

# tyler chambers - Ebruary-March 2006

Volume 1



#### **Chairman's Letter**

For Certified Public Accountants in the Tyler area, we call this time of year "Tax Season". We're busy burning the midnight oil preparing tax returns, completing audit reports, and performing special projects for clients. It may not be "Tax Season" at your

It may not be "Tax Season" at your Chamber but I can tell you that it certainly is "Busy Season". The Chamber's committees are meeting and making strides on their respective work programs. The following is a sampling of their efforts:

The Business Relations Committee recently sponsored the 2006 Business Expo proving that sometimes smaller is BETTER! Many thanks to our staff, Monica Tynes and Sherri Watson, and volunteer chairman, B. J. Hornbostel, for making this year's Expo a success.

The Education and Human Resource
Committee hosted another successful Groundhog
Job Shadow Day with over 200 students and
60 businesses participating. Thank you
chamber members for your involvement and
giving our students a preview of their future.

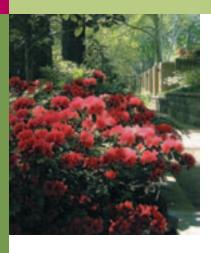
The Aviation Committee has been busy meeting and promoting a letter writing campaign to American Eagle regarding the reduction in flights to Tyler Pounds Regional Airport. This committee is doing all it can to support Mayor Seeber and the City's efforts in retaining these flights and adding new ones. If you haven't written your letter..do it now!

The Governmental Affairs Committee is tackling tough issues that affect the future of Smith County. This committee recently held a meeting with elected officials and community leaders to discuss the future jail site.

Membership Services continues to set the pace with more opportunities for you, our members, to network, promote your business, and learn more about issues that effect the quality of life in our community. Recent events held were the quarterly membership luncheon, business after hours, and the small business breakfast.

Your chamber staff and its many, many, volunteers are in the middle their "Busy Season" and I hope that you are a part of making this the best "Busy Season" ever!

May God continue to bless Tyler, Texas! Walter K. Wilhelmi





### 2006 Azalea & Spring Flower Trail

Plans are currently underway for the 2006 Azalea & Spring Flower Trail, March 17-April 2 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 17th, 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.tyleraza-leatrail.com. All nominations need to be in by March 6th. Judging will be by Tyler's hometown celebrities and will take place on March 9th and 10th.

Each year the Azalea Trail becomes bigger and better! This year the Trail will include many new events like a Native American Cultural Festival and "Spirits of Oakwood" Living History Tour. Some of the other events for 2006 are the Arts & Crafts Fair, Historic Tyler on Tour, Azalea Quilt Show, Antique Show, Porcelain Show, Apache Belle Spring Show, Art Show & Chili Cook-Off.

Once again, the CVB will be sponsoring the ever popular photo contest, along with the 2nd Annual 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 8:30am-5pm. For a complimentary visitors guide, please call 800-235-5712 or visit www.visittyler.com



### Hospitality Employee Wins Tourism Award

The hospitality award for the 1st quarter has been selected. The award was given to Denny's employee Heather Smith for a nomination submitted by a visitor to Tyler during the hurricane evacuations.

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 if selected.

## Dale Carnegie Training: Effective Communication and Human Relationships

No matter how sophisticated your technology, no matter how efficient your processes are, no matter how unique your design... Sooner or later your competition will duplicate your accomplishment. The only sustainable competitive advantage that cannot be duplicated is the quality, enthusiasm and leadership ability of your people. Recognition of this fact is the defining premise behind Dale Carnegie Training.

Dale Carnegie Training helps transform not only your people, but also their organizations from a negative, low-productivity workforce to one that finds ways to get the job done. Key benefits are the ability to lead with confidence, sell themselves and their ideas, communicate persuasively, generate enthusiasm, influence others to their points of view, and learn ways to overcome stress and worry. The Dale Carnegie Training Principles and Drivers of Success lay a strong foundation for development. This course will help you master the capabilities demanded in today's tough business environment. Classes now forming in Tyler to start in April 2006. For more information call Bob Asaf at 903-561-0109 or visit our website www.texas.dalecarnegie.com. On-site training is available.

# **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. Sixty-two Chamber member businesses participated representing various industries. KTBB/KDOK owner Paul Gleiser was the 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.

## **Progressive Dinner**

An evening for Hispanic parents of high school students to learn about opportunities to attend a local community college and university is planned for Tuesday, March 28. The event, called Cena Progresiva, Educación Progresiva, will be presented in Spanish and will include a progressive Mexican dinner. Parents interested in attending the event should meet at Douglas Elementary, 1508 N. Haynie, between 6:00 p.m and 6:15 p.m. on Tuesday, March 28, to begin the evening. Parents will be taken by bus to The University of Texas at Tyler and Tyler Junior College for the progressive dinner and presentations. Buses will take parents back to Douglas Elementary at 9:00 p.m. Interested parents should contact the Literacy Council of Tyler at Douglas Elementary School at (903) 533-9034. This program is free of charge and is sponsored by the Tyler Area Chamber of Commerce, East Texas Tech Prep, Literacy Council of Tyler, Tyler Junior College, Douglas Elementary School, East Texas Area Council–Boy Scouts of America, and The University of Texas at Tyler.

# ribbeuttings



**JOSEPHS CATERING** 1721 S Broadway • Tyler TX 75701 • 903-595-2929



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# contactors of the



# Paula Fambrough December

Having just completed the Chairmanship of the Contact Club during 2004-2005, Paula now earns her 12th Production Award as Contactor of the Month for December! Paula has been with the Chamber for many years – and has been recognized as Volunteer of the Quarter

during 2003 as well as being named the Mary Howes Contactor of the Year for 2003 -2004. She is also involved in other community activities as a member of the American Cancer Society Board. Paula is the Internet Sales Director for KLTV.com.



#### Stan Nolley January

Contactor of the Month for January, Stan has been a member of the Contact Club for two years and has now earned one production award. He is a Financial Services professional with New York Life and is a member of the American Red Cross Board of Directors. Stan and

his wife, Judy, are the proud parents of 2 daughters and are members of First Baptist Church, Tyler.

# volunteer of the recent



# **B.J.** Hornbostel Receives Volunteer of the Quarter Award from Walter Wilhelmi, Chamber Chairman

The Volunteer of the Quarter for the first quarter of the 2005-2006 Chamber Year is B. J. Hornbostel. She served as chairman for the Business Expo this year and has been a member of the Contact Club for 5 years receiving her life membership. She also has been a member of the Small Business Breakfast and Business After Hours committees for many years as well as on the committee for the Purchasing Managers Pavillion. B.J. is employed by United Heritage Credit Union.

chamber receives a

Henry Bell receives a
Wal-Mart Civic Support Grant
from Mark Graham,
Co-Manager of Wal-Mart on
South Broadway.



# members

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