



**Robert Hancock**  
Chairman  
2008-2009

### Chairman's Letter

The Tyler Area Chamber of Commerce has completed another successful and "Record Setting" year. We are once again clearly established as the fourth largest Chamber in the state of Texas with over 2,300 members. With a network of members this large, success is inevitable. In addition to those mentioned in the Council Reports, these are a few of the record-setting accomplishments from this year:

Thanks to our partnerships in the community, we held the nation's most successful membership event in history, with 647 new members in three days. During this event, we also set the record for the amount of money raised, and most importantly, the most volunteers. Without volunteers, your Chamber and your city would not be as great as they are.

We had another great trip to Austin this year, with a record-setting

## JIM LAMBETH ASSUMES ROLE OF CHAIRMAN AND LYNDA YORK ELECTED CHAIRMAN-ELECT FOR THE TYLER AREA CHAMBER OF COMMERCE

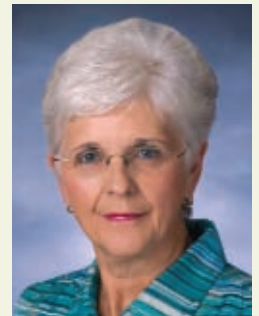
Lynda York was elected 2009-2010 Chairman-elect for the Tyler Area Chamber of Commerce at its September Board meeting. Her term begins October 1, 2009. Jim Lambeth was elected Chairman for the upcoming year. "We are excited that Lynda has been elected as a member of our leadership team for the Chamber", said Jim Lambeth, incoming Chair.

Jim Lambeth has been active with the Chamber for many years most recently serving as Area Development Council Chair. He has also held the offices of Business and Area Development Council Chair, Treasurer, and has been the Chairman of the Governmental Affairs Committee. He also serves on the Board of the Tyler Economic Development Council.



**JIM LAMBETH**  
Chairman

Lynda York is a native East Texan. Lynda has been in the banking industry for thirty-six years and is Division Deposit Operations Coordinator for BancorpSouth's two Tyler Branches. She has been in the Chamber's Contact Club for four years and is immediate Past Chairman of Membership Services. She is on the Board of The American Cancer Society and served on the State Task Force for the American Cancer Society's Relay For Life. Lynda volunteers for the Alzheimer's Alliance of Smith County. She and husband, David, are members of Green Acres Baptist Church and the Celebration Choir. Lynda enjoys reading and playing Mahjongg.



**LYNDA YORK**  
Chairman-Elect

In addition to Lambeth and York, Officers for 2009-2010 include: Vicki Sorrell, Area Development Chairman; Brian McCalla, Convention and Visitors Bureau Chairman; Robert Hancock, Past Chairman; Jerry Woolverton, Business Development Chairman; Shannon Dacus, Treasurer; Jim Toman, Membership Services Chairman; and Executive Committee-at-large members include: Joel Baker, Mary Elizabeth Jackson, Mark McDaniel, Jesse Acosta, and Rea S. Boudreaux.

## BOARD MEMBERS ELECTED TO THREE YEAR TERMS

Seven Chamber members have been elected to three year terms on the Chamber's Board of Directors beginning October 1. Each year 14 members are nominated by a nominating committee, placed on a ballot, and voted on by the entire membership. The seven elected are: Brian Brandt; Summit Solution Group, David Hudson; Attorney, Perdue, Brandon, Fielder, Collins & Mott, LLP, Ed King; Chick-fil-A, Dr. Mike Metke; President, Tyler Junior College, Skip Ogle; Suddenlink Communications, Pat Stacey, KLTV-Channel 7, John Sykes; East Texas State Fair.

Continued from front cover.

number of delegates traveling to the Capitol to share the needs and concerns of our area with state legislators. Please be thinking ahead to next year, when we'll need the same level of support as we travel to Washington D.C. to visit our national representatives.

Our annual golf tournament was recently rain delayed and rescheduled for October 26th; again, we have a record number of participants, and double the number of sponsors that we have had in the past.

It blows my mind, and I have shared this with several of you over the last few months, that during this time of national economic and financial crisis, we have had the support and involvement of so many of you. This just adds to my belief that we have the greatest Chamber in the greatest city in Texas.

Now is the time to pass the torch to the new leadership of the Chamber. I wish the best of luck to Jim Lambeth and the incoming Board Members and Council Chairmen. They cannot do it alone, so please continue to be involved and supportive, and 2010 will be our best year yet.

## AREA DEVELOPMENT COUNCIL

**DAVID HUDSON**, Area Development Council Chairman



The Area Development Council includes three committees: Aviation, Governmental Affairs, and Surface Transportation. With outstanding chairs leading each committee, these volunteers have made a significant contribution to the Chamber's mission this year.

The Aviation Committee, led by Joe Jones, made significant strides toward an aggressive agenda this year. Among developments, American Airlines added a flight in January 2009, the airport received a grant of \$349,361 to construct a new taxiway and other improvements, and received \$5,920,000 in stimulus funds for the rehabilitation of Runway 17/35. These improvements will serve to continue to improve air travel to and from Tyler and East Texas. Also, this year the Historic Aviation Memorial Museum hosted the "Wings of Freedom" event on March 28th.

The Governmental Affairs Committee has been fortunate to work under the leadership of Mary Elizabeth Jackson. This group has worked on a number of important initiatives this

year, including continuing support of a downtown jail, promoting a new multi-purpose convention center, support for funding for Tyler Independent School District and for TISD bond proposals, support for funding for Tyler Junior College and facility improvements, reviewing and supporting health initiatives, supporting funding for nursing education, coordinating bi-annual Tyler Day in Austin trip March 2-3rd, and monitoring federal, state and local legislation. This committee has served as a very integral component of the Chamber, and once again, they have made a valuable contribution to our membership.

The Surface Transportation Committee, chaired by Gary Halbrooks, has worked on a variety of highway issues, including relief routes, Loop 49 development, support for the Northeast Texas Regional Mobility Authority (led by former TACC Chairman, Jeff Austin III), South Broadway traffic issues, major transportation corridors within Tyler and the I-20 High Speed Rail Council. They also supported upgrades to major corridors in East Texas and the East Texas Regional Transportation Coordination Plan for the 14 East Texas counties as referred to by TXDOT as Region 6.

## BUSINESS DEVELOPMENT COUNCIL

**VICKI SORRELL**, Business Development Council Chairman



The Business Development Council is made up of the Education/Human Resources Committee, Medical Committee, Senior Resources Development Committee, and Technology Committee. These very active and vital committees have

worked hard furthering the mission of the Chamber.

The Education/Human Resources Committee chaired by Bill Burgdorf continued the successful and popular chamber events of Groundhog Job Shadow Day for students, New Teachers luncheon, and the Progressive Dinner for Hispanic students and their parents. The committee also has worked with TISD and area colleges promoting the P-16 council, and will hear from TISD on the proposed November Bond election.

The Medical Committee chaired by Rick Hefner is a new and exciting committee for the Chamber taking up the issues facing our growing medical sector. This committee has an innovative structure of many subcommittees taking up the mission in areas from

public policy to signage issues in Tyler's Medical district. Under this committee's leadership, Tyler received the "Heart and Stroke Healthy City Gold Level" recognition.

When we think of chamber issues, we rarely think of senior citizens in that same thought, yet the chamber's Senior Resources Development Committee, chaired by Debbie Isham, is one of our chamber's most active committees. They have continued to grow the ever popular and well-attended "Senior Health and Living Expo"; and they have added the "Seniors Celebrating Life" event. This committee continues to promote Tyler as a retirement friendly community and add value to our chamber.

Leading the chamber on issues of technology planning and education is the chamber Technology Committee, chaired by Harvy Tanner. This committee has worked hard to promote the TxAire project, bringing indoor air quality research and development to the University of Texas at Tyler to complement Tyler's well established heating, air and ventilation industry. The committee has also promoted the growth and success of TeXpo and maximum connectivity in Tyler by promoting the installation of WiFi in our community.

# ribboncuttings



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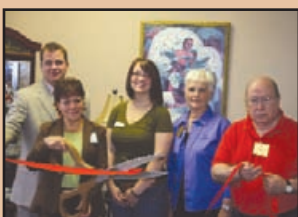
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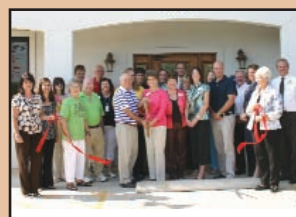
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## MEMBERSHIP SERVICES COUNCIL

**LYNDA YORK**, Membership Services Council Chairman



The Chamber membership has continued to be the core of what the Chamber is all about. Without membership, we cannot provide all the services that help our community to continue to grow.

We had an awesome Membership Event this year, which brought in six hundred forty seven new members, setting another record for our Chamber. It was amazing to see the community come together to make it happen. We now have approximately 2,300 members, making our Chamber the fourth largest in the State.

We appreciate all the community leaders and volunteers who support us with their time and talents. The Business After Hours and Quarterly Membership Luncheons continue to be a great success.

The Small Business Breakfast continues to get wonderful reviews from the members who attend, particularly the "power networking" program. The Golf Tournament and Business Expo are well established and also continue to grow in participation, enthusiasm and reputation.

The benefits of membership in the Tyler Area Chamber of Commerce are immeasurable. Where else can you be a part of an active, growing, resourceful and vigorous organization that works for the best of its members and business community 24/7?

Again, thanks for your support and we urge you, if you are not involved, to get involved.



**2009**

8TH ANNUAL

# Senior Health & Living Expo



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# contactors of the **month**



**Denver Dyer**  
June

A first year member of the Contact Club, Denver has earned his first Production Award. He works for Income Portfolio

Strategies and currently serves as President of the Tyler Young Professionals Network as well as the Tyler Lunch Bunch BNI Chapter. Denver is also a member of Leadership Tyler Class 23.



**Dana Skillman**  
July

Dana is the Marketing Director for American State Bank. She recently participated as a member of Mayor Barbara Bass' winning team for the Chamber Membership Drive.

Dana is in her 2nd year in the Contact Club and has earned her 2nd Production Award. She recently co-chaired the "Dancing with the Tyler Stars" fundraiser. She has 2 daughters and is a member of Green Acres Baptist Church.



**Kitty Springer**  
August

Kitty works for the 2010 US Census Bureau and just completed her fifth year in the Contact Club. She is receiving her fifth production award and her Life Membership. Kitty is a past board Chairman of Keep Tyler

Beautiful and recently received the Distinguished Toastmaster designation by Toastmaster International. She is an officer of Tyler Executive Women's Network and served as a United Way Loaned Executive from 2004-2007. She and her husband, John, have three grown children.

## **VOLUNTEER OF THE 3RD QUARTER**



Robert Hancock (center) presents the Volunteer of the 3rd quarter award to Mike Metke and Randy Reid for their work on the membership drive.

## **VOLUNTEER OF THE 4TH QUARTER**



Cindy Smoak presents the Volunteer of the 4th quarter award to Jimmy Hicks of Coca Cola for his work with SPORTyler.

## **2009 TOURISM AWARD**



The 2009 Tourism Award winner, Shane Hardy of America's Best Value Inn & Suites (right), accepts his award from Brian McCalla.

## **CONVENTION & VISITORS BUREAU**

**BRIAN MCCALLA**, Convention & Visitors Bureau Chairman



Tourism works for Tyler and its citizens! According to the Texas Office of the Governor, Economic Development and Tourism, the economic impact of travel for the Tyler Metro area was \$319.6 million dollars in 2008 (the most recent year available). Without travel-generated tax revenue, each household in Tyler would pay \$865 a year in additional taxes to maintain current service levels.

The Tyler Convention and Visitors Bureau (CVB) is funded by hotel/motel bed tax dollars. These dollars are used to generate overnight stays in our hotels by attracting and servicing group business such as conventions, reunions and sporting events and to promote Tyler to leisure tourist and group tours.

The Tourism department placed ads in several magazines including Texas Events Calendar, Texas Highways, Texas Monthly and Retire South. Articles were placed in Southern Traveler, Southern Living, Texas Electric Coop and more. As a result, over 33,110 visitor packets were mailed to those requesting information and 227 tour groups with a total 3,560 with an estimated economic impact of over \$339,976.87.

In 2009, the convention department had a total of 9,687 hotel room nights booked in the city (approximately a 40% increase over 2008). Conventions

in Tyler brought 17,455 people to the city and had a direct economic impact of an estimated \$2.5 million. Conventions such as the Texas Downtown Association Annual Conference, American Society of Microbiologists, and the Texas Christmas Tree Growers Annual Conference would not be coming to Tyler, if not for great local support.

Sporting events through our SporTyler program continue to flourish. New events for the following year include Rose City Classic Gymnastics which is bringing 600 gymnasts and their families to Tyler for 3 days. Other events include: The Hope Open Tennis Tournament & the Men's and Women's 2A Regional Track Meet. The NJCAA Division III Baseball Championship has committed to another 3 years 2010-2012. All of these events would not be possible without the support of the citizens of Tyler.

The Azalea and Spring Flower Trail and the Texas Rose Festival continue to be events that draw thousands of visitors yearly to the Rose City. The 2008 Texas Rose Festival directly generated over \$2.27 million to our economy and the 2009 Azalea Trail brought in nearly \$2.8 million! Our city is blessed with wonderful weather year around which allows for other festivals that draw thousands of visitors to Tyler and East Texas. A small sampling is the East Texas Spring Wildflower Trail and the East Texas Fall Foliage Tour. We encourage you to be a tourist in your own town... you may be surprised at what you may find.

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

**TACC OFFICERS  
2008- 2009**

- Chairman of the Board .....Robert Hancock
- Chairman-Elect of the Board .....Jim Lambeth
- Past Chairman of the Board .....Aubrey Sharpe
- President / CEO .....Tom Mullins
- Chief Operating Officer .....Henry Bell
- Treasurer .....Jerry Woolverton
- Convention & Visitors Bureau Chairman .....Brian McCalla
- Area Development Council, Chairman .....David Hudson
- Business Development Council, Chairman .....Vicki Sorrell
- Membership Services Council Chairman.....Lynda York



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