

Chamber planning for future with purchase of building

An historic event took place in December in the city of Seguin when the 86-year-old Seguin Area Chamber of Commerce committed to the purchase and revitalization of a downtown icon.

The Seguin Savings Association building, located at 116 N. Camp St., will be the new home of the Chamber in early 2008, said President Shanta Kuhl. "We are looking forward to bringing this old beauty back to life and re-centering her as an integral part of the community."

"A diamond in the rough, the Seguin Savings Association was once open to everyone and was a place that helped start and support local ideas that turned into successful businesses," Kuhl said.

"We'll be bringing all that back to this beautiful building in downtown Seguin."

According to records, the building was constructed by Henry Donegan in the early 1960s to resemble a diamond, with sharp roofline edges and angular walls. Designer's sketches propose restoring the building to accentuate



its character and regain its rightful place as a destination for businesspeople and for visitors to Seguin.

The Seguin Area Chamber of Commerce is selling its building at 427 N. Austin St. to the Seguin Conservation Society as part of the ongoing Texas Theatre renovation and expansion project. The chamber has been in its current location since the late 1980s.

"When we began searching for a new home, it was important to find a place with plenty of parking, as well as easy access for tourists and

new residents," said Steve Johnson, chairman of the Board of Directors of the Seguin Area Chamber of Commerce.

Another concern in the search for a new home, Kuhl said, was the Board's desire to stay downtown. "We have hundreds of businesspeople and visitors to our office each month," she said, "and we want to present a professional face to the community. We want the Seguin Area Chamber of Commerce to set the tone for prospective business and industry leaders that this is a community of professional, forward-thinking and prosperous businesspeople."

Renovation likely will begin before the end of the year. A move-in date has not yet been determined.

The Seguin Area Chamber of Commerce boasts nearly 800 members in its association, whose mission is to promote commercial, industrial, educational, tourism and agricultural development and to enhance the overall quality of life. For more information, contact The Chamber at 830-379-6382.

BUSINESS After Hours

Thursday, Jan. 17
5 to 7 p.m.

Hacienda Oaks
Nursing &
Rehabilitation

1637 N. King St.
Membership Drawing is \$1,150!!

Passport to Seguin: Your Ticket to Success

It's almost BUSINESS SHOWCASE time! And do we have some fun things planned for the 2008 event. Business Showcase is scheduled for Tuesday and Wednesday, March 4 and 5, in the Seguin-Guadalupe County Coliseum.

The theme for 2008 is PASSPORT TO SEGUIN - YOUR TICKET TO SUCCESS. Registration packets have been mailed to all exhibitors in last year's event. If you exhibited last year, and have not returned your Right-of-First-Refusal information, you might want to jump on that! Deadline is Jan. 10 - after that date, registration is open to new exhibitors.

Preview Night - also known as one of the best parties in town - is Tuesday, March 4, from 6 to 9 p.m. There will be food, drinks, live entertainment and the opportunity to catch a sneak preview of the nearly 80 vendors' booths.

Show Day is Wednesday, March 5, and will feature a light lunch, drawings throughout the day, more food and drinks and some exciting entertainment in the evening!



Sponsors are being sought to help underwrite the expenses of the event. Sponsors will be heavily promoted in Chamber publications, media coverage and Business Showcase signage. Sponsors also receive tickets to both days of the event.

Sponsorship levels include:
Event - \$5,000, Platinum - \$2,500, Gold - \$1,000, Silver - \$500, Bronze - \$250. To become a sponsor, call Dana at The Chamber, 379-6382. Early commitment will allow your business maximum exposure.

BOARD OFFICERS
CHAIR Steve Johnson
CHAIR-ELECT Shawn Martinez
VICE CHAIRS Sharon Betts, Dan Henry, Drew Williams
TREASURER Mark Herbold
CO-TREASURER Gail Roberson
PAST CHAIRS Mark Stautzenberger, Darren Dunn

BOARD OF DIRECTORS
 Fabio Benjumea, Brenda Bloch, John Gesick, Mike Holdman, Basil Kallies, Randee Malinsten, Larry Taylor, Monty Trost, Jennifer Schulze

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

Focusing on the Future

I hope all of you had a very Merry Christmas. No doubt December was a very busy month for everyone, including Shanta and the Chamber staff. With their help, we were able to close on our new building.

As we embark on an exciting New Year we are going to need your help as we work to revitalize downtown with an outstanding building with an awesome legacy. We have a commitment to our members to be the center of all that is happening in Seguin. We are making plans for our Future. Our city is growing by leaps and bounds.

Chamber seeking sponsor for 2008 M2M Keytag Project

People do business with people they know. And one way they get to know them is through the Chamber's Member-to-Member Savings Program. Each month, hundreds of Chamber businesses participate in the program by offering discounts

to customers who have the Member-to-Member keytags. Currently, the Chamber is seeking a new sponsor for the 2008 Keytag Project. Thousands of the tags are printed with the sponsor's name and they are distributed to all Chamber members

Make a New Year's Resolution and become more involved in our Chamber and community. The reward will be grand.

I also want to wish each and every one of you a Happy and Prosperous New Year. This next year will be full of exciting adventure as we expand and build the Chamber.

I want to Thank the Ambassadors for their outstanding work, the Chamber staff and each and every Chamber Member for their commitment to our Future.



Steve Johnson,
Chair



Convention & Visitors Bureau



Seguin Complex set to be first in South Texas

With the construction financing in place, The Fields at Huber Ranch LLC finally broke ground Dec. 13 to begin constructing the first, privately owned, girls' fastpitch softball complex to be built in Seguin and South Central Texas. The project is financed by Schertz Bank & Trust 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," said Schertz Bank Vice President Greg Teken. "It should be a winning venture for the owners, the lenders, and the Seguin economy. We appreciate the opportunity to support The Fields at Huber Ranch."

Owners Johnny Guerrero, Felix Gutierrez and Abel Tovar identified the need for girls' softball fields designed to meet specifications of the NCAA and the Amateur Softball Association (ASA). 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 jobs will be created and sports enthusiasts, especially girls' softball players, will have a new state of the art facility," Guerrero said.

The South Texas Business Fund is a certified development company that makes it easier for small businesses (including start-ups) to access capital – especially those that do not have access through more traditional means. The fund makes loans from \$15,000 to more than \$4 million through various programs and banking partnership. Working with the Huber Ranch Project was Michael Mendoza, senior loan officer with the South Texas Business Fund.

The 12-acre complex is located at 3000 Huber Rd. just down the road from the Huber Grain Company, and with the recent annexation of the area, is now within the city limits of Seguin.

The complex will consist of five 200-foot fastpitch softball fields, all constructed to NCAA specifications and quality. The complex will have a parking capacity of 250 and include a building for concessions with interior air-conditioned seating and a first-class class locker-room type restroom for the girls.

The complex will be built with a ranch theme using stone and cedar for much of the structures, including including the dugouts. The complex will be built like no other and once completed it will have the look and feel of classic ball fields.

The Fields at Huber Ranch LLC was granted a specific-use permit by the City of Seguin earlier this year. The principals of the company were extremely happy when the construction loan closed last week. The principals of the LLC are Johnny Guerrero, Felix Gutierrez and Abel Tovar, all Seguin residents. Until recently, both Johnny and Felix were employed by the Hexcel Corporation and Abel was an independent contract project manager. All three principals have a combined 27 years of girls' fastpitch softball in either coaching the sport or in running local tournaments.

The complex will operate approximately 44 weekends out of the year, hosting a maximum of 56 teams per weekend. Fastpitch softball, along with many other sports, has quickly become a year-round sport. This five-field complex is the first phase of a six-phase plan to build various sports fields. The principals will be seeking the assis-

tance of the Seguin Economic Development Corporation in planning the future of this phase and the future phases of this project.

The Fields at Huber Ranch LLC have entered into a five-year agreement with Pepsi as a major sponsor and supplier of Pepsi products. Pepsi has agreed to sponsor tournaments such as the Pepsi Invitational, The Gatorade Classic and The Aqua-Fina Slam, all products of Pepsi. In addition to Pepsi, the principals have begun talks with the National Softball Association (NSA), headquartered in Nicholasville, Kentucky, which will greatly benefit the complex by bringing in NSA National Invitational Tournaments as well as NSA World Series tournaments to Seguin. Prior to the talks with NSA, the principals estimated a conservative economic impact to the city to be around \$200,000 per weekend, if not more.

The project is slated for completion in late February or early March 2008 and will be ready for tournament play immediately. For more information, visit www.huber-ranchfastpitch.com or contact Abel Tovar at (210) 381-3380 or email him at abel@huberranchfastpitch.com.

2008 Community Calendar

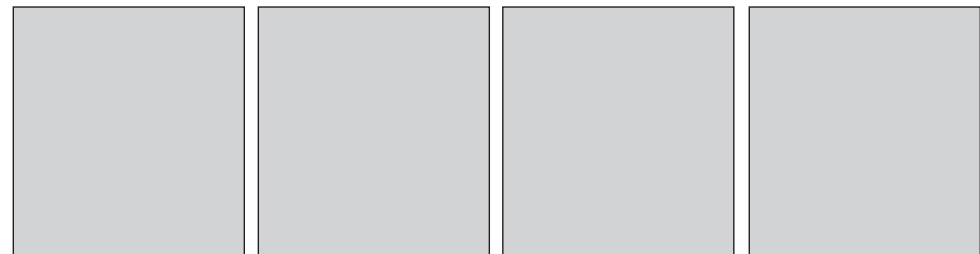
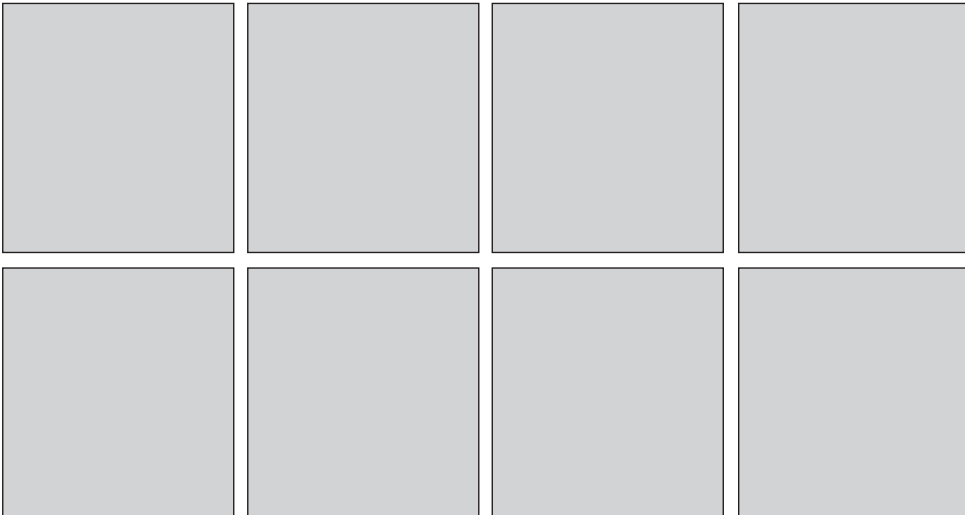
Time to get organized for the year and write major community events on your planners. See the insert in this newsletter for information about updating your event information. Here's what we have for January, so far:

- January**
- 17-19 - Guadalupe County Youth Show- for more info call 830-303-7579
 - 18 - MLK Historical Fashion Show 7-9 p.m. @ TLU Wupperman (donations accepted)
 - 19 - MLK Celebration, Coliseum; 10a.m.-12p.m. A Taste Soul Festival-free; 5:30 p.m. Dinner Theater-\$25 (after 5 attire); info-303-3017 or 303-3020
 - 20 - MLK Concert, TLU Jackson Auditorium
 - 21 - MLK Walk 11:45a.m.-12:45p.m. the Courthouse square, 1p.m. Walk from Central Park to TLU, 2p.m. MLK program @ TLU; info 303-3017 or 303-3020
 - 24 - Seguin Education Foundation Luncheon @ Central Office (Oak Park Mall) @ 11:30 am to 1 pm. For more info call Michele Schryver 379-0325.
 - 26 - Mid-Texas Symphony Ball @ the Coliseum, Tickets call Sharon Stienberg 830-557-5691

Convention & Visitors Bureau Selling Seguin

Volunteers and staff of the Seguin Convention & Visitors Bureau began the year hitting the road for a series of travel shows. They left Jan 3 and headed to the Valley for the McAllen International Travel Show on Jan 4-5.

Then the CVB will participate in a series of AAA Shows in Austin, Dallas and Houston. The final show for the month the group will leave Jan. 31 for the Ft. Worth Travel and Leisure Show, where the group will be promoting Seguin attractions and hotels.



Spend time evaluating and improving to gain the competitive edge in the new year

By **SHANTA KUHL, IOM, CCE**
President, Seguin Area Chamber of Commerce

Welcome to 2008! During this time of year, we tend to reflect on the past year and set goals for the New Year ahead. Of course, most of us set a goal to get in shape (at least, most women do!)

Getting our physical bodies into good shape is a healthy choice and a worthy goal, but what about our business health? Shouldn't we also use this time to examine the past year, pat ourselves on the back for the goals we accomplished in 2007, and set new goals to get in good business shape in 2008?

Now is a good time to evaluate your business, ask yourself, "how could it be improved?", make a plan for meeting those improvements, execute the plan and celebrate the accomplishments!

Perhaps you can look for small pockets of improvement that can be made at your business such as: providing better customer service, evaluating the products that sell best and allowing for more sales space devoted to these items, seeking out new products or services that put you a step ahead of the competition. Perhaps 2008 is a good year to grow your personal knowledge of your business.

In his book *"The Next Millionaires,"* author Paul Pilzer clearly states that millionaires are the kind of people who once they know more than 50% about something, then they move to something else. The idea is that we constantly need to be increasing our knowledge. When you adopt this approach, your business will be meeting the needs of an ever-changing customer and economy.

But what if we still believe that if something isn't broke, don't fix it? That may be true, but don't wait until it's nearly crippled!

By then, you've lost a percentage of your customer base for that product or service. Grease the squeaky wheel! Everything needs constant improvement.

I encourage you to take a few moments to evaluate your position, see where improvement is needed and then find a way to meet that improvement goal.

To meet the needs of our devoted members, the chamber is continually evaluating our products and services to provide a balanced value to each of you, our customers.

Thank you for your patronage in 2007 and we wish you every success in 2008.



Leadership Seguin

Seguin Gazette-Enterprise Managing Editor Chris Lykins illustrated the computer-to-film-to-press process to Leadership Seguin attendees in December.

lies of Custom Designs; and Jack Sample of Southwest Pride.

The **\$1,100 Membership Drawing** would have gone to Ms. Nora Naumann, but she was not present to win. The next drawing will increase to \$1,150.

Leadership Seguin spent their tour day in December learning more about Media and Healthcare. Special Thanks to Mike Heck-

mann of **All Occasions Catering** for the van, Dawn Lynn of **Guadalupe Regional Medical Center** for the afternoon arrangements, and the staff at **Seguin Gazette-Enterprise** for spending the morning with the group.

Also, special thanks to the folks at **Guadalupe Regional Medical Center** for lunch and the tours, Tavia Erwin at **Advanced Health Services**, and Michele Neumann at **Guadalupe Valley Nursing Center**.

CHAMBER CALENDAR ~ JANUARY

Wednesday, Dec. 2
General Membership Meeting, 11:30 a.m., Coliseum

Monday, Jan. 7
 Industrial Relations Committee Meeting, noon,

Tuesday, Jan. 8
 Economic Development Committee, 4 p.m., Chamber

Freedom Fiesta Committee, 5:15 p.m., Chamber

Monday, Jan. 14
 Ambassadors Meeting, noon, Wells Fargo Bank

Tuesday, Jan. 15
 Executive Committee Meeting, 7 a.m., LaQuinta

Agri-Fest Committee, 5:30 p.m., Chamber

Thursday, Jan. 17
 Leadership Seguin Day

Business Showcase Committee, noon, Chamber

Business After-Hours Mixer, 5 p.m., Hacienda Oaks Nursing & Rehabilitation, 1637 N. King St.

Tuesday, Jan. 22
 Board of Directors Meeting, noon, Silver Center

CVB Meeting, 5:15 p.m., Chamber

Wednesday, Jan. 23
 Education Partnership Committee, 5:30 p.m., Chamber

Monday, Jan. 28
 Beautification Committee, 5:15 p.m., Chamber

MEMBERSHIP RENEWALS

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

- | | |
|-----------------------------------------------------|------------------------------------------------|
| Advance Lock & Key | Liberty Income Tax Service |
| Advantage Plumbing Services Ltd. | Marion Band Boosters, Inc. |
| Alamo Work Source Career Center | Kevin & Fonda Mathis |
| Amy's & Cathy's Take-Out | Merrill Lynch |
| Roger & Sue Baenziger | Stanley Naumann |
| Boys & Girls Clubs of South Central Texas | New Braunfels Christian Academy |
| Cancer Care Centers of South Texas | OHM Electric |
| Cut Loose | Randy's Exxon |
| Trina Eastwood - Century 21, United D&D Real Estate | Rays Concrete Construction Co. |
| ExploreUSA RV Supercenter | Red Spoon Productions |
| Flores, Antonio A., MD PA | RH Homes |
| Clarence Frase | Seguin Activity Center |
| GC Floor Products | Seguin Smiles |
| Guadalupe Regional Wellness Center | Seguin Spa & Salon |
| Hahn House Retreat & Day Spa | Seguin Surgical Clinic, P.A. |
| Eve Hiner - Mickey Ferrell Realtors | Seguin/Guadalupe County Senior Citizens Center |
| Homesteaders of Texas, INC. REALTORS | Serenity Obstetrics, Gynecology & Infertility |
| JC Penney Company | South Texas Sleep Diagnostics |
| KWED-AM 1580/Seguin Daily News | Southern Tire Mart |

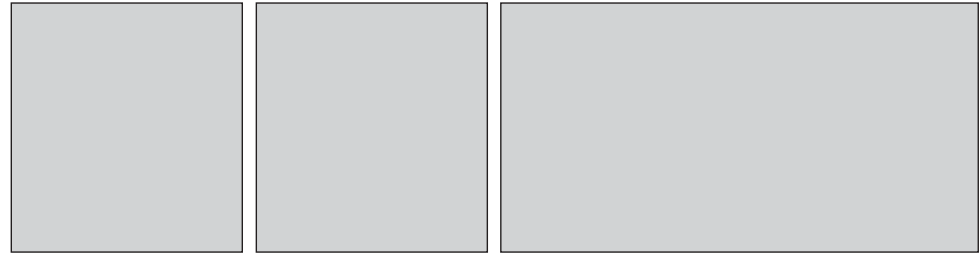
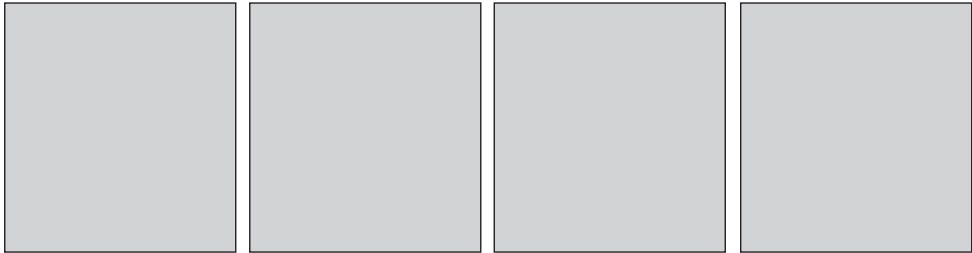
WELCOME NEW MEMBERS

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Boys & Girls Clubs of South Central Texas
Mark Terry
P.O. Box 1643, San Marcos, TX 78667
512-805-3000 Fax: 512-805-7739
www.bgsct.org | Toothtime Family Dentistry
Christopher Williams
1356 E. Court St., Seguin, TX 78155
830-372-9979 Fax: 830-372-5599 |
| Continental Automotive Systems
Scott Williams
3740 N. Austin St, Seguin, TX 78155
830-379-8850 | Vacuum Doctor Inc.
Alexandra Jones
2517 N. Austin St., Seguin, TX 78155
830-401-4041 Fax: 830-964-4646
www.secretpotion.biz |
| Country Cabaret
Doug Bode
839 FM 467, Seguin, TX 78155
830-379-2295 | PLANNING CALENDAR |
| Office Depot BSD
Andrew Stride
911 Central Pkwy N., Ste 450
San Antonio, TX 78232
210-464-2839
Fax: 210-494-7503
www.officedepot.com | Feb. 4
Industrial Relations Committee |
| | Feb. 5
Governmental Affairs |
| | Feb. 7
Business After Hours Mixer |
| | Feb. 13
General Membership Meeting |

MEMBER MENTION

December After-Hours Mixer Winners
 Attendance Prize - Bobby Schnuriger of Seguin Inspection Services

Door Prize Winners
 Jeanette Siltmann of Guadalupe Regional Medical Center; Donald Schraub; Irene DeLaZerda; Cheraun Blankenship of Kitchens by Design; R.H. Garcia of Century 21 United D&D; Glenda Medley of Hacienda Oaks Nursing and Rehabilitation; Basil Kal-



Businesses Light Up Seguin for the holidays



Grand-Prize Winner was, above, Dr. Marylin Cooper; First-Place Window, top right, was Patricia Finch, Attorney at Law; First-Place Inside, bottom right, was Guadalupe County Tax Office; and First-Place Outside was Advanced Home Health Services



The Seguin Area Chamber of Commerce sponsored the annual Light Up Seguin contest this holiday season. The committee would like to thank all of the participants for their spirit and effort.

Grand Prize winner was Dr. Marylin Cooper; **First-Place Outside** – Advanced Home Health Services; **Second-Place Outside** - Char-maine's Hairstyling.

First-Place Inside - Guadalupe County Tax Office; **Second-Place Inside** – US Health Group; **First-Place Window** – Patricia Finch, Attorney at Law; **Second-Place Window** – Bloomers Floral and Bridal Designs.

Honorable Mention Awards – Li'l Bugs and R&B Steakhouse
Special Recognition Awards– Seguin Area Chamber of Commerce & The City of Seguin

Want a piece of the action? Get involved in the Fourth of July Decorating Contest this summer!

Taking Care of Business

Chamber Ambassadors and Staff celebrate holidays in style!

The Holiday Stroll Parade was a little bit brighter thanks to the volunteer efforts of the Seguin Chamber Ambassadors who created a Candy Land float.

Below, Chamber staff assisted with the Blue Santa toy and food drive in front of KWED. Pictured with the jolly one are Michelle Morris, Kendy Gravett, A'Laura Bell, Sherry Nefford, Dana Overstreet, and Shanta Kuhl. Santa made a visit to the Chamber office and tried to figure out who's been naughty.



That's Extreme!
Owner Cindy DeVilbiss has a little help from Zane DeVilbiss in cutting the ribbon at Extreme Exhaust & Auto Accessories, 256 W. Court. The shop offers auto repair and custom auto accessories, including mufflers, exhausts, truck lifts and more. Also pictured is Manager Jerry Whitaker, Kim Cuccaro, Sonny Ebert & Sheila DeVilbiss.



Solving canine 'issues'
Hepzibah Hoffmann-Rogers, along with Joy Williams and Ipha, cuts the ribbon at the new location for Thunderpaws Canine Solutions, LLC - 206 S. Austin. Thunderpaws offers dog grooming, dog training and a boutique Tuesday through Saturday, 10 a.m.-5 p.m., or by appointment. Call 379-7000 for more information.

Shop Chamber Members First!