



The Chamber BUSINESS LINE

★ September 2005 ★

Banquet will prove Dorothy was right!

Please join us at
The Seguin Area Chamber of Commerce
85th Annual Banquet

Thursday, September 29
6 p.m.

The Seguin Guadalupe County Coliseum
Dinner and Drinks Awards Presentation
And some lively entertainment!

Tickets are \$25 per person and are available
at The Chamber Office or from an Ambassador or Board Member
For more info, call 379-6382



Central Texas Senior Men's Golf Fest still accepting entries

It's not too late! If you haven't sent in your entry form, if you're an amateur male golfer, and you're over the age of 50 - you still have a chance to participate in the 12th Annual Senior Men's Golf Fest on Oct. 1 and 2.

Sponsored by the Seguin and San Marcos Area Chambers of Commerce, this tourney is held at Starcke Park, Chaparral Country Club, Quail Creek Country Club and Quicksand at Woodcreek.

Entry fee is \$320. To receive an entry form, stop by The Chamber office, call us at 379-6382 or visit www.seguinchamber.com. FORE!



\$150 Drawing Prize!

Thursday, Oct. 6
5 to 7 p.m.
sponsored by
Guadalupe Fair Association
at the Dance Slab

There is an Attendance Drawing of \$25 cash. There's no charge for Chamber members to attend - simply RSVP to 379-6382. Bring plenty of business cards!

People do business with people they know!

And...

Check www.seguinchamber.com often for calendar, meeting dates and times, links to business sites & more!

BOARD OFFICERS

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We're Here For You!

CHAMBER STAFF

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Convention & Visitors Bureau Director

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Events & Communications Director

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Receptionist

A'Laura Bell . . .alaura@seguinchamber.com

CVB Assistant

Amanda Gold . . .intern@seguinchamber.com

Mission Statement:

To promote commercial, industrial, educational, tourism and agricultural development and to enhance the overall quality of life.

Seguin Area Chamber of Commerce
P.O. Box 710 Seguin, Texas 78155
(830) 379-6382 www.seguinchamber.com

WELCOME!
New Members

A-1 Frontier Storage

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Storage Rentals
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Alamo Promotions Spec.

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Seguin, TX 78155
830-560-3469
fax: 830-560-3469
dorlowskil@satx.rr.com
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Serving as the chair of our Chamber has been such a privilege. As I pen my last letter to the membership, I want to thank everyone who has contributed to the continued growth and success of so many things in our community. Seguin is bursting at the seams!!!

Our sales tax revenue is on the rise, our hotel/motel tax is on the rise, and economic development is at an all-time high. There are so many individuals who work daily behind the scenes in addition to their regular jobs to see to it that Seguin continues to prosper and grow. Your Chamber Board and Staff have worked consistently to increase revenue and they have been successful. Every event that The Chamber hosted this year brought an increase in sponsorships, revenue, and participation. Thank you to all of our businesses and volunteers who aided in setting a new pace for activity in Seguin. Your 2005 Board of Directors will hand over a positive balance sheet to the 2006 board and we will again be off and running to improve over the previous year. Your new chair, Darren Dunn, has big plans for 2006. Please get involved in some area of work for your Chamber so that we can continue to grow together.

September brings us two grand events for Seguin. Sept. 9 and 10, the GVH Foundation will host the third annual Roundup at the Diamond F arena. Tickets are still on sale for both evenings. Hurry.... Saturday night is almost sold out!!! I can assure you that this year's event will exceed all expectations!! I have the privilege of serving on the Roundup committee with a great group of individuals who have incredible vision and energy. This event is well on the way to becoming a signature event for Seguin and this area of the state.

On Sept. 16 & 17, the Seguin Hispanic Chamber of Commerce will host Fiestas Patrias at the Guadalupe County Fairgrounds. Make plans to attend for two nights of great music, lots of food, and a carnival. To register for the 5K run that will be held Saturday morning, Sept. 17, contact the Hispanic Chamber. The staff there will be happy to assist you.

Your Annual Chamber Banquet is set for Thursday, Sept. 29. I have affectionately named this "Darren's Party!" You will not want to miss this one. Darren will officially take over as chair of the 2006 chamber and I will officially start doing anything I want!!!

As the fall approaches, many of you have already started thinking about Holiday shopping. *Please shop Seguin first.* Ask your local merchants to help you with your needs. Please consider that when you spend

money in another community you are investing in something that will show you no visible return. Your sales tax dollars will go to help build and improve that community, not yours. When a dollar is spent in your community, that dollar will change hands an average of seven times. Many people benefit. Make every effort to shop Seguin first always.

I wish you all God's blessings and thank you for all that has been done to make Seguin a great place to live and work.

See you around the GVH Roundup committee, the Seguin Education Foundation, the Seguin High School Band Hall, Theresa's Lago Ranch, Evangelists Lutheran Church, and The Chamber.

Terry



THE CHAIR
by Terry Boehnke

La Quinta

1501 Hwy 46 N.
Seguin, TX 78155
830-372-0567
fax: 830-372-0527
dhenry2243@yahoo.com
Motels

McKenna Children's Museum

600 N Union Ave.
New Braunfels, TX 78130
830-620-0939
fax: 830-620-0796
pmaxwell@mckenna.org
www.mckennachildren.org
Children's Museum

Red Spoon Productions

972 E. College
Seguin, TX 78155
830-372-1928
info@redspoonproductions.com
www.redspoonproductions.com
Website Development
Video Production

Schraub Law Firm

2015 W. Kingsbury
Seguin, TX 78155
830-303-3677 fax: 830-303-3607
dlcsjr@mail.com
www.mylawguy.com
Attorneys / Real Estate

Woodmen of the World

Life Insurance Society
664 N. Hwy 123 Bypass #1
Seguin, TX 78155
830-379-1969
fax:830-379-1962
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MEMBERSHIP RENEWALS Thanks to the following for reaffirming their belief in the Seguin Area Chamber of Commerce by renewing their investment.

Best Value Inn
Brent Beicker Enterprises
Colonial Complex, Ltd.
Cone Bio-Products
D & A RV Resort
Lisa J. Dudley
Enterprise Rent-A-Car
Rose Mary Ermel
Evangelist Lutheran Church
E-Z Credit Autos
Guada-Coma Mechanical, Inc.
Guadalupe Valley Hospital Foundation
Guadalupe Valley Memorial Park
Guadalupe Valley Telephone Cooperative
Imhoff Electric
K & G Steakhouse

Keith Zars Pools
Charles Koehler
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Laser Cosmetics Solutions
Lifegate Christian Church & School
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Pickett's Fine Art & Frame Shop
Craig Rinn

Doris Rinn
River Valley Pediatrics /
Ivonne Sahagun-Carreon MD PA
Riverbend RV Park
Marvin Rush
Patrica L.Schacht
Seguin Cattle Company
Seguin Sports Booster Club
State Farm Insurance, Basil Shields
The Center for Cancer Care
The Firm
Tri-State Transmission
TSG Architects AIA
Val's Cabinet Creations, Inc.
Vintage Aviation Historical Foundation

York Creek VFD serving area for 21 years

The citizens of York Creek turned out to cut the ribbon at the York Creek Volunteer Fire Department following the VFD's joining the Seguin Area Chamber of Commerce.

With Training Office Cory Hulse, cutting the ribbon, are Chief Karl Randow and volunteer firefighters Wes Trapp, Sandy Drew, Dawnie Hulse, Robert Randow, Elmer Randow, Gary Randow, Nelrose Galle, Sylvia Engler, Treasurer Darlene Munk, Bernice Nobel, Floyd Stolicki, James Patlon, along with Waymon Krueger of the Guadalupe County EMC, Congressman Henry Cuellars Constituent Services Representative Mark Gonzales and Chamber of Commerce Ambassadors Sandy Wille, Charles Villaneuve, Stanley Naumann and Jennifer Schulze.



The YCVFD started 21 years ago with donated land from a local resident. It has since grown to three stations - Zorn, Redwood and Staples. As a volunteer department, Hulse said, they are always looking for donations and for members to help the department grow and serve the residents of the area. The YCVFD is at 9951 FM 1101 and the phone number is 830-372-1260.



From left, standing, are Vera Smock, Clara Jubela, Juanita Taylor and Natalia Lozano, and seated are Hortense Mandel and Charlotte Dowdle

CVB Volunteers are Busy Bees!

Hats off to a wonderful group of ladies who gather a couple of times each month to assist in preparing response mailings to tourism inquiries received by the CVB. The group just completed a 7,000 piece mailing from inquiries received from the CVB's "See Texas First" ad which appeared in newspapers around the State in April. In addition to mailings the group also assists in making welcome bags for visitors. Note included in photo: Vivian Bergstrom, Pauline Trost, and Nancy Watts.

CHAMBER CALENDAR ~ SEPTEMBER

Monday, Sept. 5

Labor Day - Chamber Offices closed

Tuesday, Sept. 6

Quarterly Communication Breakfast, Timmermann Room, TLU, 7 a.m.

Thursday, Sept. 8

Groundbreaking, Anytime Fitness, 1401 N. 123 Bypass, 9:30 a.m.

Friday, Sept. 9

Groundbreaking, Moreno Construction Co., Walnut St., east of 123 Bypass on Bear Creek Drive, 11 a.m.

Monday, Sept. 12

Ambassadors Meeting, noon, All Occasions Catering

Monday, Sept. 12

Industrial Relations Committee, noon, K&G Steakhouse - sponsored by Keiser Manufacturing

Tuesday, Sept. 13

Executive Committee Meeting, 7 a.m., Perk-Up

Tuesday, Sept. 13

Economic Development Committee Meeting, 4 p.m., The Chamber

Thursday, Sept. 15

Leadership Seguin

Thursday, Sept. 22

Board of Directors Retreat

Monday, Sept. 26

Beautification Committee Meeting, 5:15 p.m., The Chamber

Thursday, Sept. 29

Annual Banquet, 6 p.m., The Coliseum. Tickets are \$25

Saturday & Sunday, Oct. 1 & 2

Central Texas Senior Men's Golf Fest - Starcke Park, Chaparral Country Club and in San Marcos and Wimberley



Passin' the Tap Shoes

Amanda Gold, center, cuts the ribbon to celebrate her new ownership of Suzi Hughson School of Dance, 515 Koepsel. Miss Suzi was there to "pass the tap shoes" over to Gold, who was surrounded by her family and friends, students and their parents, and Mayor Betty Ann Matthies. The School of Dance offers dance instruction in ballet, tap, jazz, hip hop and beginning tumbling. Suzi Hughson School of Dance has been training youngsters to stay on their toes for more than 26 years. The studio is open Monday through Saturday. Call 379-6350 for more information and for the new class schedule.

Community welcomes new teachers with outpouring of "stuff"

When the Education Partnership Committee put out the call for items to stuff bags for New Teachers in Guadalupe County, this community responded in a BIG WAY!

Volunteers stuffed 125 bags with items such as nail files, pens and pencils, staplers, (the all-important) candy, coupons for services, tool sets, notepads, keychains, automobile accessories, calendars, makeup items, and even ice cream scoops.

Bags were delivered to new teachers at Seguin and Navarro ISDs, Lifegate and St. James schools.

Thanks to Ads-n-More, Advantage Rent-A-Car, Alamo Title Company, American Red Cross, Appearance Plus, Auto Worx, Bank of America, Behavioral Therapy Clinic, Broadway Bank, Century 21 D&D, Charles Villeneuve Insurance, Child Unlimited, Inc., Chiro Java, Curves, End of the Trail Massage Therapy,

Ewald Tractor, Eye Associates of Seguin, Farm Bureau Insurance, First American Title Company, GBRA, Guadalupe Valley Nursing Center, Guadalupe Valley Wellness Center, GVEC, Hopson & Associates, LLP, It Figures, Jackson Hewitt, Kay Walker w/ Mickey Ferrell Realtors, Laser Cosmetic Solutions, Leroy Alves w/ State Farm Insurance, Mark Herbold w/ State Farm Insurance, Mid-Texas Symphony, Perk-Up, Pickett's Frame & Fine Art Shop, Randolph Brooks Federal Credit Union, San Anthony Jewelry, Seguin Gazette-Enterprise, Seguin Inspection Services, Seguin State Bank & Trust, SMI-Texas, Susan Hensley/ Mary Kay, Tackett Chiropractic, Texaco Express Lube, Viola's,,

Texas Agricultural Education & Heritage Center, Texas Ski Ranch, Wells Fargo, Wendell Smith w/ Allstate.



Kendy Gravett, Tony Bazan, Debbie Magin, and A'Laura Bell stuff the Teacher Bags that were delivered to 125 new teachers in Guadalupe County this summer.

COMMITTEE REPORTS

BEAUTIFICATION COMMITTEE

CHAIR - James Dietz, Dietz Tractor

Sign Off On Old Signs! Abandoned signs create visual clutter and compete with active advertising. Take down old signs!

EDUCATION PARTNERSHIP COMMITTEE

CHAIR - Fonda Mathis, Texas Lutheran University

The Education Partnership Committee will be recognizing the Family Friendly Businesses at the chamber banquet in September. Ratings Keys should be turned into the chamber office and among those returned we will choose an outstanding FFB member to receive a plaque at the banquet. All others will receive due media attention for their participation. The FFB will be working closely with the Father's Summit committee over the next few meetings to plan next year's event. Thank You to all the area organizations who helped us "Welcome" new teachers to the area schools. The gift bags were a HUGE success!!!

AMBASSADORS COMMITTEE

CHAIR - Mary Newman, First Commercial Bank

As always, the Ambassadors are representing the chamber all around town. August Ambassadors celebrated ribbon cuttings at the York Creek Volunteer Fire Dept. and the Suzi Hughson School of Dance. They helped make the quarterly Membership Breakfast a success at Christina's Restaurante Mexicano. They will meet at All Occasions Catering to eat Papa John's Pizza on Sept. 12. You will have to attend the Annual Banquet on Sept. 29 to see who is awarded the Ambassador of the Year.

LEADERSHIP SEGUIN CLASS

The 2005-2006 Class of Leadership Seguin had a welcome reception Aug. 25 before its weekend retreat that kicked off their year of learning about the community and experiencing some leadership training.

ECONOMIC DEVELOPMENT COMMITTEE

CHAIR - Mark Wallock

Community leaders received economic development recruitment training during June and July. The training was coordinated by Phil Seidenberger of SMI, Jennifer Kolbe of GVEC and Ramon Lozano of the Seguin Economic Development Corporation. Representatives from the Office of the Governor, the Lower Colorado River Authority and the commercial and industrial real estate industries provided information on the importance of economic development, economic development trends, generating prospects, mechanics of prospect visits, follow up communications and closing the deal. Organizers of the training will continue to share educational material at the monthly economic development committee meetings. The New Years Gala is scheduled to take place at the Seguin Guadalupe County Coliseum. Profits from the event are utilized for economic development marketing.

The marketing team for the Central Texas corridor is now being called EDPaCT - Economic Development Partnership for Central Texas. It is made up of Seguin, New Braunfels and San Marcos. The bylaws have been written and approved by New Braunfels 4B EDC and Seguin's 4A EDC and their Chambers of Commerce. San Marcos has one more ratification meeting to go through for final approval at the end of August. Blue Clover, our own SEDC ad agency, has been chosen to do the branding and marketing brochures and Web Site for EDPaCT. Each city will fund about \$20-25,000 toward marketing the area with EDPaCT each year. We will join trade groups, as EDPaCT, to only have to buy one membership for the area. We will send one representative to many trade shows and events, who will represent the whole area, in order to save money. We will market the region between San Antonio and Austin instead of just the individual cities in order to compete with the two larger cities.

The main purpose of EDPaCT is creating jobs in the area. Seguin shares a job market with the other two cities and the area in between. Our workforces overlap so much that any new employer in the area creates job opportunities for all 3 towns. We recognize that each will get its share of new business from this partnership, based on what each different new business needs in a workforce, location cost, transportation, etc. The Central Texas Technology Center is located between all three towns, giving us all an opportunity to have job training available as needed for any of these new manufacturing or distribution businesses coming into the area. This is the main mission of the CTTC, workforce skills upgrading. Having the CTTC available to help with recruiting new companies is a major marketing tool for us to have. The CTTC is currently doing major training classes with Acme Brick and about to start a training session with SMI.

INDUSTRIAL RELATIONS COMMITTEE

CHAIR - Karlene Krueger

The Industrial Relations Committee and TLU Dunne Conference Center hosted an awesome seminar, Situational Leadership, presented by Mike Holcomb of SMI. If you were not able to make it, you really missed out. Be looking for our next plant tour planned for the Fall.

Convention & Visitors Bureau



Weekend entertainment in store for Fiesta Patrias

FIESTA PATRIAS

Presented by Seguin Hispanic Chamber of Commerce

Friday, Sept. 16

Los Terribles Del Norte Tiempo Band

Saturday, Sept. 17

Los Palominos Texana Band & Conjunto Juan Seguin

Free admission until 7 p.m. each evening. After 7 p.m., tickets will be \$5 per person, children under 12 free.

Arts & Crafts, Kiddy Rides, Food Booths

5K Walk/Run

Saturday, September 17, 2005

7 a.m. - 10:30 a.m.

Seguin Coliseum Grounds

The run/walk will begin and finish at the Seguin Coliseum Grounds. All ages and speeds welcome! First 30 participants to pre-register will receive free t-shirts. Trophies awarded in each category.

For more information and entry form please call Ernest Leal at 830-372-3151.

Seguin Film & Arts Festival

The first Seguin Film and Arts Festival is scheduled for Sept. 30 - Oct. 2 in Downtown Seguin.

This will be an annual event for the Seguin Cultural Arts Foundation, a newly-formed, local non-profit arts organization whose purpose is to increase public awareness and public participation in the arts in Seguin and surrounding South Texas communities.

In addition to the films at the Palace Theatre, artists from around the area will present their work in Central Park and at various downtown venues on Saturday, Oct. 1.

Many artists will also be giving small workshops and demonstrations as an educational opportunity for interested festival-goers.

For more information, check out www.seguinfestival.org or call 830-372-1928.



LA QUINTA INN & SUITES OPEN FOR BUSINESS!

The 66-room property opened the last week of August.

Amenities offered include swimming pool, hot tub, fitness room, two meeting rooms, business center and full breakfast for guests.

Welcome to our lodging family!

Media Partner - Victoria Television Group

Victoria Television Group in Victoria, Texas which houses ABC, NBC, Fox, Univision and Telemundo has provided regional media partnerships that have been beneficial in promoting Seguin events.

With the assistance of sales staff member Gary Brewer, the CVB has been able to get "more bang for the buck" as the station has served as a media sponsor for events and provided dollar-for-dollar match for all media buys. Staff has also been very helpful in scheduling our spots to reach maximum exposure for the dollar.

In a collaboration with Seguin CVB committee member Howard Esse, owner of Crossroads Legal Video of Shiner, this media partnership began last Fall with Pecan Fest. Additional airtime has been secured for events including Ladies State Chili Cook-Off and Freedom Fiesta. Esse has served as the liaison between the Chamber and the Victoria Television Group to enhance the Chamber's visibility by being allowed to appear 'on-air' with live interviews during morning or afternoon newscasts providing additional exposure for each event.



Chief Meteorologist Harry Johnston, left, and 5 p.m. News Anchor Michael Dupre show CVB Director Sherry Nefford what it's like to be on camera