



Jim Lambeth
Chairman
2009-2010

Chairman's Letter

Last month I had the fortunate opportunity to hear Richard Fisher, President of the Federal Reserve Bank of Dallas, speak to a group of area leaders and executives. Mr. Fisher has the exceptional and distinct perspective of being a member of the Board of Governors of the Federal Reserve Bank System. You could say that this is about as inside the financial loop as it gets. Fisher gave the group four distinct "take aways" that are worth noting.

In the bad news column American consumer habits are poor and overindulgent; a little like our holiday eating habits. We often choose what looks good, smells good and tastes good, but is not good for us; and we simply have overspent. Now Americans are correcting these poor habits in our personal lives and collectively we are correcting them in the national economy.

In the good news category, and that is what I want to get to, America has that special way of reinventing itself; to come through adversity and correct and renew itself. On the economic front, we will have to pay the bills that are coming due; no doubt that will be painful and may well take time.

And finally two things that Fisher described as necessary to maintain economic vitality for Americans; we will have to reign in our over-promised Medicare and Social Security system and find the political will to bring this system into economic reality. And last, we must promote real and significant education in order for our country

Continued on page 2

tyler business expo 2010

Thursday,
January 21, 2010
9 a.m. – 5 p.m.
Harvey Convention Center
Free Admission

TYLER ECONOMIC DEVELOPMENT COUNCIL & TYLER AREA CHAMBER OF COMMERCE

Invite you to attend the

CHAMBER QUARTERLY MEMBERSHIP LUNCHEON

featuring the:

26th Annual Perryman Economic Outlook Conference by Dr. Ray Perryman

Thursday, January 14, 2010

11:30 a.m. – 1:00 p.m.

Ornelas Activity Center – 3402 Old Omen Road

\$20 per person in advance (seating is limited)

RSVP by Tuesday, January 12 before noon:

Email: spetree@tylertexas.com or Fax 903/593-2746

Cancellations must be made by noon on Tuesday, January 12 to avoid being invoiced.

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Continued from front cover

to compete in the global marketplace. In Texas and particularly in East Texas, our education levels are lower than other regions of the country. We have much work to do to get our workforce to the level of education necessary to fill the skill levels required in the economy.

The really good news is that East Texas and Texas in general have not been caught up in the "unbridled exuberance" of East Coast and West Coast real estate markets. Texas bankers remember the bust of the 1980's and have continued conservative lending practices that wisely have kept our area from real estate deflation and helped us avoid a mortgage crisis in our market. Texas bucked the national trends in 2007 and 2008 by adding as much as 75% of all the new jobs created in the United States, and we continue to add residents. One estimate has Texas gaining close to 400,000 people in the last year alone, much of them economic migrants from California, Florida and other hard hit states. Several economic think tanks have projected that Texas in general and the Tyler area in particular will be one area that will weather this economic downturn better than most other areas. Fisher stated that Texas was the last region to go into the recession and should be one of the first to come out.

Your Chamber has consistently placed education as a top priority as one of the building blocks of our regional economy. Tyler, Smith County and Texas as a whole have an economy that is the envy of the nation and the Texas economy as a whole has caught the attention of observers around the world. It is now up to us to act responsibly with a vision for the future.

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| 310 AHS Audiology & Hearing Care, LLC | 612 Shepherd's Guide | C3 The University of Texas Health Science Center at Tyler Prime |
| 311 Stanley Steemer of East Texas | 701 Texas Bank and Trust | C4 ARAMARK Uniform Services Prime |
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| 400 KLTV-Channel 7 Platinum | 703 Sierra Packaging Company | C6 Southside Bank Prime |
| | 704 DatCom | C7 East Texas Radio Group Prime |
| | 705 Tyler Water Utilities | C8 The University of Texas at Tyler College of Business and Technology Prime |
| | 706 Tyler Chiropractic | |
| | 707 Wright-Way Services | |
| | 708 Drug & Alcohol Testing Compliance Services | |



Contact Club's Santa Michael Kennedy, Brandy Roman and Ken Allen shown ringing the bell for the Salvation Army at Dillard's.

Wishing Our Members a Happy and Prosperous New Year!

contactors of the month



Christy Strickland
September

Christy has earned her fifth Production Award after 2 years in the Contact Club. She is the Event Coordinator at The Potpourri House is active

in the community as a member of the Women's Symphony League, Tyler YPN, e-Women Network and the Tyler Hotel Motel Association. Christy is married to Paul and they are the parents of 2 children.



B.J. Hornbostel
October

B.J. has been an active member of the Contact Club for more than 10 years where she is a Life Member. In addition, she has served in leadership roles on other

Chamber committees as well. B.J. is the East Texas Regional Manager of United Heritage Credit Union and is active in many community organizations including Tyler Rotary currently serving as President-Elect and winner of the 2009 Rotarian of the Year.



Michael Kennedy
November

A first year member of the Contact Club, Michael is Community Development Coordinator for Allegiance Home Health. He is also involved with the Chamber as a member

of the Senior Expo Committee and the Senior Resource Committee. Outside of Chamber activities, Michael is a United Way Loaned Executive and a Board Member and coach for Rose Capital East Little League. He and his wife, Christy are the parents of 4 children.

HALL ONE BOOTHS

Community Contact	Boyer Practical Plumbing	TCM2	Beacon Federal	Suddenlink	Suddenlink	Suddenlink
Community Contact	Kelly Services	Sleep In & Bites	Tyler Junior College School of Continuing Studies	East Texas LightHouse for the blind	East Texas LightHouse for the blind	BSCENE Magazine
Community Contact	Divers Health Care Services, Inc.	Vinylstone Floors and More	DC Proctor USA	Estes, McClure & Associates, Inc.	Evans Air Conditioning	Murphy Wellness Center
Community Contact	Carpet Bob's Care	The Checkmate Coffee Company	Bank of Tyler	Direct Buy of East Texas	Latter Outdoor Advertising	Latter Outdoor Advertising
Community Contact	AI HomeCare, Inc.	Alford Waste Services	Allegiance Home Health	Eye Care Associates of East Texas	Eye Care Associates of East Texas	Workforce Solutions East Texas
Community Contact	Professional Horizon Title Service	East Texas Regional Healthcare System	AHE Audiology & Hearing Care, LLC	AHE Audiology & Hearing Care, LLC	Starlyt Starliner of East Texas	The UPS Store
Community Contact	East Texas Food Bank	Barboursouth	Toshy Mother Frances Hospitals and Clinics	East Texas Area Boy Scout Council	Consumers Credit Counseling Service	Citizens National Bank
Community Contact	City of Burrell	Keep Tyler Beautiful	East Texas Title Company	Hampton In-House Carpet Care	Tyler Solid Waste	USA Palco and Mail
Community Contact	East Texas New Home Trailer	H & R Book	Designer Graphics	East Texas Regional Development Co.	Covering and Thompson, DC	916
Community Contact	RA & TR Steadfast Co. Inc.	Historic Avignon Menorah Museum	Zipper's Catering	Steph's Natural Bed by Select Comfort	Kalshoff's Technology	The Express 3 Mail M...
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Community Contact	Complete Business Systems	Complete Business Systems	United Credit Union	Smith's Local Bar & Event Center	Protek Payment Solutions	Shepherd's Guide
Community Contact	Texas Bank and Trust	Hudson Printing & Graphic Design	Santa Packaging Company	DocCall	Tyler Video Services	Tyler Chamber of Commerce
Community Contact	Wrightway Services	Drug & Alcohol Testing Compliance Services	Callisto with a Twist	University of Prodent	East Texas Professional Credit Union	Country with a Smile

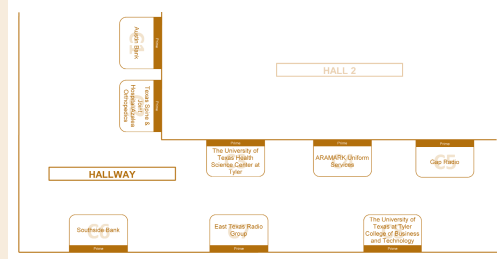
STAGE

tyler business expo

HALL TWO BOOTHS

Community Contact	Express Employment Professionals	Atra Federal Credit Union	Texas Mutual Insurance	Medical Lake	Quality Care Services, Inc.	County Rehabilitation Center, Inc.	C Woods Company	AT&T The Real Yellow Pages	AT&T Mobility	899	810	Tyler Beverages Inc.
Community Contact	SERVPRO of Tyler	AAA Automation	Holiday Inn Express Tyler South	904	905	O-K Paper Center	907	908	firstSTEPS for Life			
Community Contact	Tee Brock Hill School	Protek, Wilhelm & Company	Cliffir Reprints	Tyler Junior College Career Services	AnyLab Tool Now	AnyLab Tool Now	U.S. Army	916	917	918		
Community Contact	Harrison Orthopedic	Regions Bank	Bath Wraps	East Texas Topics	Stark Brook Jewelers, Inc.	1006	1007	1008	1009			
Community Contact	Oriskany Health Center	Coils Gas Enterprises	Suburban Media	St. Paul Children's Hospital, Inc.	Exceptional Technology Solutions, LLC	Office Plus	1016	1017	1018			

HALLWAY BOOTHS



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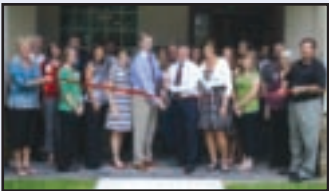
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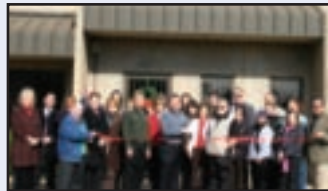
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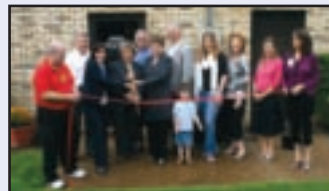
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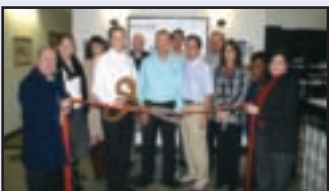
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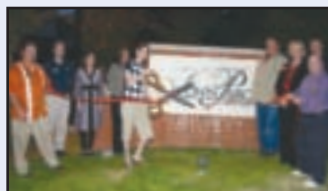
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WHERE DO I FIT IN?

Members are encouraged to participate in the Tyler Area Chamber of Commerce by attending activities like the quarterly membership luncheons and breakfasts and once a month Business After Hours functions where you can meet with other members on an informal basis.

Most importantly members are encouraged to work on one or more committees, where the bulk of the Chamber's work is accomplished.

To be placed on a committee just refer to the web site at www.tylertexas.com and make your selection or call the Chamber at 903-592-1661, ext 245.

The committees / organizations are:

Area Development Council

Aviation Committee

Aggressively promotes the improvement, maintenance and expansion of air transportation.

Governmental Affairs Committee

Works closely with government officials to achieve the mission, goals and objectives of the Chamber.

Highway Transportation Committee

Aggressively promotes the improvement, maintenance and expansion of ground transportation.

Business Development Council

Business Relations Committee

Provides opportunities for our members to become better acquainted with each other and to make it possible for our members to make new business contacts with others in the East Texas region. Better promotes existing Tyler/Smith County businesses and provides a means of giving recognition to deserving businesses in the Tyler/Smith County area.

Technology Committee

Promotes technology and infrastructure in the Tyler area.

Education / Human Resources Committee

Promotes excellence in education by encouraging business and community involvement in local schools.

Senior Resource Development (Retirement)

Attracts retired citizens. Develops a marketing plan to attract retirees to the Tyler/Smith County region. Involves retired Tyler/Smith County area citizens with the Chamber using their talents to carry out its mission.

Medical Committee

Focused on the medical services sector and includes marketing the importance of the healthcare industry, determining infrastructure needs in the medical districts, and public policy medical issues.

Tyler Convention & Visitors Bureau

Tourism Committee

Promotes Tyler as a tourist destination. Supports and sponsors Tyler/Smith County events.

newmembers

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