

Chamber Connection



KILGORE
AREA CHAMBER OF COMMERCE

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

10 Things to Do for Your Business Instead of Watching TV



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

We all have the same 24 hours in a day. While we may have different responsibilities, the most productive people learn to use their time in valuable ways no matter how little of it there is. They quickly grasp the best way to use “stolen minutes” in-between projects or appointments. Some even keep a non-critical to-do list of all the things they want to do when they have those unexpected moments. That way they can make the most of them when they appear.

But if you want to take your day back and get some of those mission-critical things done that you never seem to have time for, you may need to be honest with yourself. Instead of waiting for an opening in your day, create one by taking back your night.

After all, how much is binge-watching TV really helping your business?

We get it. You need that downtime after a busy day. You don't want to think. You're burned out.

TV is easy. You're spending time with your family. Whatever your excuse is as to why you're losing hours in your night staring at a screen, you could be moving your business or yourself forward. If you need to unwind that way, give yourself an hour, not three. Here's what you could be doing instead with just 1-2 hours each night.

BETTER YOURSELF OR YOUR BUSINESS IN 1-2 HOURS A NIGHT

Use your evening time wisely and you'll see results quickly. In the time it takes to watch a movie, you could be:

1. Learning something new. Not sure how that nurture email should go? Want to learn more about customer engagement techniques? There's a video on

YouTube for that.

2. Growing your follower count. Take time to have conversations with people on social media. Comment on their posts. Answer their questions on yours. Share content. Give to get.

3. Creating a lead magnet. Stop procrastinating and create that lead magnet or think about different types of lead magnets. Choose the type you'd like to create and hire someone to get it done. A lead magnet is a marketing term for a free item or service that is given away for the purpose of gathering contact details.

4. Looking into freelance or virtual assistants. If you want more time in your day, consider all the things you can give

someone else to do for you. What activities are worth your time, and which are not. Outsource what can be done less expensively than your hourly charge. For instance, if you can get someone to create website copy for you for \$50 an hour and you bill clients \$200 an hour for your time, creating copy is an inefficient use of your time when you could be doing things that are billable at a higher rate.

5. Researching what your competitors are charging. Adjust your rates or prices if need be. Costs are increasing. Are you still turning a comfortable profit?

6. Looking into grants and contests. There's still a lot of money out there. Some grants can

be used for fun things too like curb appeal. Contests can get you new exposure and grow your audience.

7. Setting goals for the year. You don't have to do this in December. In fact, you should look at your goals periodically to make sure you are on track and that they still fit your business. Don't forget your professional goals. When you work for yourself, no one is there reminding you to learn about a new marketing trend.

8. Reading online materials that are critical to your business or industry. Follow pundits and industry gurus and take time each day or week to stay on top of trends.

9. Assessing your insurance and legal needs. Think about risk in your business. Are you covered? Reassess periodically.

10. Taming the next day. Look ahead to tomorrow and organize how you will tackle the day. Focus on what must be done and plan to do that first before the fires break out.

While TV is a nice brainless way to unwind, if you feel like you never have enough time in the day, chipping away at couch time is an easy tip to become more productive. We can't give you more time in your day. But with fewer hours in front of the TV, you'll feel like you have a greater number of hours than usual.

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



WELCOME NEW MEMBERS!

- Britt's Wine & Dine and Britt's Wines and Winery
- Evalee Haynes Insurance
- G'Pawz Animal Empire
- Gregg County Farm Bureau
- HeartsWay Hospice of Northeast Texas
- Imanis ALC
- Total Point Urgent Care - Kilgore

MEMBER INVESTOR RENEWALS

- AEP/Swepco
- East Texas Professional Credit Union
- Elliott Electric Supply
- Kilgore Carpets & Interiors
- Kilgore Rotary Club
- The Majestic Childrens BookShop

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

UPCOMING EVENTS & MEETINGS



MAY & JUNE

May 19	Morning Brew	8:00am	Britt's Wine & Dine
May 19	Ribbon Cutting/Grand Opening	4:30pm	G'Pawz Animal Empire
May 23	Spring Swing Golf Tournament	10:00am	Tempest Golf Club
May 30	Office Closed — Memorial Day		
June 1	EMT's Meeting	11:30am	Kilgore Chamber
June 13	Government Affairs Meeting	11:30am	Kilgore Chamber
June 14	Ambassador Meeting	11:30am	TBD
June 16	Morning Brew	8:00am	Citizen Bank

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.



Congratulations Britt Davis, owner of Britt's Wine & Dine and Britt's Wine & Winery
#SipSaviorSocialize
brittswine.com

MORNING BREW

POWERED BY KILGORE AREA CHAMBER OF COMMERCE

Thursday
May 19, 2022
8:00 - 9:00 am
400 N Garcia Street
(behind old Elder School on Hwy 31)
Kilgore, TX

Come Grow with us!

BRITT'S WINE + DINE
SIP • SAVOR • SOCIALIZE

MORNING BREW

POWERED BY KILGORE AREA CHAMBER OF COMMERCE

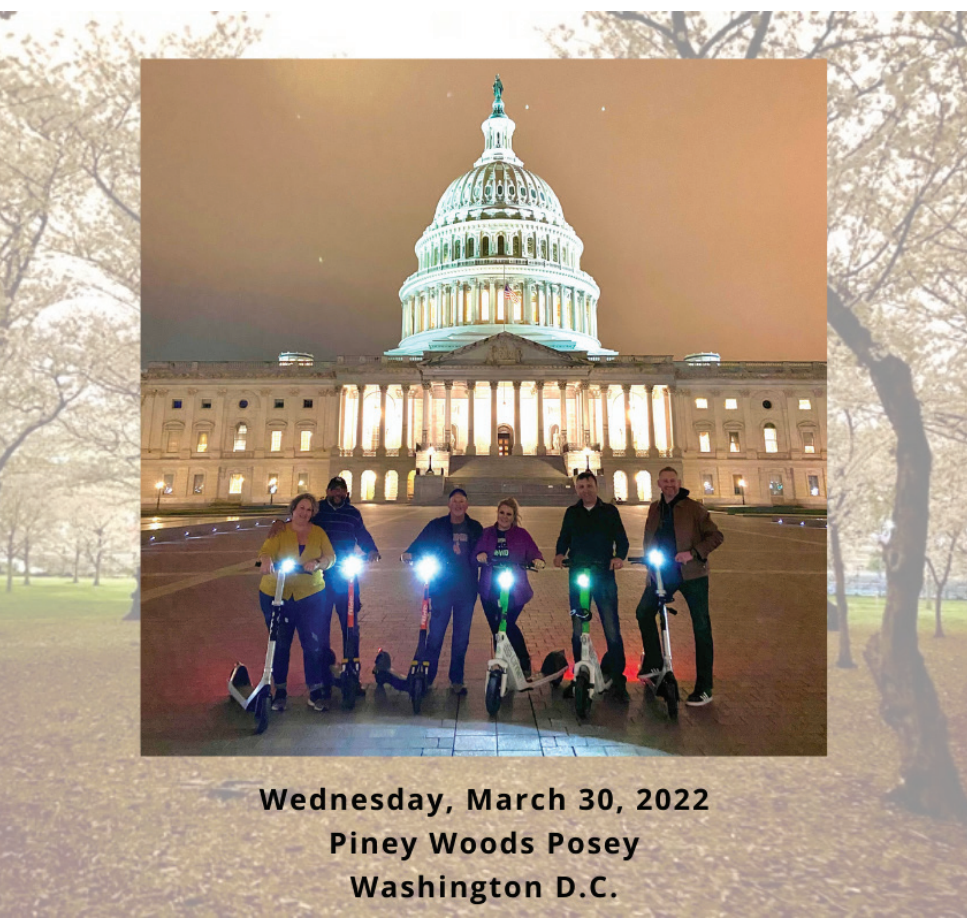
Citizens Bank
We Stand For Your Success!
www.citizensbanktx.com

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

Come Grow with us!

Morning Brew, one of the Chamber's business connection events, was sponsored by Complete Supply. Thank you to Dale Gipson 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.



Wednesday, March 30, 2022
Piney Woods Posey
Washington D.C.

POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE

2022 SPRING SWING ANNUAL GOLF TOURNAMENT

TITLEIST SPONSOR:
PATTERSON
KILGORE CHEVROLET CHRYSLER DODGE JEEP RAM

EAGLE SPONSOR:
REPUBLIC SERVICES

10 AM: BRUNCH BAR OPENS
11 AM: TOURNAMENT BEGINS

MONDAY | MAY 23

TITLEIST SPONSOR: \$2,000
(only 1 available, team of 4 with cart and food)
• Headline on all materials printed, digital, signage, program (promotional, newsletter, event sponsor signage, program)
• Opportunity to set up a display table and distribute marketing and promotional materials
• Looped ad run during brunch/lunch - business must provide digital ad
• Opportunity to set up a display table and distribute marketing and promotional materials

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)
• Looped ad run during brunch/lunch - business must provide digital ad
• Opportunity to set up a display table and distribute marketing and promotional materials

SCORECARD SPONSOR: \$1,000
(2 available, team of 4 with cart and lunch)
• Name recognition on registration table and event program
• Business name on all scorecards
• Logo recognition on luncheon table
• Name recognition in online and social media advertising
• Team of 4 including cart and green fees - includes lunch

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

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

ADOPT-A-HOLE SPONSOR: \$250
(18 available)
• Exclusive name recognition on sign at assigned hole
• 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 prize for morning and afternoon rounds
- Longest Putt - Longest Drive
- Closest to Hole - Putting Contest

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

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

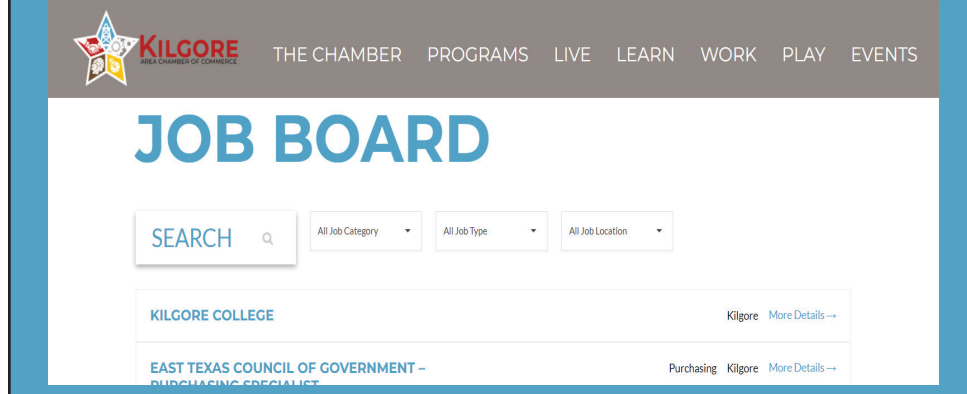
Tournament Hosted By The Kilgore Area Chamber of Commerce
For More Information: (903) 984-5022

568 WILKINS ROAD



GLADEWATER, TX 75647

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.



BizConnect Luncheon

POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE
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 or call 903-984-5022 or email LMorgan@KilgoreChamber.com



"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 (Arpco 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 Offerding (East Texas Hardware)
Ubaldo Meraz (East Texas Professional Credit Union)
John-Michael Spates (Orgill)
Nichole Coles (Business Computer Solutions, BCS)
Charla 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)

Congratulations!!

Graduates



Ashley Quintero, East Texas Preferred Properties
Blayne Cole, Noble Roofing Bullard Associates
Brandi Morton, Austin Bank
Erin Brogoitti, HUB International
Jamie Quebedeaux, Arabella of Kilgore

Jill McCartney White, Kilgore Area Chamber of Commerce
Mason Welch, East Texas Salt Water Disposal Company
Meredeth Brown, City of Kilgore
Ryan Riley, City of Kilgore
Scott Brown, G. Scott Brown & Grace Church
Sharon Staehs, Patterson Motors of Kilgore
Sheryl Phillips, Edward Jones-Reece Nichols
Stephanie Moore, Kilgore Economic Development Corp.
Tawny Browning, Citizens Bank
Ubaldo Meraz, East Texas Professional Credit Union

PATTERSON
KILGORE CHEVROLET CHRYSLER DODGE JEEP RAM



Thank you to the Co-Chairs of this Program
Josh Selleck, City of Kilgore
Stacey Cole, City of Kilgore



POWERED BY THE KILGORE AREA CHAMBER OF COMMERCE

Kilgore Area Chamber of Commerce introduces:



POWERED BY KILGORE 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 coming right here to **Kilgore, Texas.**

Topics will include:

How to be an effective leader
How to deal with difficult people
Networking
Public Speaking
Social Media
Technology
And more...

TUESDAY, JUNE 7 FROM 8:30 – 11:00 AM
Meadowbrook Golf & Event Center • 1306 Houston Street, Kilgore
\$10 per Member • \$20 per Non-Member



City Connection



MAY 2022 • www.cityofkilgore.com

Celebrations



Bill Woodall
Kilgore Community Relations Manager

Taylor Owings, the city's event coordinator, is filling her part-time schedule with Kilgore's annual Fourth of July Extravaganza.

Again this year, you can expect patriotic music (simulcast on KDOK), less-patriotic music, food vendors

and a superb fireworks show. Already, Taylor says, major sponsors of the event include reliable corporate citizens Skeeter Boat, Republic Services and SWEPSCO with more expected

While you can listen to the music on the radio and see the fireworks from many places around town, to really appreciate the show and to truly wrap yourself in the Kilgore community, you'll want to join us at City Park.

A more complete list of participants will be available soon... check your local newspaper, radio and all those Kilgore Facebook pages.

The 18th amendment to the U.S. Constitution (Prohibition) was ratified by

the states in 1919 and went into effect in January 1920 with the Volstead Act. That amendment prohibited the manufacture and sale of alcoholic beverages across the United States. Prohibition ended in December, 1933, the conclusion of a failed 13-year experiment, when the 21st amendment nullified the 18th.

Apparently anticipating that December event, the City Commission of Kilgore on September 8, 1933, adopted an 8-page ordinance regulating the manufacture, distribution, sale "and ultimate disposition" of "vinous or malt beverages."

The ordinance goes to some length to define the terms used therein but the

basics were these: A license to manufacture (brew), and the sale by the manufacturer, was \$250. A license to become a general distributor was priced at \$100. The license to sell at retail beer in its original container for consumption on or off the premises was \$50; a license to sell beer in its original container for off-premises consumption only was \$25. Beer was limited to 3.2 percent alcohol.

The entrepreneurial public responded quickly. Those first licenses were approved three weeks later on September 29. Minutes from that city commission don't indicate whether the licenses were for on or premise consumption or for some level

of distribution. Purchasers of that first round of licenses were F.C. Pennington Produce Co., W.H. Gray, Schuster Produce Co, Ira Windham, R.S. Boswell, The Made-Rite Co., H.M. McKee, Blalack & Rathmell, R.C. Harrell, Fred Bantuelle, Mrs. J.F. Richardson, A.A. King, Ruby Williams, Torrains & Torrains, DeFee & White, Mrs. Sinclair Ligon, Max Glazer, J.A. Liner, Mrs. Winnie Hess, J.D. Frizelle, E.L. and Dorothy Glander.

Lacking documentation to support my theory and lacking first person experience, having been birthed a couple of decades later, my thinking is that the country -- having voted -- knew prohibition

was ending. Issuing licenses in advance of the December 5 Celebration Day would offer time for brewers, distributors and retailers to work through the logistics. Kilgore and its business community were ready and raring to go.

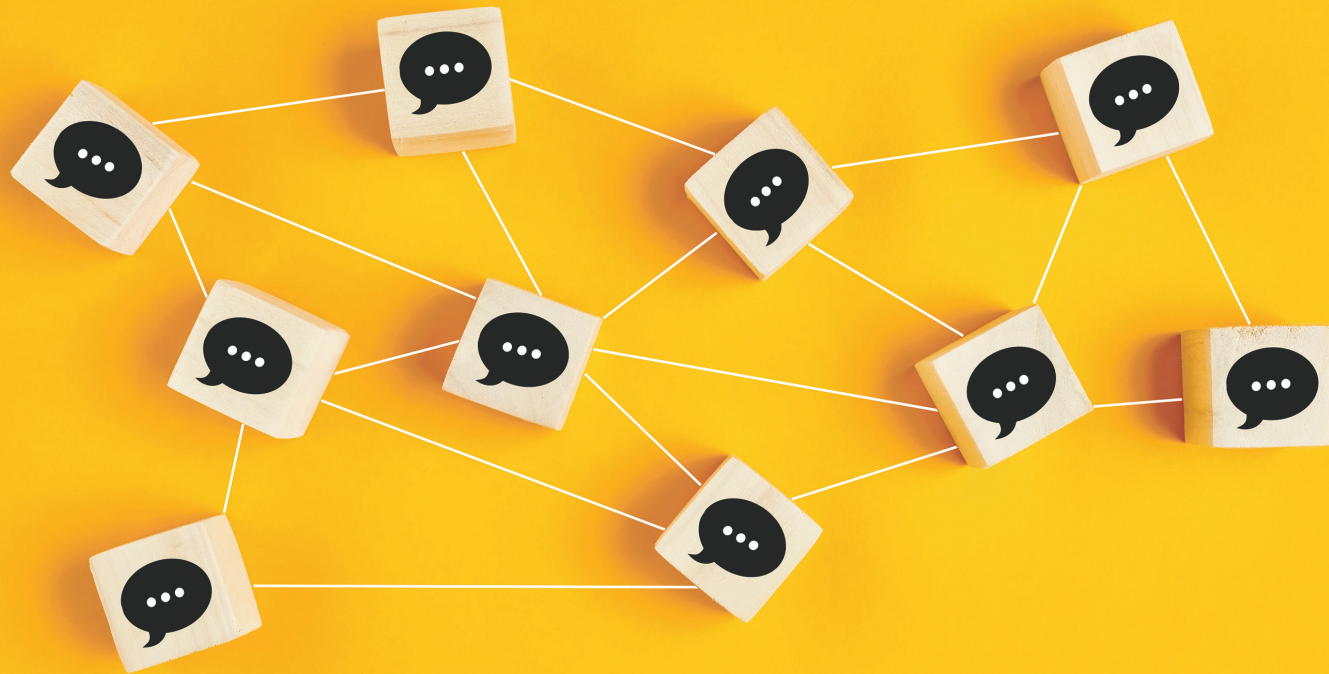
Yes, I understand students are still in class. It's summer nonetheless.

Proof? Drive by the Lazy S Ranch Splash Pad mid-afternoon; notice the parents and children, grandparents and grandchildren, maybe even friends and neighborhood kids. Summer started right there.

The city pool will open at 11 a.m. Sunday, May 28. Admission is \$3 for everyone over the age of ???

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@kilgorennewsheald.com

KILGORE NEWS HERALD

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

Call 903. 984.2593