



Message From the Chairman



CLAUDE E. HENRY
Chairman 2016-2017

The past few weeks of cooler weather are announcing the coming of the fall season and a new chamber year.

Many of the past board chairs of the Tyler Area Chamber of Commerce (TACC) told me that my year serving as chairman would be fun, educational, and pass much quicker than I could imagine. They were right on all three counts. Having the honor to work with so many talented and dedicated people within the Chamber staff (led by Tom Mullins and Henry Bell) and all the member volunteers who make up our board and committees has been very rewarding and something I will always treasure. The mission of TACC is to enhance the business environment, the economic well-being, and quality of life for the Tyler area. These have been our guiding principles.

At the beginning of each chamber year, our committees develop a work program

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Howard Patterson assumes role of Chairman and Skip Ogle elected Chairman-Elect for the Tyler Area Chamber of Commerce



Howard Patterson
Chairman

Howard Patterson was elected 2017-2018 Chairman for the Tyler Area Chamber of Commerce at its August Board meeting. His term began October 1, 2017. Skip Ogle was elected Chair-Elect for the upcoming year. "We are excited that Skip has been elected as a member of our leadership team for the Chamber," said Patterson.

Dr. Howard Patterson is Vice President for Student Affairs (VPSA) at The University of Texas at Tyler. During the 2013-14 academic year he also served as an American Council of Education (ACE) Fellow at The University of Texas at Austin under then President William Powers. Dr. Patterson joined the UT Tyler administrative team in 2001 as Assistant Dean of Student Affairs and Athletics Director. Among his initial responsibilities was enhancing all facets of campus life, including the launch of an NCAA Division III intercollegiate athletics program.



Skip Ogle
Chairman-Elect

Patterson, a New England native, has been a Tyler Area Chamber of Commerce board member for the past 10 years, served on the Executive Committee for eight years and was most recently Chair-Elect. Previously, he served as chair of the Convention & Visitors Bureau, Area Development Council, and Business Development Council.

Dr. Patterson has a long history of involvement with community service organizations. He served on the San Antonio Sports Foundation Board and is currently an elected member of the Whitehouse Independent School District (WISD) Board of Trustees, serving as president for two years. He serves on the SPORTyler Committee and Keep Whitehouse Beautiful. He was a member of the Smith County Bar Foundation. In the past four years, he has been chosen twice as the NCAA DIII Athletic Administrator of the Year.

Dr. Patterson's wife is a Pre-K teacher and they have three children. The oldest is a graduate of UT Tyler and in her fourth year as a junior high school mathematics teacher. Their second child is a senior Elementary Education major at UT Tyler and the youngest is a senior at Texas Tech University. Both will graduate in December of 2017.

In addition to Patterson and Ogle, Officers for 2017-2018 include: June Cheatham who will serve as Treasurer; Kevin Carlile, Visit Tyler; Roy Martinez, Business Development Chairman; Myranda George, Membership Services Chairman; Gates Bresford, Area Development Chairman, and Executive Committee-at-large members include: Lee Browning, Cheryl Sartain, Ed Broussard, Corina Ruiz and Shannon Dacus.

Chariman's Message

Continued from front page.

that will benefit Tyler and then work diligently throughout the year to achieve their objectives. The passionate participation of so many of our members in this process is one of the things that makes Tyler so special. I am very thankful to all of the committees for their accomplishments this year, but also need to especially thank our Chair-Elect Howard Patterson and council chairs: Skip Ogle, Area Development Council; June Cheatham, Business Development Council; Lee Browning, Membership Services Council; and Cheryl Sartain, Visit Tyler. It was also a pleasure working with LaToya Young who served as our Treasurer.

Several successful events have been held this year and are too numerous to list in my comments, but we did have outstanding attendance at the 2017 Kick-Off Luncheon, the '17 Energy Summit, the 33rd Annual Economic Outlook Luncheon, the State of the City and District (TISD) luncheons, and the B2B Expo. Also, 80 TACC members participated in East Texas Coalition Day in Austin. I was very proud of the turnout and believe our elected officials took note of our collective voice.

The chamber will continue working for you in the years ahead and we will be in good hands when Howard Patterson takes the reins as chairman in October. Let me close by saying thank you all for your support and for allowing me to serve as chairman this year. God Bless you all and God Bless Tyler, Texas.

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: Kim Beckham, Central Baptist Church; Ikey Eason, Chick fil a; Claude Figueroa, CenterPoint Energy ; Matthew Marshall, Drake Real Estate; Ed Moore, Tyler City Council; James Sheridan, Texas Bank & Trust; Don Warren, Lomoco, Inc. Appointed to one year un-expired terms are: Anwar Khalifa, Pyramid Homes and Brandy Ziegler, Fitzpatrick Architects.

AREA DEVELOPMENT COUNCIL

Skip Ogle, Area Development Council Chair



Governmental Affairs Committee

The Governmental Affairs Committee, Chaired by Stephen Taylor had a busy but great year. The committee monitored state legislation during the recent 85th legislative session and sponsored and participated

in the bi-annual Chamber Trip to Austin to visit with our local state elected officials and participated in other related governmental matters while in our state capital. The committee held a joint meeting with the Education/HR Committee hearing the Pros and Cons of the TISD Bond proposal. The committees jointly made a strong recommendation to the Chamber Executive Committee to support the bond proposal. All members of the committees participated in thoughtful and supportive discussions for the betterment of our community. The Governmental Affairs Committee is looking forward to 2018 for our bi-annual trip to our national capital for the Texas Association National Affairs Conference.

Veterans Committee

The Veterans Committee Chaired by Jim Snow focused on very specific programs, events and actions which are beneficial to the overall community, the veterans and their families. The committee continued to expand its programs of Veteran Owned Businesses and Veteran-Friendly Recognition by adding to the number of businesses that are veteran affiliated or provides some form of veteran/military recognition. The Veteran-Friendly Recognition program had a 42% increase from its beginning. In supporting veteran employment opportunities as well as marketing Tyler, the committee traveled over 1500 miles to four Texas cities as a participant in the US Chamber of Commerce Hiring Our Heroes program. This particular program qualifies as a benefit in selling Tyler as a Veteran Friendly city. Additionally, the committee conducted its annual Tyler Veteran Entrepreneurship Boot Camp in partnership with the Small Business Development Center for veterans and their families interested in starting a business. The committee maintained its focus on veteran employment by promoting and participating in state wide and local job fairs. Also, the committee, in partnership with the UT Tyler College of Business and Technology, has developed an overall

veteran marketing plan that will incorporate a specific veteran discount program to be used community wide. Launch of the program is 15 June 2017 and 200 have signed up so far. Also, the committee continued to work with and provide support for the forecasted building of a new VA medical facility in Tyler.

Energy Committee

Chaired by Claude Figueroa, the Energy Committee hosted the Sixth "Energy Summit" at the Green Acres Crosswalk Conference Center with 285 attendees. The event presents timely topics by energy industry experts to our citizens and raises awareness of the diverse energy industry in NE Texas. They supported continued expansion of CNG conversion and vehicle refill stations in NE Texas.

Aviation Committee

The Aviation Committee, chaired by Bob Breedlove, continued to support efforts to reconstruct runway 422-w which would allow larger aircraft landing at the Tyler Airport. The committee hosted "Chamber Day" at the Airport in July, where more than 300 attended and 6 cities exhibited.

Surface Transportation Committee

This year, the Surface Transportation Committee elected Kate Lindekugel to the position of Chair with Bryan Rossman continuing to serve in the role of Vice Chair for FY2017. The STC hosted stakeholders from TxDOT, NETRMA, Smith County, the City of Tyler, and the Tyler MPO to discuss the needs and progress of transportation infrastructure and its development in our community. In particular, the STC voted to support the completion of Segment 6 of the Toll 49 from Whitehouse (SH 110) to US 271 (with eventual tie in to I-20). Members of the STC also monitored the construction of Segment 4 of Toll 49, the Lindale Relief Route. Along with these initiatives, the STC continues to support such projects as the TxDOT expansion of Tyler Relief Routes (FM 2493/Old Jacksonville Highway from Gresham to Flint to Bullard and FM 756 expansion from Jeff Davis to Toll 49), improvements to congestion on South Broadway, the Cumberland Road expansions, and the Smith County Road and Bridge Maintenance Plan and Master Plan. The committee also voted to support the Smith County Road bond proposal set for a November election.

TYLER AREA BUSINESS EDUCATION COUNCIL

Mayor Martin Heines, Tyler Area Business Education Council Chair



The Tyler Area Business Education Council has now completed its 5th year of operation and is hard at work on several initiatives. The Council has identified numerous ways to engage in education, by supporting the strategic plans of our city, school district and college campuses; in addition, to serving on advisory boards and initiating efforts to elevate the importance of

postsecondary education. Topics such as kindergarten readiness, college readiness, successful postsecondary completion, gainful employment, community involvement and parental involvement have been focus areas. “El Camino al Colegio” was held in October at the St. Peter Claver Catholic Church. “Principal for a Day” was held in November and provided 27 business leaders the opportunity to be a guest principal on a Tyler ISD campus and gain an understanding of the strengths and weaknesses of local schools. For the first time, “FAFSA Super Saturday” was held in November due to the federal application being available at the beginning of October in conjunction with local school districts, colleges, City and the East Texas Human Needs Network. The event was held at 7 locations all over the county to conveniently assist Smith County families with their financial aid submissions. The 1st Annual Smith County College Fair was held in November at the Rose Garden. The “Smith County 2016 Education Report” which shares data, outlines strategies and identified goals developed by TAP4E was released this year. “Chamber of Commerce Career Connections (C4)” event was held in January on the Tyler Junior College West Campus. More than 100 high school juniors and seniors had the opportunity to connect with over 60 local business professionals from a variety of career fields. Teacher Appreciation Week was celebrated with the delivery of thank you gifts to area school campuses, both

public and private, by our area business and community leaders. The “Kindergarten Readiness Checklist” continues to be distributed throughout Smith County to provide guidance for area parents on the expectations of kindergarten teachers. Mayor’s Mentorship Achievement Program (MAP) was held during the 2016-2017 academic year in partnership with the City of Tyler and Tyler Independent School District. MAP matched City and local business leaders with Tyler ISD high school seniors to work together in accomplishing key milestones for senior success. The 4th Annual #SchoolisCool was held at Harvey convention Center and the Rose Garden on August 3rd. Parents and students given the opportunity to explore a vast amount of local services, programs and activities to promote a successful school year. Immunizations, free dental screening and free haircuts were provided, along with financial advice that resulted in one lucky family starting the academic year with a free washer/dryer set. The 1500 students were given a free backpack with school supplies; the event brought in approximately 5,000 parents and students. The Business Education Council serves as the backbone for the Tyler Area Partnership 4 Education, a collective impact initiative that brings together practitioners from across Smith County to develop data driven actions that will set the course for educational excellence in the county for several years to come.

Members of the Council include the Tyler Area Chamber of Commerce, Tyler Economic Development Council, City of Tyler, Smith County, Tyler Independent School District, Tyler Junior College, The University of Texas at Tyler, The University of Texas Health Northeast, Texas College, Brookshire Grocery Company, Centene Corporation, CRISTUS Trinity Mother Frances, East Texas Medical Center, John Soules Foods, Regions Bank, Fair Oil and Management, the Texas Workforce Commission, Mentoring Minds, Tyler Pipe, Trane Ingersoll Rand, and the Tyler Hispanic Business Alliance.

TYLER YOUNG PROFESSIONALS NETWORK

Ryan Tew, Tyler Young Professionals Network Chair



The year of 2017 has been a very productive, energetic and rewarding year for the Tyler Young Professional Network. We set some very aggressive goals at the beginning of the year, and I am pleased to report that we made substantial progress in achieving them!

The TYPN Board of Directors sought counsel by the formation of our Advisory Board. This year’s Board consists of community leaders as well as previous Chairmen. Our prestigious team of advisors includes Henry Bell, Aubrey Sharpe, Tom Mullins, Bob Westbrook, Jose Feliciano, Denver Dyer, Abbie Treat, Carmen Carpenter, and Stephanie Morgan.

Our 2nd Annual Affiliate Expo was a great success! Held at the Courtyard by Marriott in Tyler, more than 30 vendors participated, and we received rave reviews from both participants and exhibitors.

In an effort to expand our outreach efforts in the Tyler community, we

have partnered with St. Paul Children’s Foundation to give back by making blankets and painting furniture for use in their facility. In addition, for the 2nd year, a team of our members volunteered to serve during the Tyler Cattle Barons’ Gala, assisting with check-in and ushering. We’re also proud to have continued our participation in the Annual Tyler Area Chamber Golf Tournament.

TYPN is focused on growth in leadership with the ultimate goal of supporting our members to become leaders in our community. With that goal in mind, we formed a partnership with the East Texas SCORE Mentor Program to help us with providing this support to our members.

We made a concerted effort this year to increase membership reach, and this year has been extremely rewarding to that end. We added 8 new affiliate (corporate) sponsors and over 45 new individual members. We look forward to supporting the Lindale Chamber of Commerce as they develop their Young Professionals’ Network and a continued partnership with Longview Young Professionals Network.

VISIT TYLER

Cheryl Sartain, Visit Tyler Chair



It's been another award-winning year for Visit Tyler. Visit Tyler brought home three awards from the Texas Association of Convention & Visitors Bureau Annual Conference this past year. The awards received were three People's Choice Awards: Best Cooperative Marketing Campaign, Best Convention Promotion, and Best Advertising. Visit Tyler competed against other cities from across the state to win these awards.

One of Visit Tyler's newest partnerships is with the Shreveport-Bossier Convention & Tourist Bureau. The two teams have hosted a couple of events together as well as shared media opportunities. Through this partnership, Visit Tyler has been able to successfully reach into the Louisiana market for travel writers, leisure tourists, group tours, and more.

Marketing

According to Google the internet is the top source for both leisure and business travel planning. This year, the Visit Tyler website had one of the strongest Click Through Rates - CTR (people who not only searched for Tyler, Texas, but actually clicked through to the Visit Tyler webpage) in the state with a 16-month average of 5.53%. Anything above 2.18% is above the industry benchmark, and the Visit Tyler campaign has historically doubled or even tripled that CTR. This is part of an aggressive online marketing campaign we started this past year in partnership with Madden Media.

This year Holli Fourniquet, Vice President of Marketing, hosted four media groups in Tyler. This earned Tyler some recognition on a statewide and national level. In addition we worked with several travel writers throughout the year promoting Tyler as a premier tourist destination.

Visit Tyler also led the charge to create an ongoing, monthly event in Downtown Tyler: Hit the Bricks, which happens every second Saturday. Downtown businesses host special events throughout the day to encourage visitors and residents alike to enjoy all Downtown has to offer. This gives us a regularly scheduled Downtown event to promote to travel writers, tourists, and convention groups.

Conventions

Fiscal year 2016-2017 has been very successful for the Convention and Meetings Department with more than 45 new bookings. The estimated economic impact of these bookings will bring more than four million dollars into the local community. They promise to bring more than 12,000 sleeping rooms and 12,000 attendees to Tyler.

Visit Tyler has hosted more than 31 conventions in 2017. The conventions Tyler hosted this year include: the Code Enforcement of Texas Conference (February 2017), the Santa Gertrudis Breeders Association International (March 2017), the Texas Association of Student Support Service Programs (March 2017), and the Texas Ten Pin Bowling Tournament (April - June 2017; weekends only).

Conventions being held in Tyler in 2017-2018 include: The Early Ford V8 Car Club, the Texas State Federation of Square and Round Dancers, Texas Crime Prevention Association, Texas Shrine Association, and the Shriner Divan Midwinter Conference.

The convention department is excited to host the Texas Grand Chapter of the Order of the Eastern Star again in 2019.

Sports

The SPORTyler program had another big year. D'Onta Foreman, Texas running back, was named the fourth winner of The Earl Campbell Tyler Rose Award announced January 11, 2017. You can find out more information by going to www.earlcampbellaward.com and www.facebook.com/earlcampbellaward. The Earl Campbell website is getting a facelift and will be new and improved this year.

The third annual Earl Campbell Tyler Rose Award scholarship recipient was announced: Venisha Harmon, Robert E. Lee High School. This \$5,000 scholarship is awarded to an area athlete each year who demonstrates success on and off

the field, exemplifying the enduring characteristics that define Earl Campbell: integrity, teamwork, sportsmanship, persistence, and community involvement.

The East Texas Kick-Off Luncheon celebrated its 12th year with approximately 450 people in attendance and 32 schools represented.

Junior Golf continued to thrive in Tyler. The North Texas PGA and SPORTyler hosted the 12th Annual Azalea Trail Junior Golf Classic, and the 9th Annual Tyler Rose Championship was hosted by the Texas Junior Golf Tour. Tyler also hosted a new junior golf event called the Lone Star Classic at Eagles Bluff Country Club.

Tyler Junior College and SPORTyler hosted the NJCAA Division 1 Men's National Soccer Championship with 12 teams from across the country in town for the six-day event. TJC and SPORTyler also won the bid and will be hosting the NJCAA Division 1 Women's National Tennis in 2019, NJCAA Division 1 Men's National Soccer in 2019, and NJCAA Division 1 Men's National Tennis in 2020. All three events will bring in approximately 910 participants, 2,303 room nights, and an economic impact of approximately \$622,750.

UT Tyler was awarded the NCAA Division III National Softball Championships for 2019 and 2020. The event will bring in more than 400 participants over the two years with more than 1,000 room nights and approximately \$400,000 in economic impact.

Other new events this year included the combined Azalea Disc Dog and Disc Golf Competition, the TAPPS Pre-Season Volleyball Invitational, and "Cleats for the Cure" soccer tournament.

Tourism

The Azalea & Spring Flower Trail and the Tyler Rose Season continue to be events that draw thousands of visitors yearly into the Rose Capital of America. The 2016 Rose Season generated more than \$2.4 million.

The 2017 Azalea & Spring Flower Trail had an economic impact of almost \$1.8 million, an increase of about 18% from 2016.

In an effort to continue to increase holiday tourism, Visit Tyler worked with community partners to promote Rose City Christmas and added something new called the "Azalea District Trail of Lights." We passed out flyers, months in advance, to all the Azalea District homeowners encouraging them to decorate for the holidays and light up their homes, in order to encourage more visitors to come to Tyler during one of the slower months of the year. We even offered shuttle rides through the Azalea Trail to see the lights. As with any new annual event, it's a work in progress, but we're very excited that this will become more and more popular. Plans are in the works to grow the event even more this year. This and many other events were included in the Rose City Christmas brochure, which promotes all holiday activities happening in Tyler in the months of November and December. We passed them out Rose Festival weekend to all of those visitors, and encouraged them to come back for some of the great events being held during those two months. They were also distributed to all the TX Dot Travel Information Centers, as well as other Visitor Information Centers across the state.

This year we continued the destination training program: "Keepin' Tyler Rosy." During the seasons that Tyler has a big influx of visitors, it is important to put our best foot forward. The program trains frontline employees in all types of businesses in the community to better serve visitors while they are in town. We want Tyler visitors to enjoy and experience as much of Tyler as possible, so they are more likely to return in the future. We held a training in December and another one again in June. We had a total of 42 people attend this year. The program has been very successful, so we will continue to offer this valuable training at least two times each year.

Our future here in Tyler is bright. We invite you to join us in our mission by being a tourist in your own backyard. Supporting tourism efforts will benefit the community by creating a positive economic impact and stronger partnerships between businesses in town. Help us grow Tyler by keeping your business local.

TYLER HISPANIC BUSINESS ALLIANCE

Jim Bodenhamer, Tyler Hispanic Business Alliance President



The Tyler Hispanic Business Alliance exists to be the leading advocate for economic growth and community development in the Hispanic community of East Texas. Over ten years ago, representatives from various business and education interests began to brainstorm on options and methods of how to serve the rapidly growing Hispanic business sector in the Tyler Metropolitan Area. These representatives included the Tyler Area Chamber of Commerce, Tyler Economic Development Council, City of Tyler, East Texas

Hispanic Business Forum, Hispanic Leadership Council, Fourth Partner Foundation, The University of Texas at Tyler College of Business and Technology, Tyler Junior College's Small Business Development Center, and the Tyler Morning Telegraph.

With the input of these civic, governmental, business, and educational leaders, the Tyler Hispanic Business Alliance was formed in 2007 to facilitate and foster Hispanic business development in Tyler through collaboration among new and existing business related programs and agencies. Today, the Tyler HBA has established itself as the premier hub and point of contact for all Hispanic business and community affairs in the Tyler Metropolitan Area.

The Tyler Hispanic Business Alliance began its 10th year of serving the Hispanic community of East Texas. The program year began in October with the Annual Hispanic Business Achievers Awards Luncheon held during Hispanic Heritage Month. The event gathered more than 600 people, including leaders from all sectors of the community in order to honor Hispanic business and community leaders who have played key roles in the shaping of the City of Tyler and its Metropolitan Area. The event celebrated businesses for their entrepreneurial spirit, character, courage and conviction. The keynote speaker was Terry Soto, a Hispanic marketing expert.

The Tyler Hispanic Business Alliance also began to offer Hispanic Entrepreneurship Training courses to "mentor and grow tomorrow's entrepreneurs." The Tyler HBA's goal was to offer these entrepreneurship business trainings in order to grow Hispanic and Latino businesses. The course trainings provide a study of the concepts and skills necessary for starting and operating a small business including planning, organizing, managing, staffing, financing, marketing, and accounting functions. The Tyler HBA began a partnership with the Literacy Council of Tyler for its first pilot entrepreneurship trainings held in October 2016 with 10 students and with an increased enrollment of 35 for the March 2017 sessions.

The Tyler HBA also co-hosted the event "El Camino al Colegio" where Hispanic students and their parents were asked to attend a workshop that provided them information on workforce and career planning information by community experts.

This workshop was taught entirely in Spanish and was a collaboration with the Tyler HBA, Tyler Junior College, The University of Texas at Tyler, Tyler ISD, Texas College, and the Business Educational Council.

The Tyler HBA also partnered with Cecilia Rodriguez-Bush in hosting the multi-cultural event "Dia de los Muertos" which is a Mexican Hispanic holiday celebrated throughout Mexico, in particular the Central and South regions, and by people of Mexican ancestry living in other places, especially in the United States. It is acknowledged internationally in many other cultures. The multi-day holiday focuses on gatherings of family and friends to honor our ancestors. The event featured memorial displays, a processional, music, festivities, face paintings, food, an art exhibit and other attractions.

The Tyler HBA has completed its year by hosting its first ever Rose City Fiesta event in the heart of downtown Tyler at the square plaza during the month of Hispanic Heritage. The HBA's Rose City Fiesta showcased the flavors, visuals, sounds, and art that make the Hispanic cultural heritage unique and diverse. Title Sponsors were Brookshire Grocery Company and Super 1 Foods. The Title Sponsors as well as other event sponsors were given the opportunity to promote their business products and/or services and increase their company's visibility and exposure to a large population of the Hispanic community in East Texas. The event also showcased live music and performances by several music groups, Mariachi's, Aztec cultural dancers, and for the very first time in Tyler's history, the Consulate General of Mexico in Dallas recreated the synchronized call-and-response ceremony that dates back centuries called "El Grito de Independencia." This ceremony is recreated by each Mexican President during Mexico's Independence Day which calls to the memory of individual leaders of the revolution and to Mexico itself. Rose City Fiesta was the first Hispanic celebration held in observance of Hispanic Heritage Month in this area, and it was organized because of the shown support of its community, sponsors, and board leadership.

The Tyler HBA is led and managed by Nancy A. Rangel. Nancy has been an integral part of the continued success of the HBA. Her leadership, organizational, and strategic planning skills have assisted the HBA during its transition and continued growth. Events hosted by the HBA included the 9th Annual Hispanic Business Achievers Awards, Hispanic Entrepreneurship Trainings, Annual "El Camino al Colegio," co-sponsored with UT Tyler, Tyler Junior College, Tyler Area Chamber of Commerce, Texas College, and Business Educational Council for parents and students, "Dia de los Muertos" co-hosted in November, and the 1st Annual Rose City Fiesta.

Tyler HBA Executive Officers for 2016-2017 include: Jim Bodenhamer, Chair; Corinna Ruiz, Chair-Elect, Don Warren, Secretary; Jesus Vera, Treasurer; Nora Reyes, Past Chair.

Tyler HBA Board of Directors for 2016-2017 include: Henry Bell, Fred Garza, Claude Henry, Pete Kerr, Lisa Lujan, Aaron Martinez, Tom Mullins, Yaziri Orrostieta, Nicanor "Nick" Pesina, Dr. Aubrey Sharpe, Dan Velie, and Ivette Zavarca.

BUSINESS DEVELOPMENT COUNCIL

June Cheatham, Business Development Council Chair



The Education/Human Resources Committee, which was chaired by Jim Bell, held the 3rd annual C4/Chamber of Commerce Career Connection event where more than 100 students attended a workshop focused on career workforce readiness with 80 business professionals. In February, the committee hosted the re-named "Road to College" to promote college attendance by Hispanic families. Leadercast was hosted by the committee for the 4th year with more than 350 participants. The annual Business

Education Workshop was held in January in conjunction with the Business Expo. The Medical Committee, chaired by Coy Weems, supported the Fit City Tyler health and wellness coalition and the Texas Healthy Communities Program, the evolution of the Heart and Stroke Healthy City Recognition including the Work Well Live Well program.

The Smith County Medical Society has partnered with Fit City Tyler in their promotion of the Walk With A Doc weekly events at Rose Rudman Trail. Last summer, NET Health assisted numerous regional agencies in order for TJC to host the East Texas Medical and Dental Outreach, one of several initiatives that have supported our promotion of Tyler as a medical destination. The Senior Resource Development Committee, chaired by Kandee Franklin, focused their efforts on 2 major events: the Senior Health and Living Expo in October with 1200 in attendance as well as the Seniors Celebrating Life event in March. The Technology Committee with Paige Parker as Chairman, worked with the City of Tyler to support the Mayor's Innovation Pipeline project focused on growing more technology companies and supporting entrepreneurs. The committee also supported GetIT, Tyler Web Development, Tyler Co. Work, Tech4Tyler, and Discovery Science Place initiatives.

MEMBERSHIP SERVICES COUNCIL

Lee Browning, Membership Services Council Chair



As the **TACC Membership Services** Chair, I've worked very closely with Myranda George (chair-elect) to lead this amazing team of diverse team members. Myranda has learned, well, the role for leadership of our committee, and assumes the Chair in October. Together, we have had a lot of fun leading and drawing encouragement from the other club

members, the board, and best of all *our community*. Leading this special group of **volunteers** is certainly a privilege.

The TACC works continually, under the leadership of Henry Bell and Tom Mullins, to promote our community as an amazing place to live and work. We do this across Texas, nationally and internationally. The **TACC Membership Services** committee, "the face," works with local businesses to promote their services through: introduction of business through Ribbon Cuttings, monthly *Business After Hours*, Quarterly Member Lunches, *Quarterly Small Business Breakfast*, **Business2Business Expo**, *Senior Business Expo* and various other networking opportunities. All of this is coordinated through our volunteer network of local business professionals.

Your **TACC Membership Services** team performs at a high level. We are a team, of 30+ diverse business professionals, who give time and spread contagious **energy** in this community. Weekly, our team is reaching out to local business

assisting them in networking and promoting their products and services in our community. Our team members have the same challenges we all do, managing our time well with family and work. Also, we don't take for granted that we live in a community (serving as the East Texas Hub for Medicine, Education & Retail) that provides a rich environment for our businesses to succeed. We try to communicate to everyone, living in Tyler is a blessing!

Our Chamber is highly regarded, within Texas and across the nation, for the support we draw from business and individuals in our community. Achieving this is no small feat and has been done, in large part, by the dedication and commitment from the **TACC** staff and community of volunteers. We are thankful for their guidance as they help our team of volunteers reach our goals. I hope that your business has met your goals, this year, and that together we will finish 2017 strong!

Before long it will feel like Fall. School, football and many activities are in full swing with calendars already brimming. Kids and parents are working hard to get their routines down and make it to all their appointments on time. Our mornings are cooling down, it feels good. Remember to look back on this year and celebrate your accomplishments at work and with your family as 2018 is just around the corner. Enjoy your time during the Holidays and always remember to help those you can. As I mentioned last year, Fall is my favorite time of the year!

contactor talk



BJ Hornbostel
June

The Regional Coordinator for United Heritage Credit Union, B.J. is a longtime member of the Contact Club and was named a Lifetime Member in 2004. She has served the

Chamber in many leadership roles over the years including Chairman of the Senior Resource Committee, Business Services Council and Membership Services Council. In the Contact Club she has earned 25 Production Awards and in 2010 B.J. was presented with the Mary Howes Award. She has served as Past president of the Rotary Club and on the Board of Directors of Tyler Family Circle of Care, Tyler Together, and the Better Business Bureau of East Texas.



Holly McFarlin
July

Holly McFarlin is past Chairman of the Contact Club and is currently serving as Member at Large on the Chamber Board. She has been a

member of the Contact Club for six years and has earned 5 Production Awards as well as Volunteer of the Quarter distinctions in 2014 from the Chamber. She is the director of Public Relations for East Texas Communities Foundation. Holly is an active member of the Rotary Club of Tyler and serves as Vocational Chair-Elect. She and her husband Bryan are longtime residents of Bullard and have three children.



Doug Fouse
August

A 2nd year member of the Contact Club, Doug is an Account Executive with KLTV. In addition to his work with the Chamber, he also volunteers with

KVNE 89.5 and is a member of AMBUCS. Doug and his wife, Amy, have two daughters and are members of Green Acres Baptist Church.

ribbon cuttings



ASAP ROOFING & CONSTRUCTION
2947 Specialty Drive #4 • Tyler, TX 75707
903-363-9160



CHRISTUS TRINITY MOTHER FRANCES - TYLER MEDICAL PARK OB/GYN
1700 S. Beckham, Suite 103 • Tyler, TX 75702
903-606-3340



FARMERS INSURANCE – THE STANLEY AGENCY
4801 Old Jacksonville Highway • Tyler, TX 75703
903-561-5899



GO FISH MODERN JAPANESE KITCHEN
127 W SW Loop 323 • Tyler, TX 75701
903-747-8662



HALF PRICE BOOKS
8966 S. Broadway Ave, Suite 144
The Village at Cumberland Park • Tyler, TX 75703
903-561-8258



MCCASLAND INSURANCE AGENCY - ALLSTATE
2341 Dueling Oaks Drive • Tyler, TX 75703
903-508-4558



MERCADO'S MEXICAN CAFE
2214 W SW Loop 323 • Tyler, TX 75703
903-534-1754



MOSS – WHERE FLOWERS ARE FAIR
237 S. Broadway (in same strip as East Texas Brewery)
Tyler, TX 75702
903-787-8822



PALIO'S PIZZA CAFÉ
6611 S. Broadway, Suite 100 • Tyler, TX 75703
903-534-3600



TEXAN'S BARBER SHOP
Broadway Square Mall-Suite E04
4601 S. Broadway • Tyler, TX 75703
602-799-9681



THE FOUNDRY APARTMENTS
3400 Varsity Drive • Tyler, TX 75701
903-566-9506



TYLER ATHLETIC TENNIS AND SWIM CLUB
11208 Oak Creek Blvd. (located off Old Jacksonville Hwy in Oak Creek Development near Bruno's Pizza) • Tyler, TX 75703
903-561-3014

new member talk

Access2Mobility, Inc
12406 Hwy 155 S
Tyler, TX 75703
(903) 592-6760

Albright Solutions, LLC
17968 FM 2493
Flint, TX 75762
(903) 312-7145

AutoBody Express-Tyler
10145 Hwy 64 E
Tyler, TX 75707
(903) 753-0324

CalTech
821 ESE Loop 323
Tyler, TX 75701
(325) 223-6100

Canyon Creek Travel
100 Independence Place
Suite 213
Tyler, TX 75703
(903) 593-7921

Church of the Pines
(601) 695-6581

City of Lindale -
Development & Tourism
55 Miranda Lambert Way
Suite 3
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VOLUNTEER OF THE 3RD QUARTER



Jim Snow (right) accepts the Volunteer of the Quarter Award for the 3rd Quarter from Claude Henry.

VOLUNTEER OF THE 4TH QUARTER



Bob Westbrook congratulates **Jim Bodenhamer** (right) for being named Volunteer of the 4th Quarter.

tacc officers

2016-2017

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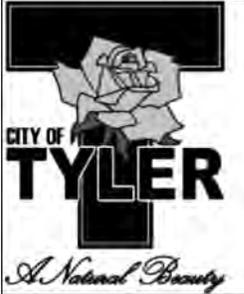


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