



Jim Lambeth
Chairman
2009 - 2010

Chairman's Letter

Your perspective depends upon your viewpoint and the view from the Tyler Area Chamber of Commerce is excellent considering the economic difficulties in the world around us. We should all count our blessings that we live and do business where we do. The Chamber's mission for this year has been to maintain the membership from last year's record setting drive, to continue to improve the business environment and quality of life in Tyler, Texas, and to effectively communicate that message and our work to our membership. It has been my pleasure and honor to chair this respected organization and I am pleased to report that we have worked to further our mission.

At a time when other non-profits have had to cut budgets, reduce staff, and eliminate programs, your Chamber has successfully maintained our workforce and our work programs. The Chamber has added staff in Membership Services and through the Contact Club we have been successful in retaining new members from last year's drive. Membership recruitment and retention is vital to our mission and the Contact Club and our Chamber Staff deserve kudos for their successful efforts. Ladies and Gentlemen our hats are off to you!

At a time when programs and services are being trimmed or eliminated your Chamber has continued to advance its agenda to improve the business environment and quality of life in our community through our partnerships with the Tyler Economic Development Council, the Hispanic Business Alliance, the Texas Association of Business, and the U.S. Chamber of Commerce along with our local governments and educational institutions.

Continued on page 2

LYNDA YORK ASSUMES ROLE OF CHAIRMAN AND JERRY WOOLVERTON ELECTED CHAIRMAN-ELECT FOR THE TYLER AREA CHAMBER OF COMMERCE

Jerry Woolverton was elected 2010-2011 Chairman-elect for the Tyler Area Chamber of Commerce at its September Board meeting. His term begins October 1, 2010. Lynda York was elected Chairman for the upcoming year. "We are excited that Jerry has been elected as a member of our leadership team for the Chamber", said Lynda, incoming Chair.

Lynda York has been active with the Chamber for many years most recently serving as Membership Services Council Chair. She has also held the office of Contact Club Chairman and as a member of the Club has received 13 production awards and this past year received her Life Membership.

Lynda York is a native East Texan. She has been in the banking industry for thirty-seven 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 Mah Jongg.

Jerry Woolverton is President of Texas Bank and Trust -Tyler, a position he has held for seven years. He has twenty-seven years of banking experience, all in Tyler. He is also an adjunct instructor of finance at The University of Texas at Tyler.

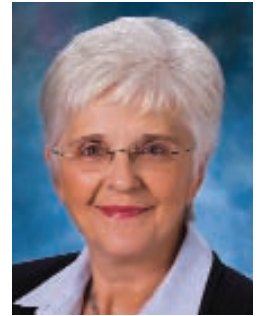
A native of Jacksonville, Texas, Mr. Woolverton received his bachelor of business administration degree from The University of Texas at Austin in 1982 and his master of business administration degree from The University of Texas at Tyler in 1987. He is also a graduate with distinction from the Southwestern Graduate School of Banking at SMU.

Mr. Woolverton presently serves on the boards of the Tyler Area Chamber of Commerce, the Tyler Economic Development Council, the Tyler Junior College Foundation, and Children's Village.

For the Chamber, Woolverton has served as SPORTyler Chair, Membership Services Council Chair (Contact Club Chairman), Business Development Council Chair, Treasurer, and Area Development Council Chair (upcoming year).

Together, Mr. Woolverton and his wife, Kelley, have six children, Hannah, Emma, Hayden, Brandon, Leyton, and Gracie. They are members of Green Acres Baptist Church.

In addition to York and Woolverton, Officers for 2010-2011 include: Woolverton who will also serve as Area Development Chairman; Howard Patterson, Convention and Visitors Bureau Chairman; Jim Lambeth, Past Chairman; Mary Elizabeth Jackson, Business Development Chairman; Rick Jett, Treasurer; Michael Harrison, Membership Services Chairman; and Executive Committee-at-large members include: June Cheatham, Charles Hill, Mark McDaniel, Ed Thompson, and Rea S. Boudreaux.



LYNDA YORK
Chairman



JERRY WOOLVERTON
Chairman-Elect

Continued from front cover

Members of the Chamber's Executive Board and Staff journeyed to Washington D.C. this spring and met with our Congressional Delegation and with the White House Business Liaison to express our concerns about legislation facing the business community. We have joined with the City of Tyler in the Industry Growth Initiative leading the energy sector of the initiative. We continue to support TISD and TJC in their efforts to improve and grow and further their economically vital educational mission and we support Smith County's downtown facilities master planning efforts. All of these efforts improve the business environment and quality of life for our membership.

Two valuable surveys have been completed that have shown us the importance of our local medical and retail sectors. Our retail sector survey revealed two important points: Our retail trade area is large; both in terms of population and in area, and we have a tremendous capacity for retail growth and expansion. The medical sector survey showed that the medical segment of our local economy grew faster than most other sectors, there will likely be continued growth and that this sector is a huge component, up to 30% of our local economy. Your Chamber continues to work to promote the local retail and medical business environment.

This year has seen two accomplishments that have taken many years of Chamber and community leadership to come about. The next segment of Loop 49 is now under construction from Texas highway 155 to Texas highway 31. The Texas Veterans Nursing Home project is now under construction next to the University of Texas Health Sciences Center at Tyler campus off of Texas highway 155 north. This project began with an application process we started in 1998, and thanks to much perseverance is now being completed. This is a testament to our staff and community leadership.

Yes, your perspective depends upon your viewpoint and the view from the Tyler Area Chamber of Commerce is excellent. We should all count our blessings each and every day that we live, work and do business here. The Chamber's mission is to be a vital catalyst to improve the business environment and quality of life in Tyler, Texas, and it has been my pleasure and true honor to serve our community and this organization and I am pleased to report that we have worked to further our mission this year at the Tyler Area Chamber of Commerce.

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: Andy Bergfeld, Bergfeld Realty Company; Camille Brown, Stepping Stone Elementary and C. Brown Middle School; Dr. David Dykes, Green Acres Baptist Church; Kay Latta, Henry & Peters; Pat Pinkerton, RPR Construction Company, Inc.; Rick Rayford, Brookshire Grocery Company; Don Thedford, Don's TV & Appliances.

AREA DEVELOPMENT COUNCIL

VICKI SORREL, Area Development Council Chair



The Area Development Council includes three committees: Aviation, Governmental Affairs, and Surface Transportation. With outstanding chairs leading the way, the volunteers on these committees have made significant contributions to

the Chamber's mission this year.

The Governmental Affairs Committee has been fortunate to work under the leadership of Mary Elizabeth Jackson. This group has worked on many important initiatives this year, including continuing support of a downtown jail, promoting a new multi-purpose convention center, funding for Tyler Independent School District and for TISD bond proposals, funding for Tyler Junior College and facility improvements, reviewing and supporting health initiatives, funding for nursing education, coordinating bi-annual Tyler Day in Washington trip in May, and monitoring federal, state and local legislation.

The Aviation Committee under the leadership of Joe Jones held Chamber Day at the Airport with 8 east Texas area chambers and 350 members attending the successful event sponsored by Jet Center of Tyler, Oncor, and PBS&J. Also, this year the Historic Aviation Memorial Museum hosted the "Wings of Freedom" event on March 8th. The new Skyline Restaurant opened at the old terminal and several improvements using grant money were made to the airport.

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 (referred to by TXDOT as Region 6).

MEMBERSHIP SERVICES COUNCIL

JIM TOMAN, Membership Services Council Chairman



Membership Services continues to be the heart and soul of the Chamber. Members are surveyed each year as to why they belong to the Chamber and time and time again the primary reasons listed are networking and referrals. The Membership

Services Council is always looking for new ways to provide networking opportunities for our membership. The Chamber provides these opportunities – but you, the member, must take advantage of them by attending as often as possible to network and develop new referrals and leads for your business.

This year, the Chamber presented four quarterly luncheons and five member breakfasts and also held events such as the annual golf and clay shooting tournaments. Participation in all these events continues to be strong and along with the Business Expo, Senior Expo and Seniors Celebrating Life, opportunities

to network are presented almost weekly. Also don't forget that actively participating on one of our Chamber committees is another opportunity to meet new contacts as well.

Another benefit added this year to becoming a member of the Chamber was the addition of the Chamber's Facebook page and the posting of ribbon cuttings almost within the hour of the event taking place. Ribbon cuttings are presented in our newsletter and also on our web site and Facebook. That is three opportunities for exposure.

The Contact Club has had a record breaking year with 21 contactors receiving Production Awards. This is over 80% of the group and they are to be commended for all their hard work. We also had the addition of three new Life Members this year; Lynda York, Amy Cunningham, and Don Skylar. Congratulations for reaching this goal.

It has been my pleasure to serve as your chairman this year. The Chamber and the opportunities it provides are so important to our community and I am proud to be a part of it.

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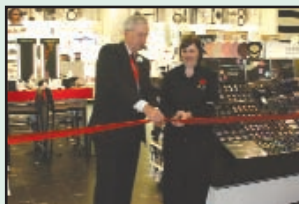
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VOLUNTEER OF THE 3RD QUARTER



Volunteer of the 3rd Quarter
is Richard Solomon of Austin Bank

VOLUNTEER OF THE 4TH QUARTER



Volunteer of the 4th Quarter
is Rosemary Jones of Ramey & Flock, PC

contactors of the **month**



Mary O'Neill
June

Entering her third year in the Contact Club, Mary has earned one production award. She is the co-owner of Fish Fanatics, a new public wholesale company

of tropical and freshwater fish, live rock and corals operating out of Jacksonville. Mary has volunteered with PATH, Habitat for Humanity and MDA. She and her husband, Brian, are the parents of three children.



Ken Allen
July

Ken is a first year Contact Club member but has already served the Chamber as Chairman of the Education Sub-Committee. He is the President of Austin Bank,

Downtown Tyler. He has been active in the community serving in various capacities for Junior Achievement, American Cancer Society, and Tyler Donor Council for Carter Bloodcare. He and his wife, Teresa, are the parents of two daughters.



Tricia Walker
August

A marketing consultant with East Texas Radio Group, Tricia is in her second year with the Contact Club. She is a member of the

Tyler Executive Women's Network and is currently serving as the Marketing Officer for Toastmasters. She is married to Gary and they are the parents of three children.

BUSINESS DEVELOPMENT COUNCIL

JERRY WOOLVERTON, Business Development Council Chairman



The Business Development Council contains four committees: Education/ Human Resources Committee, Medical Committee, Senior Resources Development Committee and Technology Committee. Each committee this year was chaired by a very capable, hard-working chair.

The Education / Human Resources Committee, chaired for the 2nd straight year by Bill Burgdorf, co-sponsored the very successful Groundhog Job Shadow Day with 116 businesses and 306 students participating. The committee

also worked with representatives from Tyler Junior College and UT Tyler in hosting a progressive dinner event for Hispanic parents of prospective new college students; 115 families participated. Other noteworthy achievements of this committee were: Supporting the P-16 Council initiatives; supporting the TISD Teacher of the Year program; and planning the upcoming (Oct. 20th) HR Seminar/Workshop to educate business owners about HR issues.

The Medical Committee worked under their very capable chair, June Cheatham. This committee was very busy, with noteworthy accomplishments including: Presentation of a Medical Impact Study which highlighted the tremendous impact of the medical industry on our local economy; co-sponsoring along with the Governmental Affairs Committee a luncheon where Stephanie Carlton from Senator John Cornyn's office presented a comprehensive overview of the new health law, the Patient Protection and Affordable Care Act (PPACA); coordinating with area educational institutions to discuss workforce needs of the healthcare industry.

The Senior Resources Development Committee was chaired for the 2nd consecutive year by Debbie Isham. This committee was very active and meetings very well attended. Significant accomplishments were: Hosting the Senior Health & Living Expo with 75 booths and 1100 attendees; hosting the Seniors Celebrating Life event with 53 booths and 1200 attendees; continuing to market Tyler as a Retirement Friendly Community.

Beth Womack did a great job in chairing the Technology Committee this year. This committee's successes included: Working with area secondary education institutions to support technology development at those schools; obtaining expert speakers for committee meetings who spoke on cutting-edge topics such as enhanced broadband connectivity, secure backup of sensitive computer data, and TISD STEM (Science, Technology, Engineering and Math) Academies. Other accomplishments included supporting the expansion of connectivity in Tyler and Smith County and marketing of Tyler/Smith County as a technology destination for companies and individuals. Overall, thanks to the hard work of the committee chairs and the active involvement of committee members, the Business Development Council enjoyed a very productive year.

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CONVENTION & VISITORS BUREAU

BRIAN MCCALLA, Membership Services Council Chairman



CVB Annual Report Tourism is a driving force to the stability of Tyler's economy. According to the Texas Office of the Governor, Economic Development and Tourism, the economic impact of travel for the Tyler metro area was \$283 million dollars in 2009 (most recent year available). Without travel-generated tax revenue, each household in Tyler would pay approximately \$865 a year in additional taxes to maintain current service levels.

The Tyler Convention & Visitors Bureau (CVB) is funded by hotel / motel 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*, *Bank Travel*, *Austin Monthly*, *Senior Voice*, *Texas Co-Op Power & American Heritage Magazines*. Articles were placed in *Group Tour Magazine*, *Texas Highways* and *Texas Co-op Magazines*. As a result, over 21,959 visitor packets were mailed to those requesting information and there were 66 tour groups with a total of 2,885 people with an estimated economic impact of over \$225,145.00.

In 2010, the Convention Department has had a total of 16,072 delegates and 6,333 hotel room nights YTD (year to date). In 2009, the Convention Department had a total of 13,955 delegates and 5,357 hotel room nights YTD. This increase has been reflective of the conferences that have chosen Tyler as their host city.

Conferences such as: The Texas Association of Structural Movers, the Texas Public Water Association Short Course, the Texas Association of Single Square Dancers, and the Texas Economic Development Council Summer Meeting have all found the city of Tyler a warm and welcoming place to house their convention.

Sporting events through our SPORTyler program continue to flourish. New events this past year included the United States Tennis Association Texas Section League Championships/50 and over. This event brought approximately 750 tennis players to Tyler over a three day period. Tyler is hosting this event for the second straight year. Two other new events were the Pop Warner Cheer and Team Competitions which brought between 800 and 900 dance and football participants to Tyler over the Thanksgiving holidays and the NJCAA Division 1 Women's National Soccer Championship which brought 8 teams to Tyler from across the United States for 5 days. The upcoming year looks to be as busy as ever and SPORTyler continues to grow, thanks to the support of the City of Tyler.

The Azalea & Spring Flower Trail and the Texas Rose Festival continue to be events that draw thousands of visitors yearly into the Rose City. The 2009 Texas Rose Festival directly generated almost \$1 million to our economy and the 2010 Azalea & Spring Flower Trail brought in over \$3.2 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 will find.

HISPANIC BUSINESS ALLIANCE

2009-2010 REPORT



The Hispanic Business Services Office operating at the Tyler Area Chamber of Commerce with the guidance of the Hispanic Business Alliance Advisory Committee comprised of 15 community and business leaders, experienced an increase in its program development and in individuals assisted in the Hispanic business community.

New and existing businesses requesting assistance has increased to a monthly average of 15 to 20 individuals requesting counseling on new business requirements, loan assistance and business management operating procedures / issues.

A Construction Management program that will increase the construction skills of subcontractors will begin in the fall of 2010 at TJC's School of Continuing Studies. This is a coordinated effort between the HBA, the Tyler Economic Development Council, the Tyler Area Builders Association and Tyler Junior College.

Members from various organizations under the leadership of the HBA began a

study to explore the possibility of starting a "kitchen incubator" in North Tyler at the previous Luby's Cafeteria location on Hwy 69 North and Loop 323. The incubator would be a commercial food preparation facility and education center designed to help entrepreneurs start new food-based businesses and provide business management support to formalize and help grow their business.

To better inform the business community on its programs and services, a monthly newsletter, "Que Pasa," is published and distributed to community and business leaders. A twice a week radio program iHablando de Negocio (talking about business) on business information, issues, etc is aired on La Invasora radio. In addition, information about services and events is distributed through Hispanic retail locations. The 3rd Annual Hispanic Business Achievers Awards will be presented at a luncheon format with guest speaker. Hispanic owned businesses will be recognized in six categories: Micro-business, Established business, Restaurant, Contractor, Woman-owned business and Professional.

The HBSO is also involved in other community and economic development efforts such as the recent Sister City agreement with the City of San Miguel Allende, Mexico and the recruitment efforts of Mexico based companies with an interest to expand and relocate to Tyler.

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2009-2010**

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