

Amarillo Chamber eNews

1000 SOUTH POLK-AMARILLO, TEXAS

SEPT 2009

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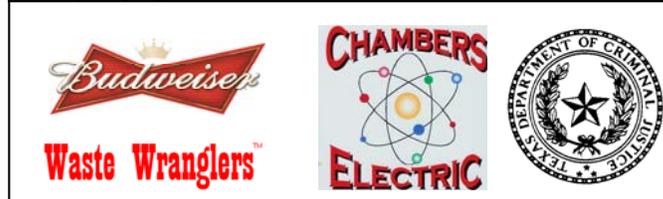
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Mark Your Calendar

Sep 10	Good Times Celebration® Barbecue Cook-Off
Sep 21	Women's Council Luncheon
Oct 7	Press Conference
Oct 22	Mega Market (Fall)
Oct 27	Teachers & Students Touring Businesses Day
Nov 19	Top Twenty Under 40 & Top Small Business Awards Banquet
Dec 1	Ag Appreciation Lunch
Dec 4	Educator for a Day
Dec 7	Women's Council Christmas Lunch

May 4	BusinessConnection
May 13	Ready for the Real World
May 18	Top Two Percent Awards
May 22	Golden Nail Awards



**AMARILLO
CHAMBER
OF COMMERCE**

The *Chamber eNewsletter* is published by the Amarillo Chamber of Commerce, 1000 South Polk, Amarillo, Texas 79101. It is provided free of charge to Chamber members. Address correspondence to Chamber Communications at the address listed above, or call 806.373.7800, fax 806.373.3909.

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Visit our website at:

Amarillo-Chamber.org

Penni Bentley, Editor
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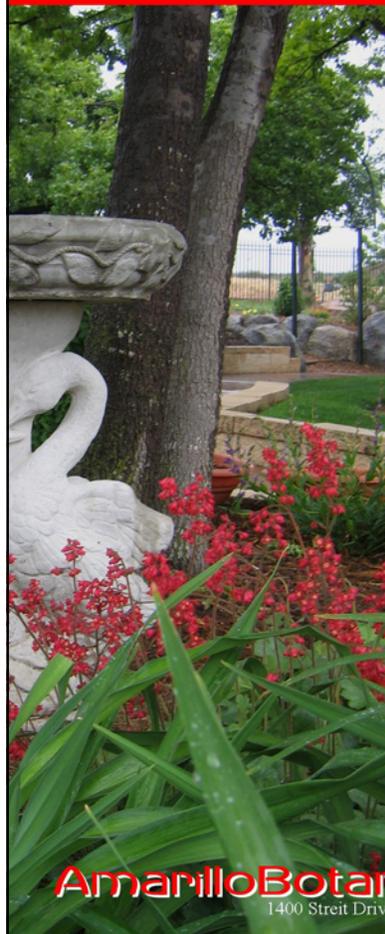
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Amarillo Chamber of Commerce Women's Council Meeting

"Primetime Connection"

"Decoding the Business Dress Code"

Guest Speaker: Julie Simms, Owner, Stylewise Image

DATE: Thursday, Sept. 17, 2009

TIME: 5:00 P.M. - 7:00 P.M.

PLACE: Fifth Season Inn, Atrium
6801 I-40 West

COST: Wine tickets will be
sold at the door, \$5 each per
person.

Appetizers and refreshments
will be provided by the
Women's Council.

Catering by Roosters.

RSVP BY: Monday, Sept. 14th
to Lupe Fasano by phone 373-7800, fax 342-2065, or by email:
lupe@amarillo-chamber.org

Feel free to invite other businesswomen as your guest.

RESERVATIONS are REQUIRED for EVERYONE!
It is vitally IMPORTANT for everyone to make a reservation by
the deadline!



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Chamber Board Tours AgriLife Research Center

By: Kay Ledbetter skledbetter@ag.tamu.edu
Communications Specialist, Texas AgriLife Research

This month's Chamber Board meeting was held off-site, as the Chamber's Agriculture Council hosted the group at the U.S. Department of Agriculture-Agriculture Research Service and Texas AgriLife Research station near Bushland.

A driving tour introduced board members to research programs by both entities on pathology, entomology, wheat, drip and sprinkler irrigation, weighing lysimeters, evapotranspiration measuring weather stations, dryland conservation terraces, the wind energy and feed yard program.

Following the regular business meeting and lunch (Richard Dyer and Desperado's Catering), the board heard presentations from Dr. Nolan Clark, retired director of the USDA-ARS laboratory; Dr. John Sweeten, resident director for AgriLife Research in Amarillo; and Dr. Terry Howell, acting director of the USDA-ARS laboratory.



Dr. Jackie Rudd explaining the progress of wheat breeding to Ross Wilson and Al Cunningham

A special presentation was made by Dr. Steve Amosson, Texas AgriLife Extension Service economist, on the "Economic Impact of Agriculture to Amarillo."

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Amarillo CVC Nabs Three Awards From State Association

By: Eric Miller, CVC Director of Communications

The Amarillo Convention & Visitor Council brought home three awards from the 2009 Annual Conference of the Texas Association of Convention & Visitor Bureaus held in Waco. The awards, all in the large bureau category, were First Place, Web Site; Second Place, Cooperative Marketing; and Judges Award, Convention Marketing.

The Amarillo CVC redesigned and remarketed its web site this year. It's new look, at www.visitamarillotx.com, has been online since a major rollout at the Discovery Center in January 2009.

"Recognition from our peers is very satisfying. The entire CVC staff works very hard to make our site work for all of Amarillo's tourism community. We try to respond to everyone's questions or comments, because a good on-line presence is so important in the tourism industry," Jerry Holt, Vice President of the Amarillo CVC, says.

"Maintaining the Amarillo CVC web site, with more than 300 pages of information, is a team effort. So this award reflects well on the entire CVC staff and our volunteer partners," Patty Bryant, chair of the Amarillo Convention & Visitor Council board, says.

AJR Associates of Spring, TX, helped developed the new CVC site and they have been a great partner on this project from the first day, Holt explains.

More web site improvements are on the way, with a new section for meeting planners, new calendar of events layout, a marketing effort aimed at college football fans visiting the area, and new 360 photos of the Amarillo Civic Center and Amarillo National Center.

Teamed with the Amarillo Chamber of Commerce's award winning web site, this gives the city of Amarillo a great one-two punch in civic on-line promotion.

The Amarillo CVC also won a second-place award for its co-op marketing graphics in several McDonalds in the city. That effort promoted the city as the gateway to Palo Duro Canyon State Park to patrons at five different McDonald's locations.

"McDonald's traffic can run up to 70% from out of town and working with the Dana's (local McDonald's owners) was a pleasure. We hope to work with them again very soon," Holt says.

And the Amarillo CVC's Hunker Down program, to educate locals about bringing conventions and meetings to Amarillo, received a special Judges Award in its category of convention marketing.

"I think all these awards show how dedicated our CVC staff is to all aspects of the tourism and convention industry. Our bottom line is about getting visitors to Amarillo because we know they will have a great time," Gary Molberg, President of the Amarillo Chamber of Commerce, says.

The TACVB is the largest state CVB association in the nation, with members from small towns of 10,000 to large metropolitan cities.

WELCOME THESE CONVENTION GROUPS

SEPTEMBER 2009

9-4	Iglesia Apostolica Congreso Distrital	350
11-13	Episcopal Diocese of Northwest Texas	400
24-26	USS Passumpsic 2009 Reunion	90

OCTOBER 2009

9-10	Texas State Federation of Square & Round Dancers President's and State Callers Meeting	200
14-15	Texas Society of Infection Control Practitioners Regional Training Conference	50
16-18	Toastmasters District 44 Conference	100
21-25	Cowboy Mounted Shooting Association (CMSA) World Championships	500
28-30	Texas Cattle Feeders Association Annual Convention	600
29-6	United States Team Penning Association National Finals and World Championship	800
29-31	Amarillo Balloon Association Amarillo Invitational Balloon Rally	150
29-1	Panhandle Kennel Club American Kennel Club/Panhandle Kennel Club Cluster	750
30-31	World of Wrestling Cliff Keen Amarillo Nationals	2,000



Eric Miller with Dean Conwell, the new Chairman of the Texas Association of Convention & Visitor Bureaus and Executive Director of the Beaumont Convention & Visitors Bureau.

Convention & Visitor Council 2008-09 Year-To-Date Statistics

Tourism

Occupancy Rate	57.0%
Room Nights	855,120
Overnight Visitors	1,329,958
Visitor Center Guests	7,449
Group Tours	328
Inquiries for Amarillo Information	63,833
Overnight Travel Impact (\$)	\$247,129,850

Film Office

Information requests	13
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Conventions

# of Conventions/Groups in Amarillo	51
Delegates	26,500
Room Nights	19,900
Delegate Spending (\$)	\$13,109,254.00
Delegates Booked-Future Conventions	29,174
Delegate Room Nights Booked	22,039

CVC Website

Web Site Visits / July	19,765
Web Site Page Views / July	168,590

1,000 Wrestlers Head for Amarillo & The Cliff Keen Amarillo Nationals Oct. 30-Nov. 3

By: Eric Miller, CVC Director of Communications

Halloween weekend will be filled with more than trick or treaters - it will include take downs, reversals and pins!

A thousand wrestlers, age 15 and under, and more than 2,400 family and fans from 30 states are expected in Amarillo for the first annual Cliff Keen Amarillo Nationals wrestling tournament. All matches will be at the Amarillo Civic Center Cal Farley Coliseum.

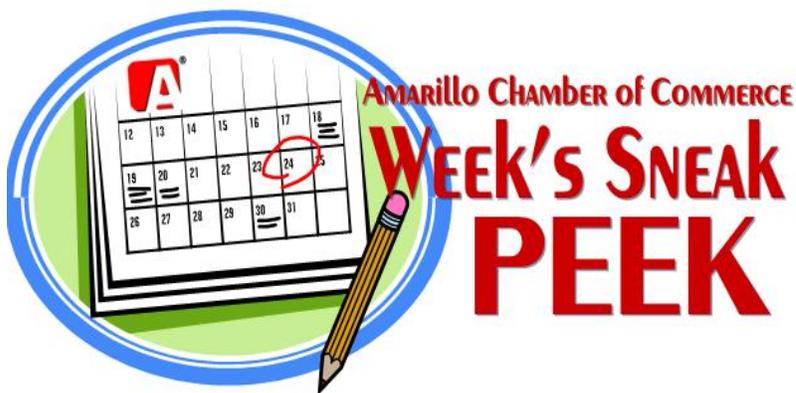
This large sports event will add about \$350,000 to Amarillo's economy, from hotels and restaurants to retail business and entertainment.

The Cliff Keen Amarillo Nationals tournament is organized by the World of Wrestling organization from Tulsa, OK. The group has already committed for an event in 2010 and hopes are that the Cliff Keen Amarillo Nationals may become an annual highlight of the Amarillo sports year.

"Landing this large sports event is big news for Amarillo," Jerry Holt, Vice President of the Amarillo Convention & Visitor Council, says. CVC staff made extensive sales calls in the Tulsa area to generate this business but it could not have been completed without the cooperation of the Amarillo Civic Center and Amarillo hotels, he explains.

Age categories include 6 and under; 8 and under; 10 and under, 12 and under and 15 and under with extensive weight divisions in each age category. Wrestling will start on Friday at 5:45 pm and will run all day Saturday. This will be a *Hard Luck Tournament*, guaranteeing each child three matches. If a wrestler loses his first two matches, he goes into a single elimination bracket with medals for 1st and 2nd place. This gives kids more mat time so they improve their wrestling skills.

Other World of Wrestling tournaments are held in Tulsa, Las Vegas, Reno and Charleston, WV.



Check out our Chamber and Community Calendars online. You can submit events to the Community Calendar. This is a great way to show locals and visitors to the city the many things to see and do in our community. *Please keep in mind the Chamber reserves the right to include or exclude events as we deem appropriate.*

www.Amarillo-Chamber.org



AMARILLO'S BEST

Honoring Young Professionals & Small Businesses
By: Kim Woolsey, Project Coordinator

Amarillo is truly honored to have so many outstanding young professionals and successful small businesses in our business community. The Amarillo Chamber of Commerce received an overwhelming response to our award nomination request for the Top Twenty Under 40 Award, receiving 64 nominations for young professionals who are pursuing excellence in their careers. Also, received in our office were 34 nominations for local small businesses that have had success in our business community for the Top Small Business Award. All nominees are making a valuable contribution to our business community and should be greatly honored by their nomination.

Currently, the award selection committee is diligently reviewing the award applications to determine the award recipients, which will be announced the end of September. The Chamber would like to thank the award selection committee at this time for their dedication to serve our community through this process.

The award recipients will be honored at the Chamber's Celebrating Business Excellence social event in November 2009. A formal invitation will be submitted to Chamber members in October. Reservations will be required.

At this time, the Chamber is asking for support to honor these outstanding young professionals and small business award recipients. If you would like to learn how you can show your support please contact Kim Woolsey at 806-373-7800.

Current sponsors include Amarillo National Bank, Atmos Energy, Document Shredding & Storage, Suddenlink Communications, Underwood Law Firm and Wells Fargo. Thank you to these generous businesses for supporting young professionals, small businesses and the Amarillo Chamber of Commerce.

Chamber VP Retires

Farewell to John Teague

For the last six years, John Teague has served the Chamber as the VP of the Business, Ag, and Governmental Affairs Councils. Teague made the decision to retire last month and spend more time traveling, golfing and visiting his children and grandchildren. This marks the second time Teague has retired from a company. He retired after 20+ years with Sears just a few months before joining the Chamber. We joke about how long this retirement will actually last.

We wish him well, but his funny personality is already missed. Although a mysterious crank call to Andrea as a disgruntled head cook lets us know that he's never really gone. But he was smart enough to get out of working one more Chamber Barbecue.



Mary Garcia, Andrea McClintock & John Teague at his farewell happy hour

Amarillo Chamber of Commerce
TOP SMALL BUSINESS



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Go to www.visitamarillotx.com to see ideas of hosting a convention in your home town. There's sure to be some options that maybe you've never heard of, or simply taken for granted.

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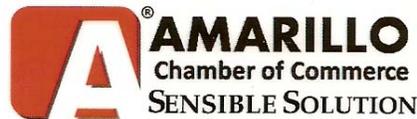
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Ribbon Cutting & Ground Breaking Ceremonies in August

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Remodeling or expanding?

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and for your continued support of the Chamber.**



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Editor's Corner

By: Penni Bentley, Membership Communications Manager
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It's funny how taking just one day out of your week can really mess with your schedule. I, like most, love a good long weekend, but when you put that extra day of fun into a crazy work week (like this one), you really wonder if it was worth it.

So on this Tuesday night, I sit in my office thinking of what to write. From the balcony of the Chamber, it's dark, but I can see the lights of the fork lifts stringing electrical lines, the road barricades are in place, and the fence is partially up. Seeing an event of this magnitude come together really is awe-inspiring. There are hundreds of people being coordinated as volunteers and judges and logistics of electricity and trash collection to take into consideration. As a staff, we stay late...arrive early...and get out of our comfortable work environment to pitch in.

I have to give kudos to our participants. Our more than 100 cooking teams always amaze. They bring out their best concoctions for our event and put in long hours to give the public their best. You would think they were competing for big prize money...but they do it all for the chance at taking home a plaque with bragging rights. Every year, recipes get more refined, decorations more elaborate, and team spaces more comfortable. A couple of teams have taken to renting their own port-a-potties and padlocking them for their own teams' use, and rumor has it, one team installed air-conditioning in their cooking trailer for this year's event. Now we know where to look when we can't find the boss!

Hopefully you have your tickets and are making plans to be here Thursday. We're looking forward to this event, and know that Friday, no matter how exhausted we are, we will all say "yes, it was worth it!"

So as always, tell us how we are doing. Give us your suggestions, feedback, and input. Get involved. We are YOUR Chamber.



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