

SEGUIN  
AREA  
CHAMBER  
OF  
COMMERCE

*The Chamber*  
**BUSINESS LINE**

★ August 2008 ★

U.S. POSTAGE PAID  
PRESORTED STANDARD  
PERMIT #95  
SEGUIN, TX 78155

## City - County Maps published this summer

The new Seguin and Guadalupe County Maps will be available this summer and will include points of interest, new streets and subdivisions and advertisements sponsored by Chamber members.

Produced by the Seguin Area Chamber of Commerce, the maps will be placed in area motels and convenience stores. Businesses who purchased ads in the map also will receive a supply for their use.

According to staff, the Chamber gives an average of 5 to 7 maps a day to visitors and to persons relocating to Guadalupe County.



## Leadership Seguin, Senior Men's Golf Fest applications available online

Entry forms and applications are available now (or soon) for the 15th Annual Central Texas Senior Men's Golf Fest, set for Oct. 4 and 5; and for the annual Leadership Seguin program, which kicks off with a welcome reception on Aug. 28.

Senior Men's Golf Fest entry forms will be mailed later this month; if you've never played before, email [dana@seguinchamber.com](mailto:dana@seguinchamber.com) or visit [www.seguinchamber.com](http://www.seguinchamber.com) to download a copy. Senior Men's Golf Fest is open to amateur male players age 50 and over. The tournament is played in Seguin and San Marcos.

Tournament entry fee is \$320 for a two-man team and includes practice rounds and competitive rounds.

Leadership Seguin applications are available now at the Chamber or online at [www.seguinchamber.com](http://www.seguinchamber.com).

## BUSINESS After Hours

**Friday, Aug. 15  
5 to 7 p.m. at the KC Hall**  
sponsored by Curves  
to benefit the March of Dimes

Membership drawing \$200 from the Seguin Chamber and a matching amount courtesy of Finish Line Construction and Seguin Cigar.  
Catering Sponsored by: All Occasions Catering

## Banquet on schedule; sources confirm 88<sup>th</sup> annual event will go down in history

*Dateline: Seguin.* An unidentified source has confirmed that planning is underway for the Seguin Area Chamber of Commerce 88th Annual Banquet.

Meetings are hush-hush, but sources say discussions are centered around nominations for the awards that showcase special businesses and individuals who have contributed time, energy and money to make this community a better place to live and do business.

One thing is clear to this reporter - the event will be filled with fun. Although none of the parties will commit to any details as of presstime, past Annual Banquets have proven to be the stuff of legend.

Community members who wish to hobnob with celebrities and try to avoid the paparazzi are invited to purchase tickets in advance by calling the Seguin Area Chamber of Commerce at 830-379-6382.

Allegedly, sponsorships will be available and include the \$500 Table Sponsorship (10 tickets with reserved, premium seating); \$500 Gold Awards Sponsorship (premium recognition); and \$250 Silver Awards Sponsorship (recognition).

Chamber officials deny rumors that tickets to the event will be offered by scalpers demanding exorbitant amounts of money, and assure that ticket prices will remain reasonably priced.

## Summer full of activity for Chamber

I want to thank everyone for coming out and enjoying Freedom Fiesta. Many thanks to the Freedom Fiesta Committee volunteers for their hard work.

The washer-pitching tournament on Saturday was fun and the music overall was spectacular. I

must say - the beer was cold and meeting new people was right up my alley. I indulged in enjoying the 4th of July weekend with great friends, lots of beer and great entertainment. If you did not make it, you missed a great party. Put in on your calendar now for next year.

As you may know, Freedom Fiesta is the primary fundraising event for our chamber. This event helps pay to keep your Chamber working for you. Again, thank you to the volunteers and the Chamber staff for making this event possible.

Update: The new Chamber of Commerce building is moving right along. When you have some time, drive by Camp Street and see the new paint job. Brent Beicker is put-

ting the final touches on the floor. Finish Line Construction is hard at work and doing a spectacular job. Move-in date is getting closer.

FYI: The Seguin Youth Leadership Academy is under way and is working to build new leaders for generations to come. Each of us needs to give extra support to help build this unique program for the future of Seguin. Sponsorships still are being

accepted for the 16 participants and they appreciate your support.

The Chamber has something for everyone. I invite everyone to get involved and be a part of the Seguin Area Chamber of Commerce. We have openings in all of our committees for you. We need your input and help for the future of Seguin. Be a part of a winning Team.

I remind you that we are your Chamber and asked everyone to support and shop local chamber businesses first.

Sincerely, **Steve**



**Steve Johnson,  
Chair**

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### We're Here For You! CHAMBER STAFF

**President**  
 Shanta Kuhl . . . president@seguinchamber.com  
**Convention & Visitors Bureau Director**  
 Sherry Nefford . . . sherry@seguinchamber.com  
**Office Manager**  
 Kendy Gravett . . . kendy@seguinchamber.com  
**Events & Communications Director**  
 Dana Overstreet . . . dana@seguinchamber.com  
**Receptionist**  
 A'Laura Bell . . . alaura@seguinchamber.com  
**CVB Services Coordinator**  
 Michelle Morris . . . michelle@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 78156  
 (830) 379-6382 www.seguinchamber.com

## Convention & Visitors Bureau



### Water Day at Sebastopol State Historic Site

Family water day at Sebastopol State Historic Site on Saturday, August 23 from 10:30 a.m. to 1 p.m. We'll play in the sprinklers and do a water art project. Come ready to get wet and have fun.

### Seguin Celebrates 170 Years of History!

The 170th Seguin Birthday Party is coming up on Aug. 9, co-sponsored by the Seguin Conservation Society and the City of Seguin. Join your friends and neighbors at the Campbell-Hoermann Log Cabin and First Church at 211 E. Live Oak Street when festivities begin at 6 p.m.

Back by popular demand is the Homemade Ice Cream Contest with judging to be done by a mystery celebrity judge! Get out your favorite ice cream recipe, churn up a batch and bring it to the First Church.

The Guadalupe County Sheriff's Posse will cater a barbeque dinner with all the fixings and GVEC will provide the cooling fans. Tickets are \$8 on sale at the Chamber of Commerce, Gift & Gourmet and Cascades. You can also purchase tickets at the event. A drive-through line will open at 5:30 p.m.

Live entertainment will be furnished by Tom Teboe, local country-western musicians.

We look forward to seeing you on Saturday, Aug. 9 at the Campbell log Cabin for a night of good food and fellowship, and the celebration of 170 years of our great little city's success and the promise of more to come!

### Play BALL!

#### The Fields are READY!!

The Fields at Huber Ranch - a 12-acre complex is located at 3000 Huber Rd. just down the road from the Huber Grain Company is now within the city limits of Seguin thanks to the recent annexation of the area.

The complex consists of five 200-foot, fastpitch softball fields, all constructed to NCAA specifications and quality. The complex has a parking capacity of 250 and includes a building for concessions with interior air-conditioned seating and a first-class class locker-room / restroom for the girls. The complex is built with a ranch theme using stone and cedar for much of the structures, including the dugouts. The complex is built like no other and has the look and feel of classic ball fields.

The Fields at Huber Ranch LLC broke ground on Dec. 13 and is financed by Schertz Bank & Trust located here in Seguin with participation from the South Texas Business Fund, located in San Antonio.

"The owners have developed a business plan to provide an outstanding venue to the growing market of girls' softball. It should be a winning venture for the owners, the lenders, and the Seguin economy," said Greg Tieken, Vice-President, who headed the project for Schertz Bank. "We appreciate the opportunity to support The Fields at Huber Ranch."

Owners Johnny Guerrero, Felix Gutierrez, and Abel Tovar identified the



From Left to Right, Johnny Guerrero, Abel Tovar, and Felix Gutierrez (Photo taken during the Dec. 13 ground breaking ceremony.)

need for girls' softball fields designed to meet specifications of the NCAA and the Amateur Softball Association. The Fields of Huber Ranch will be the only girls' softball complex in Central Texas. This project is a great situation for the citizens of Seguin where 10 new jobs will be created and sports enthusiasts, especially girls' softball players will have a new state-of-the-art facility.

Each weekend, 44 weeks a year, hundreds of softball players, plus fans and recruiters will be visiting the site. Outfield banners, scoreboard banners, field naming opportunities, web banner ads and tournament sponsorships are available. This is a fantastic opportunity to let visitors know about your business so they can do business with you during their stay in Seguin. Dining, lodging, shopping and of course gasoline will be on the top of their list!

#### ADVERTISING/SPONSORSHIP OPPORTUNITIES:

**Signage:** 4' x 8' outfield banner - \$2,500 per year; Scoreboard banner - \$5,000 per year

**Field Naming:** Naming rights to one field includes fence sign, dugout sign, 2 each outfield banners, and 2 each batting circles - \$10,000 per year for 3 years

**Website www.huberranchfastpitch.com:** Website banner - \$2,500 per year  
**Tournament Sponsorship:** 2 day weekend with exclusive front entry signage, website advertising, and onsite product showcase - \$5,000

**Gold Sponsorship:** Includes field naming, scoreboard banner, website banner, and one tournament sponsorship per year - \$40,000 year 1, \$10,000 year 2, \$10,000 year 3.

**Silver Sponsorship:** Includes scoreboard banner, website banner, and one tournament sponsorship - \$10,000 per year.

**Bronze Sponsorship:** Includes outfield banner, website banner, and one tournament sponsorship - \$8,000 per year.

The Sports Marketing Committee of the Convention and Visitors Bureau anticipates assisting the owners in marketing and servicing groups utilizing the facilities. "I had the privilege of attending their first big tournament weekend at the park and saw first-hand the tremendous impact the facility has on tourism in Seguin," said CVB Director Sherry Nefford. "Teams from as far away as the Rio Grande Valley and Abilene were staying in Seguin." Nefford said that the team from Abilene was very excited about the new venue which offered them an opportunity to compete against new teams.

#### Upcoming tournaments hosted by Huber Ranch include:

- Aug. 9 and 10 - "Bring It!" Tourney (8u - 18u)
- Aug. 30 and 31 - Labor Day "BRAWL" (8u-18u)
- Sept. 20 and 21 - Huber Ranch "BASH" (8u-18u)
- Sept. 27 and 28 - "FALL BRAWL" at The Fields at Huber Ranch (8u-18u)
- Oct. 4 and 5 - "1st ANNUAL OCTOBER FEST" (8u-18u)
- Oct. 25 and 26 - 1st ANNUAL HUBER RANCH MONSTER BASH" (8u-18u)
- Nov. 22 and 23 - Huber Ranch TURKEY SHOOT OUT!! (8u-18u)

Tournaments coordinated by other entities are being booked at the facilities including The Schlitterbahn Softball Festival, scheduled for Aug. 15-17, sponsored by Bomber Fastpitch of New Braunfels is expected to attract 70 teams.

For info, visit [www.huberranchfastpitch.com](http://www.huberranchfastpitch.com) or contact Abel at (210) 381-3380 or email him at [abel@huberranchfastpitch.com](mailto:abel@huberranchfastpitch.com).

# PLANNING CALENDAR

**August 15**  
Leadership Seguin applications due

**August 28**  
Leadership Seguin Welcome Reception

**August 30-31**  
Leadership Seguin Retreat

**September 3**  
General Membership Meeting & Luncheon

**September 20**  
Board of Directors Retreat

**September 23**  
Annual Banquet

**October 1**  
General Membership Meeting & Luncheon

**October 4 & 5**  
Central Texas Senior Men's Golf Fest

**October 24-26**  
Pecan Fest Heritage Days

**October 25**  
Seguin Chamber's Pecan Classic Golf Tournament

## WELCOME NEW MEMBERS

**EBen Concepts**  
12365 FM 20  
Kingsbury, TX 78638  
830-639-4111  
Fax: 830-639-4113  
*Insurance*

## MEMBERSHIP RENEWALS

The Chamber wishes to thank the following for reaffirming their belief in the Seguin Area Chamber of Commerce by renewing their investment.

A1 Tri-County Plumbing, Inc.	Gregg Koehler
AAA Mini Storage	Steve Koehler
Amber's Dry Cleaning	Kolbe Flower Shop
Anytime Fitness Seguin	Kraft Mobilitel
David Baenziger	Laser Cosmetic Solutions
Best Value Inn	Lincoln-Ball High Alumni & Ex- Student Association
Big Brother Big Sisters Alamo Area	Matera Paper
Bradzoil - West	Patrick (Pat) & Brenda Nitsch
Brent Beicker Enterprises	Robert Raetzsch
David L. Brucks	Ranch Wireless Inc.
Carolyn Tarver Insurance Agency	Republic Plastics
D & A RV Resort	Craig Rinn
DEW Properties, LP	Doris Rinn
First American Title Insurance Co.	River Valley Pediatrics/Ivonne Sahagun-Carreon MD PA
Guada-Coma Mechanical, Inc.	San Anthony Jewelry
Guadalupe County Children's Advocacy Center	Donald & Gloria Schraub
Guadalupe Regional Medical Foundation	Kathy Seeger - Alamo Title
Hendricks Appraisal Services	Seguin Cattle Company
Imhoff Electric	Sound Designs
JC Penney Company	Suzi Hughson School of Dance
Kiwanis Club of Seguin	Texas Propane Energy
Charles Koehler	Jack Vexler

## CHAMBER CALENDAR ~ SEPTEMBER

<b>Tuesday, Aug. 5</b> Governmental Affairs, 7 a.m., LaQuinta	<b>Friday, Aug. 15</b> After-Hours Mixer, 5 p.m., March of Dimes, KC Hall
<b>Thursday, Aug. 7</b> Education Committee, 5:30 p.m. - New Teacher Bags stuffed, Chamber office	<b>Monday, Aug. 18</b> Board of Directors Meeting, noon, American Bank of Texas
<b>Monday, Aug. 11</b> Ambassadors Meeting, noon, All Occasions Catering	<b>Wednesday, Aug. 20</b> Agri-Fest Meeting, 5:30 p.m., Chamber
<b>Tuesday, Aug. 12</b> Executive Committee, 7 a.m., LaQuinta	<b>Thursday, Aug. 21</b> Business Showcase Meeting, 4 p.m., Chamber
Economic Development Committee, 4 p.m., Chamber	<b>Thursday, Aug. 28</b> Leadership Seguin Welcome Reception, 5:30 p.m.
<b>Thursday, Aug. 14</b> Membership Drive	<b>Saturday-Sunday, Aug. 30-31</b> Leadership Seguin Retreat



### Seguin Smiles

Seguin Smiles opened its doors on July 1 and began "caring for smiles ages 1 to 100." Janice Weinman, DDS, and Valerie Salazar, RDA; Kimberly Dylla, MAA; Sharon Herbold; Ellen Ahrens, RDH; Peggy Sheridan; and Janelle Weinman offer a full line of general and cosmetic dental services at the new building at 1460 Eastwood Dr. Office hours are 8 a.m. to 5 p.m. Monday, Tuesday, Thursday and Friday; and 8 a.m. to 1 p.m. Wednesday. Call Seguin Smiles at 372-2949 (fax number is 372-3636).



### Show us your stuff!

Grand Prize winner in the Seguin Area Chamber of Commerce Fourth of July Decorating Contest was Marcus Jahns and Associates. Volunteers from the Chamber's Beautification Committee also named Kibel Environmental - Most Patriotic; Marilyn Cooper, DDS - Best in Show; Thunderpaws - Most Creative; -and Guadalupe Valley Nursing Center - Best Personality.



### Beautification Award

Tres Hewell accepts the Beautification Leadership Award from Chamber Committee member Lisa Dudley. Tres Hewell Mortuary, 165 Tor Dr., is family-owned. The plaque was presented during the June After-Hours Mixer at Seguin Chevrolet.



### Freedom Fiesta rocked downtown Seguin

Stoney LaRue, Saturday night's headliner, rocked downtown Seguin and the Freedom Fiesta crowds were happy. Chamber President Shanta Kuhl thanks Phil Seidenberger for CMC Steel Texas sponsorship; while committee members Renee Whitwell of New York Life, Monty Trost of Bradzoil West and Justin Hammack of First Commercial Bank thank the US Army Recruiting office for their sponsorship.

## Chamber's 41st Annual Freedom Fiesta a success!

By SHANTA KUHL, IOM, CCE  
President



The month of July was a busy one for the chamber. Of course, we successfully completed our largest fundraiser for the year; Freedom Fiesta. This year, the event was held over three days. There were 13 arts and crafts vendors, four game booths and nine food booths, Battle of the Bands, washer pitching tournament, jalapeno eating contest, and five live music performances on the big stage.

There were 1,572 tickets purchased on Friday and Saturday nights after 7 p.m. (admission was free all day until 7) and of course lots of cold beverages were purchased. This year's Freedom Fiesta profited \$20,000 for the chamber. To those who came to Freedom Fiesta over the holiday weekend, many thanks. Stoney LaRue proved to be a big hit and made for a big draw of people who came to see his performance.

Freedom Fiesta does not happen without the help of numerous volunteers. A committee of dedicated folks meets year-round

to plan the festival, and during the event, local businesses and groups provide extra volunteers. Freedom Fiesta could not exist without these volunteers. I want to personally thank each of these individuals, the companies who provide extra volunteers and anyone who gave of their personal time and energy to this event. The chamber board and staff appreciate your dedication and commitment to this event. To my staff and to Dana Overstreet who works diligently to not only organize the festival but most importantly secure additional sponsorships, a special thank you.

Big thanks, too, to the sponsors whose financial support helps make this event possible: ATT, CMC Steel Texas, Tyson Foods, US Army, KWED AM-1580, The Phone Store/Sprint, Seguin CVB, Guadalupe Regional Medical Center, First Commercial Bank, GVEC, Longoria's Concrete, Advanced Home Health, LCRA, Randolph Brooks Federal Credit Union, Wright Distributors, Seguin Laser Art, Tri-County A/C & Heating, Tri-City Budweiser, Eagle Rentals / Papa John's Pizza, and Bradzoil West.

Freedom Fiesta will be on July 3 and 4, 2009. See you there!

### Chamber Call Report & Referral Listing - June

Here's a tally of the telephone calls and walk-in traffic at the Seguin Area Chamber of Commerce and Seguin Convention & Visitors Bureau in May

ACCO Feeds	Hotels - 2	Social Security Office	Fiestas Juan Seguin - 7
All About You	Human services building	South Texas Surgical Center	Buck Fever
All Occasions Catering - 2	Humane Society	Springs Hill Water	MAYB Tournament
American Bank of Texas	Jail phone number	Starcke Park	Pecan Fest
Animal Control	Jake's Café	Starcke Park Golf Club	Blood Sweat & Tears - 3
Appraisal District	JD Construction Services	Tax Office	FCB volleyball tournament - 4
Beicker Building & Remodeling	King Ranger Theatre	Taxi service	Mayors Luncheon Tickets - 6
Better Business Bureau - 2	Lake Rentals	Techni-Quip	Kingsbury VFD Barbecue
Bicycle repair shops	Lil' Bugs	The Fields at Huber Ranch	
Bill Miller's BBQ	Main Street Office - 12	The Golf Club of Seguin	<b>Packets</b>
Boat rentals	Major Manufacturers' Guide	The Kettle	Realtor Requests - 2
Bug man	Marion Chamber	The Koehler Company	Subdivision Requests - 2
Campgrounds	Meeting facilities	The Lodge	Individual Requests - 11
Celebration Central	Mosaic	Time Warner Cable	Directories - 2
Central Texas Metal Roofing	Motels by the month	Tres Hewell Mortuary	Membership - 4
City Hall	Noah's RV Service Center	USDA	
Coliseum	Office Depot	Wave Pool	<b>Information Distributed</b>
Concrete testing Lab	Palmer's Restaurant in San Marcos	Workforce Solutions Alamo	<b>to Tourists &amp; Walk-In Visitors</b>
Congressman Cuellar's office	Pape's Pecan House	Xerxes	Walk in - 58
contact person at Hexcel	Parks & Recreation Office	ZDT Amusement Center - 2	Maps - 27
Courthouse - 3	Pet Sense	Zip Printing - 2	Phone Books - 7
Custom Designs	Pet Supplies "Plus" - 2		True Women Info - 3
District Attorney's office - 2	Print Express	<b>Chamber Event Information Calls</b>	
Drivers License Office	Randolph Brooks Federal Credit Union	Freedom Fiesta Vendor Booths - 9	<b>Directions</b>
Durango, CO. Chamber	Recycling Phone Books	Freedom Fiesta Bands	Autumn St.
Eagle Rentals	Registration Office - 2	Battle of the Bands	Wave Pool
Elevation of Guadalupe County	Rental Houses	Fourth of July Decorating Contest	Info on S.A.
Elks Lodge	Republic Plastics	Freedom Fiesta - 10	San Geronimo Cemetery
Fair Association	River Shade RV Park		Gonzales & New Braunfels
Fairway Manor Apartments	Schertz Chamber	<b>Tourism/Event Information Calls</b>	Texas State Travel Guide
Flagstone company	Seguin Activity Center	Cushman Rally - 2	Visitor Info - 5
Floresville Chamber	Seguin Flag Company	Concerts in the Park - 2	Visitor Packets - 3
Furnished apartments or homes	Seguin ISD - 2	Fourth of July Parade - 25	
Guadalupe Regional Wellness Center	Seguin Manor Apartments	Farmers Market - 1	
Hispanic Chamber - 4	Seguin Rentals	Trade Days - 4	

**Taking Care of Business**

**Shop Chamber Members First!**