

TYLER

# CHAMBER

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February  
March  
2005

Volume 1  
Number 2



## Chairman's Message

2005 has really started off with a bang! Even Tyler's population has surpassed the 100,000 persons mark and is growing at a very fast pace. Tyler's economy is growing at an equally fast pace and your Chamber is doing its part in developing this growth.

Business Expo 2005 held in January was the biggest and best ever with over 6,000 visitors and more than 250 businesses who were promoting their goods and services. The weather was so good the heat was not even needed in the tented area. Congratulations to the Expo Committee and the membership services staff for a job well done.

The School to Career Committee chaired by Stacey Thompson of Junior Achievement did an excellent job with Ground Hog Day Job Shadowing this year on February 2nd. Eleven High schools were represented with over 200 seniors visiting 90 Chamber members. These seniors were given a great view of what goes in the real business world and the day spent at these businesses will hopefully help them in making their career and educational decisions.

The first Chamber membership luncheon of 2005 was held February 17th with our guest speaker being Chancellor Mark Yudof of the University of Texas System. He pointed out to us how important it is that we have not one but two UT campuses in our community. Yudof stressed that the two campuses have combined budgets for FY 2005 of \$175 million with 1900 faculty and staff and for the FY 2003-2004 spent almost \$13 million for capital improvement projects with \$64 million planned over the next 5 years. That is huge! Thanks to our luncheon sponsor Allen Samuels East Texas Dodge.

The Chamber hosted Tyler Day in Austin February 28-March 1 with 100 community leaders promoting the Tyler/Smith County area to our elected officials. This is an important event held each Texas legislative

year to help us sell the legislature on our needs right here in Smith County. Thanks to our many sponsors including Austin Bank, Cox Communications, Olympic Waste Systems, Southside Bank, The University of Texas at Tyler, Trinity Mother Frances Health System, The University of Texas Health Center at Tyler, Boone & Boone Construction, Ltd., ETMC Regional Healthcare System, SBC Communications, Texas Spine & Joint Hospital and Tyler Junior College. Each elected official received a Tyler rose bush courtesy of Joe Tew at Tyler Rose Nursery as well.

By now you should have received the new Chamber magazine and the 2005 window membership sticker. The magazine looks great and congratulations to WMG Publications and David Weatherford for

a great job. Please display your membership sticker at your place of business to show your support of your Chamber.

If you have not yet seen the new look of the Chamber web site check it out at [www.tylertexas.com](http://www.tylertexas.com). You'll find a new look to the Azalea Trail site with lots of interaction and ways for you to participate in this annual event.

Congratulations to the HGTV Dream Home and thanks to all the thousands of visitors it brought to our community. Hopefully many of you saw the ad promoting the Tyler community which ran the last weekend of the Dream Home viewing on national TV. Thousands of inquires were received as a result of this advertisement.

And finally, as the Vision 2010 results are being finalized, the

Chamber will soon have the opportunity to review them. We plan to give the results to each committee for review and determine which ones would work for their part of the Chamber's work program. In some cases, we may be positioned to take the lead and in others, the Chamber will be among the supporting cast in the community to help other entities. Whatever role we play, the Chamber looks forward to moving the goals forward. By the way, if you are not a member of a committee consider joining one and get involved with YOUR Chamber! Till next time.

**Jeff Austin III**



**Tyler Day in Austin was held February 28 - March 1**  
Members of the Tyler Day delegation including the Robert E. Lee football team pose on the south steps of the Capitol.

CONTACTORS

# OF THE MONTH



**Charlott Mapes**

**JANUARY**

Charlott has been in the Contact Club 5 years and has 13 production awards. She is past chairman of the Contact Club, past chairman of Membership Services Council, past president of American Cancer Society, past Income Development Chairman of the American Cancer Society and past co-chair of Relay for Life, as well as a member of the Vision 2010 Task Force. She is Senior Vice President of Southside Bank Gresham Branch.



**Chris Mills**

**FEBRUARY**

This is Chris Mills' first year in the Contact Club. He works in sales at East Texas Copy Systems and is married to Mika.

RIBBON

# CUTTINGS



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Be sure and look at the update of the Tyler Chamber's website

# www.tyler



### **Debbie Isham Selected for First Quarter 2004-2005**

The Volunteer of the quarter is Debbie Isham. She has served as chairman for the Tourism Committee for 3 years. She volunteers for the Azalea Trail and works the information/satellite visitors center at the Rose Garden during Rose Festival. Debbie helps the Convention and Visitors Bureau stuff bags, work information booths and helps with tours during the Azalea Trail. She is employed by the City of Tyler and Manages the Harvey Convention Center and Rose Garden Building.

### **STUDENTS FIND THEIR SHADOWS AT BUSINESSES ON FEBRUARY 2ND**

Over 200 local seniors from 11 area high schools took part in the annual Ground Hog Day Job Shadowing event held February 2nd. Ninety Chamber member businesses participated in varying industries. There was great publicity in the media. CBS 19 anchor Dan Delgado was our guest speaker at the luncheon held at noon at the TJC West Campus. Many student and business survey forms

have been returned with many positive comments from students and businesses alike. This event is produced each year by the Chamber's Education Committee's sub-committee on School to Careers. This year's effort was chaired by Stacey Thompson, executive director of Junior Achievement.



**Governmental Affairs Committee hosts Texas Land Commissioner Jerry Patterson at the February meeting.**



**University of Texas System Chancellor Mark Yudof addressed the Chamber's quarterly membership luncheon held February 17th at Willow Brook Country Club.**

2005

# AZALEA & SPRING FLOWER TRAIL

Plans are currently underway for the **2005 Azalea & Spring Flower Trail March 18-April 10** in Tyler. This annual celebration features eight miles of beautiful home gardens filled with colorful azaleas, dogwoods, tulips, wisteria and redbuds.

Visitors to our city can view these wonderful plants during their peak blooming season and experience the beauty and vibrant colors that only an East Texas spring can provide.

The eight mile driving tour will begin at 500 S. Broadway (Hwy 69/ Business Route) and E. Houston Street. From there, visitors can follow the posted Azalea Trail signs as they tour one of Tyler's most attractive residential areas. For the more industrious visitor, walking is a great way to enjoy the trail and allows the opportunity to take pictures.

On each weekend beginning March 18th, visitors will have the chance to meet the Azalea Belles, high school coeds, as they serve as official greeters to our beautiful flower city. The Azalea Belles are dressed in antebellum fashion and will be available for photographs and to answer questions about Tyler. This is a great opportunity for young people to learn about our city and all it has to offer. Many of these young people go on to be great ambassadors for Tyler.

The Tyler Convention and Visitors Bureau will award prizes in four categories to homeowners along the trail. The awards are "Best Display of Azaleas and Spring Flowers", "Best Landscaped Yard", "Best of Show" (a combination of the first two) and the "President's Azalea Trail Award".

Awards will be given to homeowners on both trails, so there will be two awards in each category, with only one President's Award. Anyone interested in nominating a home for the awards may pick up a nomination form at the Tyler Chamber of Commerce at 315 N. Broadway, or it can also be accessed on our website, [www.tylertexas.com/azalea](http://www.tylertexas.com/azalea). All nominations need to be in by March 7th. Judging will be by Tyler's hometown celebrities and will take place on March 10th and 11th.

Each year the Azalea Trail becomes bigger and better! This year the Trail will include many new events like a Progressive Art Tour and a Civil War Reenactment at the Camp Ford Historical Park. Some of the other events for 2005 are the Arts & Crafts Fair, Historic Tyler on Tour, Azalea Quilt Show, Antique Show, Porcelain Show, Apache Belle Spring Show, Art Show and Chili Cook-Off.

Once again, the CVB will be sponsoring the ever popular photo contest, along with a new contest, called "The Bunny Hunt" (a springtime version of a scavenger hunt). Visitors to the Azalea Trail are invited to help find all five of the Bixby Bunny Family members, who have become lost along the trail. 1st, 2nd and 3rd prizes will be awarded, so be sure to get out there and track those bunnies down!

Each weekend during the trail, visitors may obtain information at the Visitor's Information Center located in the Chamber of Commerce from 8:30 am-5pm. For a complimentary visitors guide, please call 800-235-5712 or visit [www.tylertexas.com](http://www.tylertexas.com).

## TWO HOSPITALITY EMPLOYEES WIN TOURISM AWARDS

Two hospitality employees have been selected to win Tyler Tourism Awards for the last quarter of 2004. Goldie Brockway, Front Desk Agent with the Holiday Inn Select, and Jared Bryant, server with Texas Roadhouse, were chosen to win the quarterly awards.

The Tyler Tourism Award program began in October 2004 by the tourism department of the Tyler Convention & Visitors Bureau (CVB) in an effort to recognize hospitality workers who provide exemplary service to tourists in our city. Nomination forms were provided to participating Tyler hotels and restaurants. Tourists then fill them out and give them to the CVB stating when, where & how they received award-winning service. Winners are chosen each quarter by a review of the forms and the number of forms submitted for each individual.

"This is a great opportunity for tourists visiting our city to show their appreciation for outstanding service in our community," said Justin Turner, VP, tourism with the CVB.

Tourists nominating these service-workers are eligible to win one dozen Tyler rose bushes if their nominee is selected.



**Jeff Austin III (center) presents Tourism Awards to Jared Bryant and Goldie Brockway.**

**NEW**

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Tyler Area Chamber News (USPS 447-540) is published monthly by the Tyler Area Chamber of Commerce 315 N. Broadway Tyler Texas 75702. Member rate \$4.00 annually. Periodicals postage paid at Tyler Texas. POSTMASTER: Send address changes to Tyler Area Chamber News P.O. Box 390 Tyler Texas 75710 903-592-1661 www.tylertexas.com

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