



Lynda York
Chairman
2010 - 2011

Chairman's Letter

I recently walked into my home after a typical work day and turned on the news and was bombarded with the chaos in Egypt. I had to pause and count my blessings. Do you ever just think about how blessed you are to live in Tyler-Smith County? We are so blessed to have our local City and County leadership. We are fortunate to live in a place where family and faith are important and we can live it out without ridicule. With spring fast approaching and the azaleas blooming soon, we are also fortunate to live in one of the most beautiful cities that I know of.

Dr. Ray Perryman, one of the best authorities on economics in Texas, spoke at our quarterly meeting in January and projected positive job growth for Tyler and Texas in the coming years. This is welcome news for our local economy. A record crowd of 500 attended.

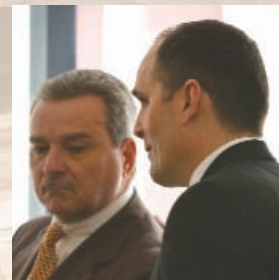
Our annual Business Expo was a great success this year with a record attendance of over 5,000 and many new participants. This is the premier event for networking provided by your Chamber.

Also in January, the NETRMA broke ground on segment 3B of Toll 49 which will connect to Interstate 20. That means that in just 22 months, around Christmas 2012, it will be possible for the citizens of Smith County and surrounding areas to travel the 26 miles along toll 49 from

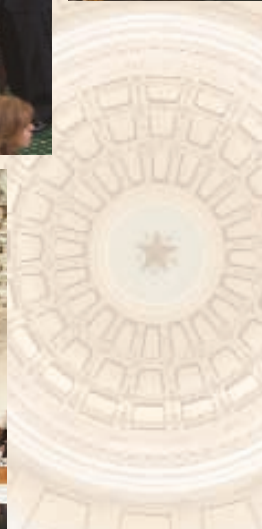
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Tyler / East Texas Coalition Day in Austin a Big Success



Photos by Bryan Boyd



Continued from front cover.

Highway 110 near Whitehouse to the West up to Interstate 20! Wow! Transportation is vital to our area to retain and attract businesses and families.

The Education and Human Resource Committee hosted another successful Groundhog Job Shadow Day, hosted by Monica Davis, with over 250 students and 80 businesses participating. Thank you to those Chamber members that participated in giving these students a glimpse of their future.

The Governmental Affairs Committee recently hosted Tyler Day in Austin February 28- March 1, with over 100 community leaders promoting the Tyler/Smith County area to our elected officials. This session Tyler joined Longview and Kilgore to form the East Texas Coalition and present a larger stronger presence in Austin. Tyler roses were presented to our state elected officials. This is an important event that is held each Texas legislative session to help us convey to our legislature the needs here in Smith County.

Thank you to our many sponsors including: Allied Waste Services, AT&T, Austin Bank, Boone & Boone Construction, Ltd., CenterPoint Energy, Chesapeake Energy Corporation, Linebarger, Goggan, Blair & Sampson, Oncor Electric Delivery, Southside Bank, Suddenlink Communications, Texas Spine & Joint Hospital, The University of Texas at Tyler, The University of Texas Health Science Center at Tyler, Trinity Mother Frances Hospitals and Clinics, TXU Electric, Tyler Junior College, and CR Roses.

Mark your calendar for our next Quarterly Luncheon on May 25th when Mayor Barbara Bass will give us the "State of the City."

Thanks for all that you do for your Chamber.

2011 Azalea & Spring Flower Trail



March 25-April 10

1st Place Winner
Jana Ezernack of Tyler

Below: 2nd Place Winner
Lisa Kendall of Whitehouse



As the snow melts and spring comes to East Texas and the Tyler area, a popular flower is once again honored with its own festival. The Azalea flower has made

Tyler one of the most popular spring time stops for travelers to our area attracting hundreds of thousands of visitors! This year's Azalea & Spring Flower Trail is no exception and is scheduled for March 25-April 10.

The annual celebration now features over ten miles of residential gardens, showcasing colorful azaleas, dogwoods, tulips, wisteria and many beautiful spring flowers. Media coverage of the beauty extends nationwide with coverage in *Southern Living*, *Better Homes and Gardens* and many other gardening magazines.

The 10-mile driving tour begins at Broadway and East Houston Streets. From there, visitors can follow the posted Azalea Trail signs as they tour one of Tyler's most attractive residential areas. Photography is a popular past time during the trail and is highly encouraged. For the amateur photographer, there's even a photo contest. There's plenty of beautiful scenery to photograph, as well as the lovely Azalea Belles that serve as ambassadors to Tyler during the spring event. You will see them smiling and greeting visitors all along the trail.

There are several other events for visitors and residents during the three weekends of the Trail. They include an Arts & Crafts Fair, Historic Tyler on Tour (tour of six historic homes), Azalea Quilt Show & Needlework Exhibit, living history exhibits and demonstrations, plant sales and many more.

Visitors may obtain trail information at the Visitors Information Center located at the Chamber of Commerce office, 315 N. Broadway from 8:30 am-5 pm, Monday-Saturday and 9 am-3 pm on Sundays. For a complimentary visitor packet and other Trail information, please call (800) 235-5712 or visit www.TylerAzaleaTrail.com.

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Smith County Lean Consortium

PURPOSE

To promote cooperative efforts with the member entities to become more efficient, more profitable, and therefore more competitive in

the market place, through shared learning and networking in continuous improvement efforts based on lean principles.

A FEW MEMBER ENTITIES ARE

Air Rover
Brookshire Grocery Company

Cardinal Health
City of Tyler

Tyler Junior College
Distant Land Coffee

Hood Packaging
Luminant

Teknor
Vesuvius

UPCOMING EVENTS

Tuesday, March 21, 2011

SCLC Luncheon at Traditions restaurant at 11:30 am to 12:30 pm. Cardinal Health will be presenting their process improvements with the group.

Tuesday, April 19, 2011

SCLC Luncheon at Traditions restaurant at 11:30 am to 12:30 pm. We will have a workshop on lean principles.

CHAIRMAN

Scott Reily – 903-534-3029

contactors of the **month**



Cindy Smoak
December 2010

Cindy works at the TACC where she serves as Vice President of SporTyler. Now in her fourth year as a member of the Contact Club, she has earned 16 Production Awards. Cindy is currently a Board member for Parks of East Texas and Texas Wounded Warriors and was a member of Leadership Tyler Class 22. She and David are the parents of 2 grown children.



Michael Harrison
January 2011

Michael Harrison is serving on the Chamber Board of Directors as Chairman of the Membership Services Council and as a member of SporTyler. He has been a member of the Contact Club for three years and has received his third Production Award. A financial advisor with Blekher, Radeke, & Gibson, he is active in the community as a member of the First Tee of Tyler, Marvin United Methodist Church Administrative Council and Chair of the Men's Group. Michael and his wife, Penny, have 3 children.

5th Annual *Seniors*

*Celebrating
Life*

March 31, 2011

8:30 a.m. - 2 p.m.

Harvey Convention Center

Break Out Sessions on popular topics such as:

*Gardening, Safety Tips, Staying Fit, Financial Matters,
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*Free Admission to all Seniors • Lunch Will Be Provided
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VOLUNTEER OF THE 1ST QUARTER

Lynda York presenting the Volunteer of the 1st Quarter award to Jim Snow (left) and Shirley Lindsay (right) with Rose Capital Chapter, Military Officers Association of America.

new members

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Sponsor: Abigail Duty

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Braly and Moore PC
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Sponsor: Vel Williamson

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Sponsor: Don Skylar

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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, 315 N. Broadway, Tyler, Texas 75702, 903-592-1661, www.tylertexas.com

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