of Commerce  
Lindale Area Chamber of Commerce  
Longview Chamber of Commerce

Nacogdoches County Chamber of Commerce  
Tyler Area Chamber of Commerce

Calling all **business owners!**  
Have you been wishing that you had somewhere to go and bounce ideas off of other like-minded individuals? Or maybe you've hit a road block or two and just need to ask some questions. Well, BOSS is the solution you have been looking for. BOSS is a Quarterly Professional development seminar that's right here in Kilgore, Texas.

**Topic**  
Money Smart for Small Business

**Panelists**  
Elsa Selleck, Selleck Accounting & Finance, PLLC  
Chuck Vanderbilt, Community & Economic Development Manager, ETCOG  
Day Shelmitre, Director, UT Tyler-Longview SEDC

Tuesday, September 20 from 8:30 - 11:00 am  
Meadowbrook Golf & Event Center  
1306 Houston Street, Kilgore  
\$10 per Member  
\$20 per Non-Member

## Boots & Bling

Women in Business

(powered by Kilgore Area Chamber of Commerce)

**TUESDAY, OCTOBER 4TH**  
TEXAS THEATER • 201 SOUTH KILGORE ST • 6 PM - 8:30 PM

## Boots & Bling

SCHEDULE

Shopping & Reception | Dinner | Program & Awards | Purse Raffle

### WOMEN IN BUSINESS AWARDS

**THE RISING STAR THE SHINING STAR LIFETIME STAR ACHIEVER**

Tickets	By September 14	From September 15
Reserved Corporate Table for 8	\$550	\$625
Reserved Corporate Table for 4	\$300	\$350
Individual Tickets	\$65	\$80

Registration must be received by September 28

**INFORMATION & TICKETS**  
Go to KilgoreChamber.com/Events | Call 903.984.5022 | Email: LMorgan@KilgoreChamber.com  
POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE

## 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.**

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### Garrel Faulkner

Administrator

gfaulkner@thewillowsofkilgore.com

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

1901 Whipporwill Lane  
Kilgore, Texas 75662



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# City Connection



SEPTEMBER 2022 • www.cityofkilgore.com

## Kilgore history for kids



**Bill Woodall**  
Kilgore Community Relations Manager

Coming soon to a young Kilgore ISD student near you...

... a Kilgore history coloring and activity book.

To our way of thinking, one of the most important things we can accomplish over the course of this Kilgore Sesquicentennial year is to help our youngest Kilgoreans understand who we are and how we got here. Certainly, in a 40-page booklet, the best we can hope for is to hit the high spots. But even those spots are instructive.

With the script-writing help of Kilgore Historical Preservation Foundation designees Ruth Anne Camp, Janie Dickerson Caleb Pirtle and Sue Brown, Kilgore native Autumn Kinsey put together a peach of an instructional, entertaining history of Kilgore.

Autumn is the daughter of long-time residents Janell and Don and is a 1998 graduate of KHS. Her older siblings, brother Parrish and sister Tara, also graduated KHS. After raising their family here, her parents (graduates of Chapel Hill and Crossroads schools, respectively) now live in Burleson. Autumn holds undergraduate and graduate degrees in print making from UNT and University of Dallas and now teaches art and graphic design at Dallas College. But she has a feel for derricks and she's got Kilgore's history down pat.

City manager Josh Selleck and Mayor Ronnie Spradlin worked with Autumn and KHPF to coordinate the layout and printing.

Just back from the printer, the perfectly delightful book

includes coloring pages, connect-the-dot illustrations, mazes, fill-in-the-blank pages, crossword puzzles and story pages all wrapped in a shiny, full color cover... that's reproduced below.

We have one activity book for every Kilgore student, Kindergarten through fifth grade... with some left

over; after the Sesquicentennial Gala on October 1, the extra copies will be available for sale at Kilgore Public Library for \$3. Printed copies and digital files will be archived by the city and, most likely, KHPF.

.....

You may remember when

the Maness Furniture store on Main Street burned. I remember the fire but I couldn't for the life of me tell you how long that sad slab and its stout concrete superstructure have been part of downtown's architecture.

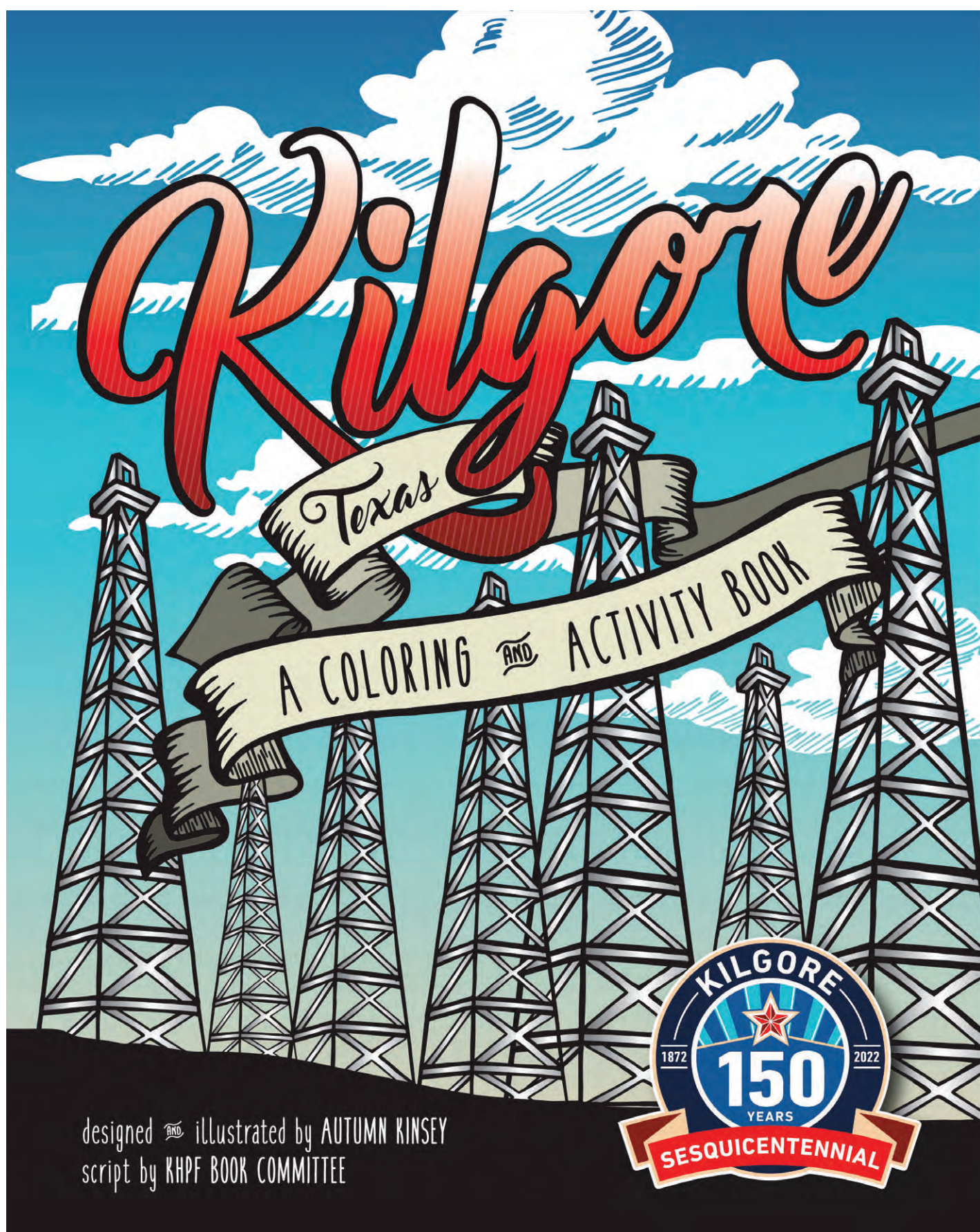
Last spring the city accepted ownership of that lot with no clear goal for the proper-

ty - except to get it cleared. Last week a team of city employees successfully completed the delicate task of peeling the brick wall away from the adjoining structure now occupied by Dragon's Nest.

With that done, a private contractor will, in the immediate future, remove that

stubborn concrete hulk from the rear of the lot.

Beyond that... we don't yet know. If you have serious suggestions for that space (I'll tell you up front: it's too small for a jai alai cancha), feel free to email me. Bill. woodall@cityofkilgore.com



designed and illustrated by AUTUMN KINSEY  
script by KHPF BOOK COMMITTEE

Place  
**YOUR AD**  
in next month's  
**City Connection**  
Call 903.  
**984.2593**

KILGORE NEWS HERALD

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