



Amarillo Chamber eNews

1000 SOUTH POLK - AMARILLO, TEXAS

DEC 2009

President/CEO
Gary Molberg

Finance & Administration
Dianne McClish, VP
Christy Bigler
Mary Garcia

Membership
Andrea McClintock, VP
Lupe Fasano
Linda Palmer

Communication
Penni Bentley, Director

Business Development & Governmental Affairs
Jason Harrison, Director
Kim Woolsey

Quality of Life & Arts
Becky Zenor, VP
Lupe Fasano
K. Lynn Kiihn

Convention & Visitor Council
Jerry Holt, VP
Mindy Bradley
Jutta Matalka
Eric Miller
Rick Matchett
Tina Teague
Tiffany Redinger
K. Lynn Kiihn
Dulcy Carden

Visitor Information Center & Gift Shop
Mary Ramirez, Manager
Helen Martinez
Nancy Simpson
Ann Beach
Kay Cochran

PO Box 9480
Amarillo, TX 79105
806.373.7800
806.373.3909 fax
Amarillo-Chamber.org

Agriculture Luncheon Addresses Future of Ag

By: Penni Bentley, Chamber Director of Communications

The Ag Council of the Amarillo Chamber of Commerce recently hosted its 17th Annual Ag Appreciation Luncheon in conjunction with the annual Amarillo Farm and Ranch Show at the Civic Center Grand Plaza. More than 230 attendees were on hand to hear keynote speaker, former Congressman Charlie Stenholm, speak on the future of politics, climate and agriculture.

"Every one second, there are another three mouths to feed in this world, and every one second, there are three less acres to be used for consumable agriculture," commented Stenholm. The former congressman also professed, "I'm not a lobbyist...I'm an educator of Congress." Stenholm touched on topics of energy, supplemental fuels, food supplies, undocumented workers and technology as they related to the future of agriculture.

The luncheon is meant to show the local and area communities the importance of the agriculture in the panhandle. Agriculture makes up a 5-billion dollar industry locally (3.7 from livestock and 1.3 from crops).

Another highlight of the annual event includes naming the Farmer of the Year by Duncan & Boyd Jewelers. This year, David Jackson and his wife Cindy of Stratford were recognized for their valuable contributions to the ag community. The Jackson family are second generation farmers, and one of the largest providers of corn to the company Monsanto.

Sponsors with Mayor Debra McCartt LtoR: Brice Edwards, KGNC; Steve Donnell, Panhandle Plains Land Bank; Mayor Debra McCartt; Ken Crump, First United Bank; Josh Winegarner, Texas Cattle Feeders; Donna Hughes, Peacock Trading; Dr. Pat O'Brien, WTAMU; not pictured is a representative from Texas Wheat Producers.



Above: Congressman Charlie Stenholm



Left: Cindy & David Jackson



View more Ag Lunch Photos at:

<http://www.flickr.com/photos/amarillochamber/sets/72157622790770049/>

Mark Your Calendar

Jan 21	Chamber Annual Banquet
May 4	BusinessConnection
May 13	Ready for the Real World
May 18	Top Two Percent Awards
May 22	Golden Nail Awards
Jun 24	Summer Fiesta
July 29	Chamber Open Golf Tournament
Sep 9	Good Times Celebration Barbecue Cook-Off



The Amarillo Chamber of Commerce is a Celebrate Education partner.



806-371-7611
miles@harrisfg.com
zaneo@harrisfg.com

In today's financially complex world, you need complete advice and guidance that helps you focus on what is most important. Harris Financial Group is committed to providing customized solutions to grow and protect your assets – business and personal. We stand ready to work closely together to address the challenges facing you, your family, and your business. Call Miles or Zane for your confidential financial evaluation.



Delivering Financial Services in a manner that is unmatched.

Harris Financial Group • 1800 S. Washington • Suite 100 • Amarillo, Texas 79102

Securities products and investment advisory services are offered by New England Securities Corp.(NES), (member FINRA/SIPC), a registered investment advisor, Boston, MA 02116. Harris Financial Group is a separate entity of New England Securities. Zane Oliver and Miles Harris are registered Representatives of New England Securities. 10309028189 exp 0310



**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.

2009-10 Board of Directors Executive Committee

Chair	Laura Street
Chair-Elect	J. Pat Richmond
President/CEO	Gary Molberg
Past Chair	Kelvin Betzen
Finance	David Hemphill
Membership Council	Al Cunningham
Business Council	Bill Jenkins
Governmental Affairs Council	Bill Harris
Quality of Life Council	Penelope Davies
Ag Council	Dr. James Clark
Convention & Visitor Council	Guy C. Vanderpool
City of Amarillo	Mayor Debra McCartt
	Commissioner Madison Scott

Directors

Fredia Allen	Cameron Monroe
Tim Archer	Shawn Morrison
Roy Bara	Robert Murray
Scott Bentley	David Prescott
David Craig	John Salazar, Jr.
Michael Cruz	Rod Schroder
Jill Dana	Les Simpson
Buzz David	Janie Singleton
Bob Garrett	William Ware
Brad Martin	Leah West
Greg Meyer	James Wester
	Jeff Yarber

Visit our website at:
Amarillo-Chamber.org

Penni Bentley, Editor
News@Amarillo-Chamber.org

CHAMBER Annual Banquet

Featuring Motivational Speaker & Corporate Trainer, Pat Johns

Thursday, January 21, 2010

6pm Social Hour

7pm Dinner & Program

Amarillo Civic Center
Heritage Ballroom

Tickets call 373-7800
\$25 / person Open Seating
\$250 / table of 8 reserved

Contact: Andrea McClintock
andrea@amarillo-chamber.org

Thanks to these Sponsors:



Pat Johns inspires, enlightens, energizes and entertains audiences by magically weaving his incredible photographs and stories with powerful insightful beliefs delivering a call to action to step out of the COMFORT ZONE to discover genuine fulfillment professionally and personally.
www.pat-johns.com/

Sensible Solution...an Alternative Coverage to Workers' Comp

For more info: Dianne@amarillo-chamber.org

Policy highlights are available on the chamber website www.amarillo-chamber.org under the HEALTH CARE tab and [INSURANCE COVERAGE](#) quicklink. An exclusive panel of local insurance agents will assist the Chamber membership with sales and service.

Diane Wall Insurance Agency	468-9034	
Edmond Deaton & Stephens	356-6000	www.edsinsurance.com
Fuqua-Bryson Benefits Group	350-6660	www.myfbbenefits.com
Hilb Rogal & Hobbs Co of Amarillo (HRH)	376-8275	www.hrh.com
Neely Craig & Walton	376-6301	www.neely.com
PIA Insurance	374-4621	www.piainsurance.com
Upshaw Insurance Agency	468-0400	www.upshaw-insurance.com
Williams-Boyce Agency, LLP	376-4247	www.williamsboyce.com
Willis HRH	376-4761	www.hrh.com



upshaw & Brown insurance

It's all about you.

- JAMES BROWN
- NELDA MILEY
- PHYLLIS WOODS
- VICKI CHANEY
- DIANE MORAN

372-4426

www.upshawbrownins.com



Educator For A Day

Community businessmen and women recently participated in the Educator for a Day Program hosted by AISD and the Chamber's Quality of Life Council. Held on December 4th, more than ___ spent half a day in 37 AISD classrooms observing and assisting teachers. This program is designed to give the business community a hands-on look at the activities being conducted in the classroom to prepare our youth to be leaders of tomorrow. The event concluded with a luncheon held at the Kwahadi Museum of the American Indian and was sponsored by: AISD, The Chamber, The Big Texan, and Xcel Energy. For information on participating, contact Denise Blanchard at 326-1013 or denise.blanchard@amaisd.org or Becky Zenor at 342-2010 or becky@amarillo-chamber.org.



James Brown, Campfire USA, assists two Belmar Elementary 5th Grade science students dissect the eye of a cow.

Participating Businesses

1st United Bank
Amarillo Globe News
B & W Pantex
Barnes and Noble
Boy Scouts of America,
Golden Spread Council
CampFire USA
Child Evangelism Fellowship
Christian Life Center
Coffee Memorial Blood
Center
Coyote Flight Center
Daughters of the American
Revolution
Downtown Kiwanis
Education Credit Union
Frito Lay

Happy State Bank
Investigation Services
Office Depot
Panhandle Plains Historical
Museum
Polk St. United Methodist
Church
Potter County
Tascosa Excellence Council
Texas Alcoholic Beverage
Commission
Underwood Law Firm
US Court Judge
Wal-Mart
Western Builders
Xcel Energy

Welcome New Members

All Star Fence Company

Stan Fogg
Chris Gross
P O Box 50126
Amarillo, TX 79159
(806) 356-0934
Fax: (806) 356-0389
Residential and commercial
fence installation since 1999.

Amarillo Rock Climbing House

Ryan Kenney
500 S Fannin St
Amarillo, TX 79106
(806) 418-2431
www.amarilloclimbing.com

Bernards Avanced Collision

Terence Bernard
Shane Bernard
800 S Buchanan
Amarillo, TX 79101
(806) 342-3137
Fax: (806) 342-0008
www.bernardsadvancedcollision.com
We work for you not the insurance company using vehicle
manufactured authorized parts.

Bill Boswell Insurance

Bill Boswell
2505 Gilpin Ave.
Colorado Springs, CO 80910
(719) 328-1336
Fax: (719) 328-1336
Serving the self-employed and
small business with affordable
health and life insurance solutions.

Blinds and Wallpaper for Less/Interior Innovations

Jo Gibbs
Jill Gibbs-Oberbrackling
3333 S Coulter #C10
Amarillo, TX 79106
(806) 355-9700
Fax: (806) 355-9459
www.iidecor.com

Business Brokers of Amarillo

Paul Kiefer
Rhonda Norton
7000 SW 45th, Suite 2
Amarillo, TX 79109
(806) 352-6085
Fax: (806) 352-6264
www.paulsbusinessstore.com
The Professionals who will help
you facilitate the successful

purchase or sale of your business
with 30 years of experience and
knowledge.

Colossus Data & Network Solutions, Inc

Robert Williams
6201 Bushland Rd.
Amarillo, TX 79119
(806) 670-2568
Fax: (806) 242-2568
www.colossusdata.com
Colossus Data provides support
for networks, network cabling,
computers, servers, and Wi-Fi.
Colossus is also a Electronic
Health Record distributor.

DiagnosTemps

Matthew Broderick
14275 Midway Rd, Suite 220
Addison, TX 75001
(972) 934-3674
Fax: (972) 392-0292
www.diagnostemps.com
DiagnosTemps specializes in the
temporary placement of diagnos-
tic, interment professionals.

Fogg and Associates

Stan Fogg
P O Box 50126
Amarillo, TX 79159
(806) 356-0229
Fax: (806) 356-0389
Life, Health, Disability and Long
Term Care sales and service for
22+ years.

Golden Apple Catering

Douglas M. Lee
6801 I-40 West
Amarillo, TX 79106
(806) 342-0500
Catering Services - Bar services -
Banquet room, Black & White
service - Wedding receptions.

Greg Cook Insurance

Greg Cook
6007 Elmhurst
Amarillo, TX 79106
(806) 358-9328

Gregory A. Ogburn, CPA, P.C.

Gregory Ogburn CPA, P.C.
10810 Elaine
Amarillo, TX 79119
(806) 570-8399
Fax: (806) 367-6867
Certified Public Accountant

Women's Council Names 2009 Business Woman of the Year

By: Denise Blanchard, 2008 Women's Council
Business Woman of the Year

Our Business Woman of the Year is a perfect example of a business woman who not only meets the needs of her work duties, but also knows the obligation we all have to serve others in our community. She has served on the Women's

Council Steering Committee for a number of years, always helping out in any capacity needed. Not only does she serve in a leadership position for our Council, but also serves the Amarillo Senior Citizens Association, the Harrington Cancer Center, Amarillo West Rotary Club, Volunteer Services Council Texas Panhandle MHMR

and has volunteered with Junior Achievement. She is the first face you see when attending a Women's Council monthly meeting and has served as greeter for many years, our 2009 Business Woman of the Year is Judy Whiteley with First Bank Southwest.



Denise Blanchard with Judy Whiteley

Social Media

Keep up with the
Chamber on the web
or your smartphone.

become a FAN on

facebook

search Amarillo Chamber



follow us on

twitter

@AmarilloChamber

view event photos on



flickr

photos/amarillochamber

Watch Chamber Videos on



You Tube

AmarilloChamber



Ok to copy this coupon for
several employees.

Walk-ins Welcome, or Call
for an Appointment.

HAVE FUN,

GET YOUR TAXES DONE!!

Interested in PERKS for your PERSONNEL?
from OUR Business to YOUR Business, it's
Christmas in January at Liberty Tax Service.

2300 Bell, Suite 8
(I-40 & Bell, Near Albertsons)
(806) 352-9200

3101 S. Western, Suite 12
(Just South of Mockingbird)
(806) 331-6480

Send your employees with THIS COUPON to either office, and
they receive **\$50 CASH IN A FLASH**, on the spot with completion
& filing of their Income Tax Return. Offer Good 1/4/10-2/15/10

Cat-man-du is the 2009 Jim Henson Top Small Business of the Year Winner

The Chamber is proud to announce Cat-man-du as the 2009 Jim Henson Top Small Business of the Year Award Winner. Cat-man-du, was selected because of their success in our business community, commitment to good business practices, and dedication to serve our community. "This award is an amazing honor. I want everyone to know that we received this award because of my wife, our first employees (who reported to work in my garage), the great teams we have in three Panhandle cities and because our clients believed we had something special. That 'something special' is our culture of excellence and dedication to our clients that is cat-man-du," commented Ray Wilson, Cat-man-du Owner.



Chamber Board Chair, Laura Street with Ray Wilson, Cat-man-du Owner, and Mayor Debra McCartt.

For more information on the Small Business Awards, contact Jason Harrison at 373-7800 or Jason@amarillo-chamber.org.

View all the photos from the award event at: <http://www.flickr.com/photos/amarillochamber/sets/72157622981079876/>

Connor McMillon Mitchell & Shennum, PLLC *Where more than numbers count*

*Fall ~Football~Taxes
Are all fast approaching!*



- Tax Consulting & Planning
- Tax Preparation
- Business Valuations
- Business Succession
- Estate & Retirement Planning
- Cost Segregation

Don' get penalized!

*Huddle up with us and we'll
draft a game plan to minimize
your taxes!*

Convention & Visitor Council 2009-10 Year-To-Date Statistics

Tourism	
Occupancy Rate	56.14%
Room Nights	168,435
Overnight Visitors	286,339
Visitor Center Guests	1,161
Group Tours	73
Inquiries for Amarillo Information	6,138
Overnight Travel Impact (\$)	\$48,677,630
Film Office	
Information requests	1
Conventions	
# of Conventions/Groups in Amarillo	8
Delegates	2,775
Room Nights	3,548
Delegate Spending (\$)	\$1,404,000
Delegates Booked-Future Conventions	6,475
Delegate Room Nights Booked	4,355
CVC Website	
Ave Monthly Visits	254,824
Ave Monthly Page Views	1,911,754
Page Views / Visit	7.50

WELCOME THESE CONVENTION GROUPS

DECEMBER 2009

1-3	Farm & Ranch Show Cygnus Expositions	2,500
-----	---	-------

JANUARY 2010

2-3	Jehovah's Witness Circuit Event	700
9-10	Jehovah's Witness Circuit Event	700



Why travel when everything you need is right here at home? The benefits of meeting at home are doubled when you consider it not only saves you money-but boosts our local economy. Not to mention, saving yourself the time, money and stress that goes along with travel. So, hunker down now and meet at home, because after all, it just makes sense.

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.



(806) 374-1497

1000 S. Polk
Amarillo, Texas 79101

www.visitamarillotx.com

Get the latest travel & tourism updates:

Become a FAN of Amarillo Travel & Tourism

<http://www>

facebook

93478991219

twitter

Follow us @amarillocvc

Famous LUNCH SPECIALS

Some of Dave's Favorites
Available Every Day from 11am 'till 5pm

22 Awesome Lunches UNDER \$6



8518 West I-40 • 806-358-3283

Welcome New Members

Homes Redone, Inc

Kerry Glidewell
128 Dolphin Terrace
Amarillo, TX 79118
(806) 683-2300
Fax: (806) 352-1217
www.homesredoneinc.com
Professional and qualified services to meet all your remodeling, repair and home improvement needs.

Horizon Benefits

Richard Goldstein
5430 LBJ Fwy, Suite 1200
Dallas, TX 75240
(972) 661-5656
For over 20 years, we have been providing concierge level expertise to medium size business throughout the country. When you are ready for an objective look at all of the health care insurance options, give us a call for a complimentary one half hour cons

Jaelyn Properties

Gregory Ogburn, CPA, P.C.
10810 Elaine
Amarillo, TX 79119
(806) 570-8399
Fax: (806) 367-6867

James R. Parker M.D.

James R. Parker M.D.
7000 W 9th
Amarillo, TX 79106
(806) 350-2663
Fax: (806) 350-2665
www.drparkers.com

Leon Church

Leon Church
6903 Cayman Court
Amarillo, TX 79124

Leta Acker MA, PC & Associates

Leta Acker
912 Clyde
Amarillo, TX 79106
(806) 468-8901
Fax: (806) 468-8902
Counseling Services

Liberty Tax Service—Western

Gregory Ogburn, CPA, P.C.
3101 S Western, Suite 12
Amarillo, TX 79109
(806) 570-8399
Fax: (806) 331-6481
Tax Service

Interested in advertising in this electronic publication? Get a 1/4 page ad for \$50 or a 1/2 page ad for \$100. For more information, contact Penni Bentley at 342-2005 or email penni@amarillo-chamber.org.

Ads are hyperlinked to your website or email. Click an ad and try it out. Thanks to all of our advertisers in December.

Tired of paying repair bills?

Reduce breakdowns, conserve energy and extend equipment life with a customized Preventative Maintenance Plan from Scottco.



Heating and Air Preventative Maintenance

Includes seasonal equipment start-up, regular filter and belt changes, coil cleanings and more.

NEW

Plumbing Preventative Maintenance

Includes pre-planned line washes, annual backflow inspection, inspection and flushing of water heaters and more.

NEW

Electrical Preventative Maintenance

Includes annual thermal imaging of electrical panels, safety check of termination, disconnects and more.

Want to learn more?

Call 806-355-4663 to schedule a FREE survey of your facility



806-355-4663
www.scottco.com

TACLA2354-C M18615 TECL22865

4121 W 50th • Amarillo, TX 79109

Welcome New Members

Liberty Tax Service—Bell

Gregory Ogburn, CPA, P.C.
2300 Bell, Suite 8
Amarillo, TX 79106
(806) 570-8399
Fax: (806) 352-9207
Tax Service

(806) 359-5406

Fax: (806) 359-0001

www.nmfn.com/bobcurl

Northwestern Mutual Life & Disability Insurance & Annuities and Northwestern Mutual Investment Services-investments

Mark A Haworth, CLU

Mark A Haworth
301 S Polk #300
Amarillo, TX 79101
(806) 331-5892
Fax: (806) 331-5894
I counsel individuals in the area of retirement planning & estate planning. I also help small business in the areas of group life, health, & disability coverage.

Radio Online

Ron Jones
3500 Tripp Ave
Amarillo, TX 79121
(806) 352-7503
Fax: (806) 352-3677
www.radioonline.com

RADIO ONLINE is a trade publication covering the commercial radio broadcasting industry at radioonline.com and mobile devices.

Midnight Rodeo

Duane Thompson
4400 S. Georgia
Amarillo, TX 79110
(806) 358-7083
Fax: (806) 358-6541
www.midnightrodeoamarillo.com
Proud to be at home in Amarillo for 20 years in 2009.

Sprint Nurses Staffing

Kim Muniz
26 Medical Drive
Amarillo, TX 79106
(806) 355-5660
www.sprintnurses.com
Sprint Nurses Staffing, LLC is Amarillo based, staffing agency serving the Tri-State area with supplemental healthcare professionals.

Modern Woodmen of America

Sean Saied
6601 Interstate 40 West, Bldg 3
Amarillo, TX 79106
(806) 352-4770
www.modern-woodmen.org
Committed to helping people achieve their financial goals for themselves, their families and their businesses by providing them with strategies for asset accumulation, preservation and transfer.

Steve Barrett CLU, ChFC

Steve Barrett
1619 S Kentucky, Bldg A-501
Amarillo, TX 79102
(806) 358-7537
Fax: (806) 331-7537
Specializing in business and individual life insurance, group health, long term care, and disability income.

Morris Gift Shop

Wade Morris
4101 W 45th, #3007
Amarillo, TX 79109
(806) 367-5220
www.morrisgiftshop.biz
Online gift shop, fund raisers, glass sculptures, furniture, outdoor gardening, special events, toys, candles, interior designs, jewelry, oil burners, house ware and much, much, more.

Tascosa Overhead Door Co. Inc.

Ronnie Strange
Dustin Strange
7416 Dreyfuss
Amarillo, TX 79121
(806) 680-1573
Fax: (806) 467-8844
Sales & Service of overhead doors. Over 30 years experience.

Northwestern Mutual Wealth Management Co.

Robert S Curl CLU, ChFC
Charles C Curl, II CLU ChFC
4500 Interstate 40 West, Ste A
Amarillo, TX 79106

Texas Corn Producers Board

David Gibson
Lindsay West
4205 North I-27
Lubbock, TX 79403
(806) 763-2676
www.texascorn.org

DALHART OUTREACH EVENT

Members of the Chamber's Ag Council traveled to Dalhart on November 5th on an outreach event, which is an effort to educate Amarillo's business leaders about the growth and developments in our smaller neighboring towns. The Dalhart Chamber of Commerce hosted the event, which included tours of Hilmar Cheese and Cargill Sweet Bran. The event was a great success educating the council members on the developments of the Dalhart community that may impact the economy of the Panhandle as a whole. For information on future outreach trips, contact

Jason Harrison at 373-7800 or Jason@amarillo-chamber.org.



Welcome New Members

The Jim Hutson Agency/ Ronnie Wood

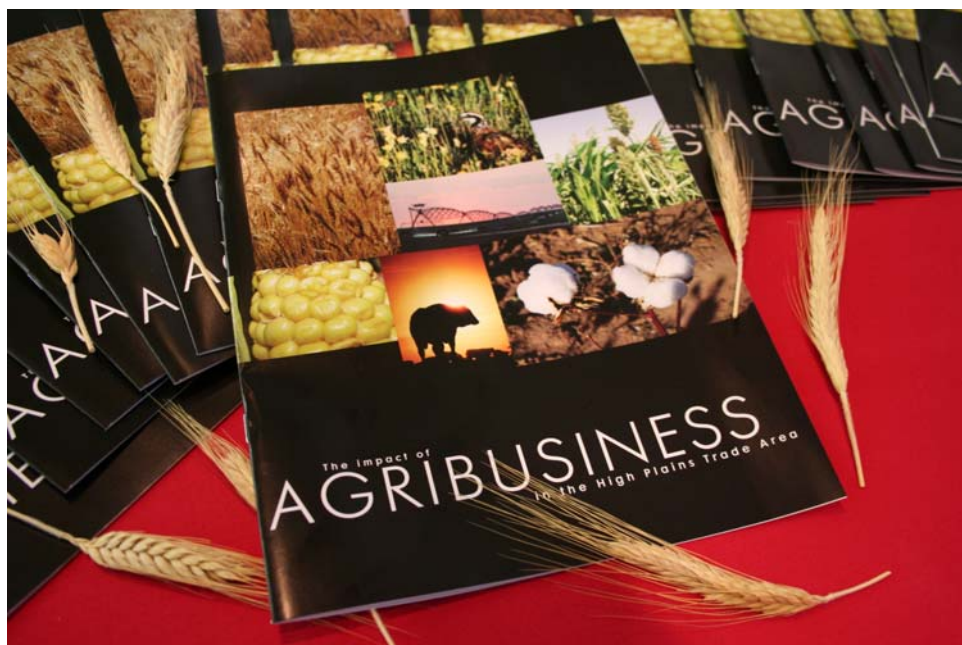
W. Ronnie Wood
105 E Foster, Ste 201
Pampa, TX 79065
(806) 665-5151
Fax: (806) 665-5151
Helping people help themselves
with Insurance products since
1996 by providing group and
individual Health, Life, Annu-
ties, LTC and supplemental In-
surance.

Zen 721

Lance Criswell
614 Polk
Amarillo, TX 79101
(806) 372-1909
Fax: (806) 373-8481

www.zen721.com

Look forward to our fresh
seasonal dinner menus and
Zen favorites at lunch.



The Chamber Ag Council has recently published the new AgriBusiness magazine highlighting the importance of agriculture, not only to the city of Amarillo, but to the entire panhandle of Texas.

Click on the link below to flip through the online magazine version at:
http://issuu.com/AmarilloChamber/docs/agribusiness_publication_2009

Member Advertising Opportunity

Did you know the Amarillo Chamber of Commerce has launched a Chamber Member advertising opportunity?

This opportunity is creating extremely high levels of exposure and return for participating members. In this economy, The Chamber has made a commitment to our Membership to provide cost-effective, affordable and on-target advertising venues. This advertising program is another way in which we are fulfilling that promise.

Visit www.amarillo-chamber.org and notice the large marketing messages at the top of our page. These rotating advertisements are only a portion of a larger package of branding messages that appear throughout the website. All major industry pages and category pages offer a multitude of advertising packages which are tracked with detailed statistics. These advertisements provide targeted opportunities for you to not only get your name and message to customers, but take them from our website to yours.

Due to the limited number of positions available advertising positions are sold on a first-come first-served basis. Just call **Penni Bentley at 342-2005** to schedule a guided tour of the Chamber's Website marketing program or email penni@amarillo-chamber.org for more information.

CVC Has New Convention Sales Director

By: Eric Miller, CVC Director of Communications

Rick Matchett of Amarillo has been hired as the new Director of Convention Sales by the Amarillo Convention & Visitor Council. He replaces Jason Harrison, who moved into a staff position with the Amarillo Chamber of Commerce.

Matchett has been a fixture in the Amarillo community and he brings over 20 years of management and sales management experience, many of them in the local broadcast industry, to this key position. He will head a three-person staff that markets Amarillo as a destination for meetings, events and conventions to groups throughout Texas and the nation.

Matchett will handle sales management and administration. He will also be responsible for national association accounts and agriculture markets. Today is his first day on the job.

"Hiring Rick Matchett is a big step for the CVC. His reputation in the local community adds to the profile of the CVC. I am sure he will be a great ambassador for Amarillo in the national convention industry," Jerry Holt, Vice President of the Amarillo CVC, says.

Tina Teague was also promoted to Senior Convention Sales Manager at the Amarillo CVC.

Teague has been on the convention sales staff of the Amarillo CVC since spring 2007. She will cover the traditional SMERF markets (social, military, educational, religious and fraternal associations) and the sports market.

"Tina has proven to be an important asset to the Convention & Visitor Council," Holt says.

The CVC will continue to maintain a regular presence in Austin with the state association markets, assigning that duty to existing convention sales staff member Tiffany Redinger.

Each of them will also work to develop small business events (under 200 room nights) in their respective areas.



**Rick Matchett, CVC
Director of Convention Sales**

Visit the Amarillo CVC website at www.visitamarillotx.com

We give Chamber members 107 percent: 100 percent effort, 7 percent discount

**Click Here
for a list of
currently certified
Chamber member
insurance agents.**

The Amarillo Chamber of Commerce is working with UnitedHealthcare to connect small businesses with the benefits their employees deserve. As a Chamber member, you'll receive significant discounts on high quality health coverage.

When you purchase a UnitedHealthcare small business medical plan, you'll get an exclusive discount of 7%. You and your employees will get robust coverage – including access to a broad nationwide network of more than 595,000 doctors and specialists, as well as tools that help you both get the most out of your coverage.

Take your Chamber benefits to the next level with our Packaged Savings[®] program. Include specialty benefits like Life, Vision, Dental – and include bigger savings. Chamber members save even more, too.

To find out more about the plan that's right for your business, call Gary Molberg or Dianne McClish at 806-373-7800



Specialty benefits and programs may not be available in all states or for all group sizes. Components subject to change.

© 2009 United HealthCare Services, Inc. Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by UnitedHealthcare Insurance Company, United HealthCare Services, Inc. or their affiliates. Health Plan coverage provided by or through UnitedHealthcare of Texas, Inc. UHCTX452911-000



Ribbon Cutting & Ground Breaking Ceremonies in November

Click on a photo or the Flickr link below to view and download photos.



Amarillo Community Federal Credit Union
6030 S Western



Bar Z Winery
19290 FM 1541



Crazy Larry's Pit Bar-B-Que
4315 Teckla



D'Vine Wines
2600 Wolfen Village



Interim Healthcare Hospice Care
1901 Medipark, Suite 1055



Joint Alliance for Students (JAS)
1503 S Madison



NWTHS Auxiliary
1501 S Coulter



TX Panhandle Family Planning & Health Center
Men's Wellness Center - 1501 S Taylor



Texas Tech School of Pharmacy Academic Center
1300 S Coulter

Opening a new location?

Remodeling or expanding?

Celebrating an anniversary
year in your business?

Are you a new
Chamber Member?



Walgreen's
34th & Ross



Walgreen's
45th & Western

Contact [Linda](#) to schedule your
Ribbon Cutting or Ground Breaking event! 342-2006

<http://www.flickr.com/photos/amarillochamber/sets/72157622975114544/>

THANK YOU RENEWING MEMBERS

2 Sisters Confections & Crafts
Albertson's #4203
All Star Sheet Metal & Roofing L.L.C.
Allied Waste Recyclery
Allstate Insurance/Kevin Vincent Agency
Amarillo Floor Co.
Amarillo Hardware Company
Amarillo Urgent Care
Amazingly Fun Farm
American Heart Association
B-B-Q Barn
Bee Hive Homes of Amarillo
Best Sign Systems Inc.
Bobby Duby Motors
Canyon Creek Soap Company
CCI Check Recovery
ClearWire
Club Z! In-Home Tutoring Services
David's Steakhouse
Duncan & Boyd Jewelers
Empire Paper Company
Faith City Ministries
Firehawk Safety Systems, Inc.
Fireplace Center/Patio Shop
FOUST INC.
Francis Bros., Inc.
Furr's Family Dining
Gary Strickland Company
Girl Scouts of Texas Oklahoma Plains
Gold's Gym Ladies Puckett Plaza

Grifols - Biomat USA Inc.
Griggs Schooler-Gordon Funeral Directors
H B I Associates, Inc.
Hampton Inn
Harvey's Precision Body Shop Inc.
High Plains Home Medical Equipment Inc.
Hoarel Sign Company
Holiday Inn Express - Canyon
Holiday Inn of Amarillo
Hrycyk Financial LLC
J Lee Milligan Inc
J C Penney Inc
Joe Taco Mexi-Cafe
Larry Brown Realtors
Lifegift Organ Donation Center
Lovelady, Christy + Associates
Lyons Home Comfort Store
M & R Liquor
Money Financial Services
Nurses By Prescription
Nurses Unlimited, Inc.
Pak A Sak Inc
Penelope Davies
Pre Paid Legal Advantage
Preferred Mortgage Services
Progressive Step Rehabilitation of Amarillo
Remington Case LTD Partnership
Response Fire-Rescue
Reuben L. Hancock, P.C.
Rounders Club

Rushing, Pam
Rusty Roush CPA, P.C.
Sage Oil Vac, Inc.
Sam's Club Amarillo
SERVPRO of West Amarillo
Southwest General Contractors
State Farm/Kay McMinn
Steed Finance
Stewart, Martin, Dudley & Webb, L.L.P.
Sue Lawrence/Prudential Ada Realtors
Tech Spray L.P.
Technical Solutions/Logical Technologies Inc.
Texas Panhandle Family Planning
& Health Centers
The Courts of Amarillo
The Fitness Lounge, LC
The Photo Store & Portrait Studio
Travelodge West
United Way of Amarillo & Canyon
Univision-KEYU Telefutura-KAMT
W.M. Quackenbush Petroleum Geologist
Wealth Insight Network
Wells Fargo Bank of Amarillo
West Texas Building Supply, Inc.
West Texas Peterbilt
Whit-Co Checks
Whit-Co Stamps & Engraving
Whitney Russell Printers
Yellow Book USA

**Thanks for renewing your membership in November
and for your continued support of the Chamber.**



Great Country Music

KGNCFM.COM



**You Pick It,
We Cover It!**

The Best Classic Hits

100.9THEEAGLE.COM



Ag, News & Sports Coverage

KGNCAM.COM



Editor's Corner

By: Penni Bentley, Chamber Director of Communications
penni@amarillo-chamber.org

This month I'm doing something a little different. Call it plagiarism if you want, but I think with the internet and the ability to cut and paste, it's more about being resourceful than dishonest. I keep getting information on twitter and facebook about tips for social media and small businesses. I know there are a handful of our Chamber members using these great tools, but I think the vast majority are scared of it or thinks it's a flash in the pan. If you use a search engine like Google or Bing, you will probably get more than 25 million related sites for the phrase "social media tips for small businesses". I did. From the first article listed in my search, I'll share some key points.

From [Mya Frazier](#) and [foxbusiness.com](http://www.foxbusiness.com), **5 Social Media Tips for Small Business:**

Today, social media is transforming the small-business marketing landscape. Social media are Web- or mobile-based tools for sharing and discussing information. It's not just for seeing who your high school sweetheart married. Businesses can tap into powerful networking sites and other social media to drive customers to their shops or companies.

If done right, small-business owners might even be able to slash their traditional marketing spending to zero. Writing blogs (short for "Web logs") or ongoing online commentary and using social-networking sites, such as Facebook, MySpace, LinkedIn, Twitter and YouTube, can provide inexpensive but powerful online marketing.

Because it's free, people think it's easy to create a social media presence. But this attitude can lead to missteps. So before you dive headlong into social media, take some time to observe the customs and social norms of these new forms of communications, says David Spark, founder of Spark Media Solutions, a San Francisco-based firm that

helps companies tell their story through social media.

"Think of social media as a cocktail party," he says. "You don't go into the cocktail party and go into the middle room and scream at the top of your lungs and say, 'Buy my products.' ??? What works is you have some meaningful conversation first. And that's just how social media works."

For the full article:

<http://www.foxbusiness.com/story/small-business/social-media-tips-small-business/>

If this still all sounds like Greek to you, you are not alone. But there are a ton of free resources to take advantage of in the online community to explain things. The Chamber has a social media presence on Twitter, Facebook, YouTube and Flickr. Here is how I would describe some of these things in a nutshell: **Twitter** (saying what you need to say in 140 characters or less to your followers or "tweeps"). **Facebook** (most businesses and organizations have a Facebook Page rather than a Profile. A Profile is for an individual person, and they have "friends". A Page is for a business or product and has "fans" rather than friends. **YouTube** (a source that lets you upload your video messages, commercials, psa's, event highlights etc. and store it on the web so you can send people a link to watch your message. That's lots easier than trying to email actual videos that take up lots of space and crash your email) **Flickr** (a site for storing and sharing photos online).

My suggestion would be for you to go out there, explore social media, ask for help. It might be the best, cheapest thing you can do for your business. Go to any of these social sites and search Amarillo Chamber to see how we are using these tools to help the chamber grow and promote our members.

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

DIVERSE BY NATURE

Partnership can be powerful.

At Xcel Energy, we believe in teaming up with minority, women, veteran and small business enterprises when we need products and services. Our Supplier Diversity program enhances the success of our partners and the growth of our communities.

Email us at supplierdiversity@xcelenergy.com if your business can provide a product or service to our business, or visit xcelenergy.com.



ResponsibleByNature.com

