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PERMIT #95  
SEGUIN, TX 78155

# Business Line

## Showcase Seguin shined spotlight on local business

It was cold and a little bit rainy, but inside the buildings, exhibitors were enjoying talking with prospective customers. Showcase Seguin - Spring into Green - was a big success!

At right, LCS, Seguin Spa and Club and The Center for Medical Weight Loss took Best of Show honors for the Coliseum and Ewald Tractor took those honors for the Women's Building/Dance Slab booths. Inside, Best Decorated Booth prizes went to: Seguin Gazette-Enterprise, first; ServPro, second; and Earth Day, third. See you next year!!



**Business After Hours**  
**Thursday, April 30 ~ 5 to 7 p.m.**  
**at HOLIDAY INN EXPRESS, 2801 Jay Rd.**  
**Sponsored by SCHERTZ BANK & HOLIDAY INN EXPRESS**



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**We're Here For You!**

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president@seguinchamber.com
- Convention & Visitors Bureau Director**  
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sherry@seguinchamber.com
- Office Manager**  
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**Mission Statement:**

Members growing businesses for a prosperous community

Seguin Area Chamber of Commerce  
(830) 379-6382 www.seguinchamber.com

**April showers Chamber with lots of activity**

Spring is here! April showers bring May flowers! We've gotten some rain, but I know we still need much more. Hopefully this familiar phrase will ring true throughout the month!

The Leadership Seguin class continues to make progress in its fundraising efforts. Those of you who attended the Austin St. Live and ChiroJava events had a great time. Thank you for supporting this class in its efforts to build a walking trail at Weibert. I know they have worked very hard this year. This group will be some of the next leaders of our community!

The end of the month is the Central Texas Golf Fest. The event will be held April 24-26th. This is a great event for all you golfers. If you haven't played in past years, this may be one of the best years to play. The New Braunfels, San Marcos and Seguin Chambers have all worked hard to make this tournament better every year.

They have enlisted the help of golf pro John Clay from Woodlake Golf Club as the Tournament Official. He brings with him many years of golf tournament knowledge and is assisting the three Chambers in putting on the best golf tournament in the State of Texas! Contact the Chamber for player registration and also new this



Shawn Martinez, Chair

**Convention & Visitors Bureau**



**Sign up to Judge the best chili in Texas! Saturday, April 18, 12:30 p.m.**

If you would like to sign-up to be a judge call the Chamber of Commerce at 379-6382. The aroma of delicious chili will fill the pecan bottoms of Starke Park on Saturday, April 19 when the 38th Annual Texas Ladies State Chili Cook-Off takes place. Cooks will be registering on Friday afternoon April 17 as well as Saturday morning. At 8 a.m. the cooking begins! Chili will be turned in at 12:30 p.m. and that is when the fun begins with showmanship judging. Be sure to make your way through the maze of motor homes to watch the zany and exciting activities.

ing in Seguin on Wednesday, April 15. A proposal to host the meeting was presented by the Seguin Convention & Visitors Bureau.

The I-10 Corridor Association membership is 43 members, consisting of 27 historical communities, 16 counties to form one Association of chamber executives, economic developers and business owners dedicated to promoting economic development and tourism within the I-10 Region.

The I-10 Corridor Association positions itself to be a major force for improving commerce within the region.

Our Vision - Connecting rural communities through the enhancement of tourism and economic development along the I-10 Corridor.

Our Mission - The I-10 Corridor Association will lead as resource network for marketing, business, and professional development.

The meeting will be held on Wednesday, April 15, 10 a.m. at the Texas Agricultural Education & Heritage Center.

For information contact Sherry Neford at the Cuero Development Corporation at 361-275-8178.

**Seguin Convention & Visitors Bureau to host FALL REGIONAL TOURISM WORKSHOP**

Seguin is selected to host one of the six regional Tourism Workshops conducted by the Texas Travel Industry Association. The location and date for the workshop will be the Seguin and Guadalupe County Coliseum, Thursday, Oct. 15, 2009 Workshop Locations and Dates:

- Granbury - June 25
- Salado - July 15
- Nacogdoches - August 5
- San Angelo - August 26
- Seguin - October 15
- Rockport - November 4

**Who should attend:** Local governments, convention and visitor bureaus, chambers of commerce, lodging facilities, attractions, restaurants, retail establishments and others involved in local tourism. Each workshop will provide information that benefits seasoned industry veterans and industry newcomers, alike. Attendees will leave with new ideas and practical tools.

**Topics:** Each workshop will be an intense day with industry experts offering stimulating and information-packed presentations and dynamic breakout sessions, including the latest information and innovative tools and strategies to help Texas communities build and sustain local tourism success. Keynote presentations and breakout sessions will be customized for each individual workshop based upon regional needs, and will include topics such as: industry research, latest trends, development strategies, funding opportunities, marketing, etc. Workshop series sponsors include Texas Department of Agriculture, Office of the Governor Economic Development & Tourism, Texas Parks and Wildlife, Texas Historical Commission and Texas Commission on the Arts.

**Seguin Convention & Visitors Bureau to Host I-10 Corridor Association Annual Meeting**

During a meeting held recently in Ft. Worth, the membership of the I-10 Corridor Association elected to hold their Annual Meet-

**SPRING BIRDWALKS at Seguin Outdoor Learning Center April 4 & May 2**

More than 75 species have been recorded at the SOLC's 115-acre facility, with 15-20 different species usually seen during a 2-hour visit. Frequently sighted birds include white-eyed vireos, ruby-crowned kinglets and American goldfinches. For a reservation, please call 379-7652.

**Main Street Trade Days & Earth Day Celebration Saturday, April 25**

9 a.m. - 4 p.m., Downtown  
For more information, visit  
<http://www.ci.seguin.tx.us/mainstreet>  
or call 830-401-5000.

**Upcoming Events:**

- 3 Seguin Heritage Museum Anniversary Event, 5 - 7 p.m.
- 3 Moonlight and Roses, 7 - 9 pm, Sponsored by Main Street
- 3-5 Analle National, San Antonio Raceway
- 4 Concert featuring Ben Stafford Rowers with Hank Thompson's Brazos Valley Boys of Texas, Palace Theater, 7 p.m. Tickets at the door.
- 16-19 TLU Dramatic Media Xpress Fest '09, TLU Jackson Auditorium (830) 372-8000
- 18-19 Lone Star Youth Rodeo Association - Guadalupe Co. Fair Association (830) 379-6477
- 25 South Texas Pintos Show - Guadalupe Co. Fair Association - Arena (830) 379-6477





**Ribbon Cuttings**

CASA (Court-Appointed Special Advocates) has opened an office in Seguin at the Texas AgriLife Extension Office at 210 E. Live Oak. Celebrating with them were Seguin Area Chamber of Commerce Ambassadors. At right, Sandy's Hair Designers is now 1422. Celebrating with owner JoAnn Sellers-Pell were Linda Lopez, Isabel Gaytan, Oley Johnson, and Seguin Area Chamber of Commerce Ambassadors. Sign-off's is in progress. Saturday, 9 a.m. to 5 p.m. Call 379-8870 for an appointment.

**Beautification Leadership Award**

Glenda Medley, on left, accepts the Beautification Leadership Award from Chamber Chair Shawn Martinez on behalf of Hacienda Oaks Nursing & Rehabilitation Center



**Networking in Style**

Cathy Orsina of Rising Stars Learning Center and Chair of the Board of Workforce Solutions Alamo and Chamber President Shania Kuhl at the Griffith Ford After Hours Mixer.



**Mix'n' It up**

Ambassadors Gerald Hartmann, Sancy Medley, and Shawn Martinez with the Workforce Solutions of Tri-Hearts Mixer. 78155 Athletic Club After Hours Mixer.



**Building on the Past Preparing for the Future**  
Community supports Chamber's Capital Campaign  
To date, donations are:

**Super Star - \$15,000+**  
LCRA  
AMERICAN BANK OF TEXAS N.A.  
Guadalupe Regional Medical Center  
The Donegan Family Seguin Rotary Club Republic Plastics

**Five-Star - \$10,000 - \$14,999**  
Seguin Chevrolet Inc.

**Four-Star - \$7,500 - \$9,999**  
All Occasions Catering Wells Fargo Bank Seguin Assisted Living Anonymous Schertz Bank & Trust Alamo Group Inc. Tyson Foods Inc. Sullivan Contracting Services The Koehler Company Guadalupe Blanco River Authority

**Three-Star - \$4,500 - \$7,499**  
The First National Bank of Bowie

**Two-Star - \$2,000 - \$4,499**  
GVEC Kibby's Korner Anonymous ZDF Amusement Center, Ltd. Shamell Auto Co. Inc. Seguin Auto Co. Inc. King Properties & King Kanger, Theatre Seguin Corporate Enterprise David Baenziger, Harold Baenziger Black Oak Construction, Ltd.

**One-Star - \$1,500 - \$2,000**  
Sweet Events Lary's Lilies LP William G. Brown CPA PC James Dan Howard Office Menz & Associates Texas Apres Lube / Apres Truck Law Office of Stephen D. Finch OHM Electric, Inc. Tri-Hearts Mixer Tri-Hearts Mixer State Farm Insurance - Larry Ales Korn McMillan Realtors - Terry Wells Mikley Forest Realtors - Keith & Felise The Laborer Group & Ledbetter's Deputable Cleaners

**US Health Group**  
Philly Sedelberger  
Members: Elitium Products, Inc.  
Fabis's Inc. (d/b/a San Anthony Jewelry)  
Mango Truck Seguin Fabricators, Ltd.  
Rempho Jacobus Industrial Credit Union  
Master Electrical Company  
James C. Lee, MD  
Til-Corona  
Westernholm-Kochler Insurance  
Robert C. Plaudman Jr., Attorney at Law  
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Brodwin National Bank  
Dunsmuir Air Conditioning  
Coffren Management  
Ingrom and Bank Inc.  
True Blue Entertainment LLC (Country Cabaret)  
Streckle Furniture Co.  
Bill & Rose Marie Umland, Sharon Betts, Dale Dwyer Realtors, Roy Simons, DDS, John Harrison DDS, Phil Ritts, Catherine Ritts, John Harrison, Jr., Hampton Inn, Schrodte Beverages Inc., Johnnie S. Smith, Bill Warr, Sherry No. 2, Kimbar, Erection Co., Ontholant, Specialists of Seguin

**Central Texas GOLF FEST 2009**  
38th Annual Central Texas Golf Fest  
APRIL 24, 25, 26, 2009  
SPONSORSHIP OPPORTUNITIES !!!

**HOLE SPONSOR**  
Be the first to get your name on the playing field of one of the biggest golfing events in the country! Your company name will be displayed on one 2' Golf Ball Sign.  
Signs will be placed on a new putting green during golf tournament. Sponsors may also Over 1200 golfers - over 3 big days - great exposure for any business!

**MULTIPLE HOLE SPONSOR PRICING:**

- 3 Holes (multiple courses - our choice) .....\$300 total
- 1 Hole @ all seven courses.....\$600 total

\*\*\* SPONSORSHIP PAYMENTS MUST BE RECEIVED PRIOR TO APRIL 1, 2009

**SPONSORSHIP RESERVATION FORM:**

Approved by (Name): \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Payment Schedule: \_\_\_\_\_  
 Check Enclosed  
 Charge My Credit Card (Info below)  
 Credit card: Master Card/Visa/Number/American Express/Discover Account # \_\_\_\_\_  
 Name on Card \_\_\_\_\_ Signature \_\_\_\_\_  
 Please return sponsorship reservation form to:  
 Seguin Area Chamber of Commerce  
 1000 N. Camp St.  
 Seguin, TX 78156  
 381.379.6382

**Member Mention**

Thanks again to Showcase Seguin sponsors and extra thanks to Maldonado Nursery for bringing extra plants to live up the outside exhibit areas: **Mona's Custom Catering** and **Papa Murphy's Pizza** for operating food stations, **Culligan Water** for providing water stations, and all the exhibitors for working extra hard to make the event spectacular.

Thanks to **All Occasions Catering** for assistance with the Leadership Seguin class in March. And our appreciation to the industries who welcomed the class - **CMC Steel Texas**, **EPBR**, and **MiniGrip**. **Teresa VanBooven of GBRA** and **Dawn Lynn of Guadalupe Regional Medical Center** for facilitating the day.

**Study finds cost of providing employee benefits continues rise**

WASHINGTON, D.C.—Businesses of all sizes have seen the cost of providing certain benefits to employees rise dramatically from 2006 to 2007, according to the U.S. Chamber of Commerce's 2008 Employee Benefits Study. In 2007, the cost of providing health insurance rose 15%, averaging \$4,559 per employee, up from \$3,981 in 2006. The cost of retirement and savings benefits increased 14%, from \$2,356 per employee to \$2,694 per employee.

"This study shows the ever-increasing cost pressures businesses of all sizes are facing in their efforts to provide health insurance to employees — in addition to the significant economic headwinds posed by the economic downturn," said Randel Johnson, the U.S. Chamber's vice president of Labor, Immigration, and Employee Benefits. The study also shows that as the economy slowed in 2007, employers of all sizes began scaling back on employee benefits. The average dollar amount that employees received in benefits decreased from \$24,527 in 2006 to \$18,496 in 2007. Legally required payments accounted for the largest share of employer benefit costs at 10.5% (which include payroll taxes, workers' compensation, and unemployment) and retirement benefits followed by medically related benefits at 9.9%. Payments for vacation, holidays, and other paid time off resulted in 7.7% of costs, according to the study.

The 2008 Employee Benefits Study details the latest benchmarking data on employee benefits for U.S. businesses. The data are derived from the 2007 payroll expenditures of a cross-section of more than 250 companies of various sizes, industries, and geographic regions.

The study is designed to help business owners and executives evaluate their companies' benefits package, determine how it compares with others, and assess the costs of providing benefits.

To purchase the study or learn more, visit [www.uschamber.com/research/](http://www.uschamber.com/research/).

The U.S. Chamber is the world's largest business federation representing more than 3 million businesses and organizations of every size, sector, and region. The Seguin Area Chamber of Commerce pays dues to the U.S. Chamber of Commerce, providing the businesses in Seguin access to a world-wide network of information and resources. Please visit [www.uschamber.com](http://www.uschamber.com).



**Leadership Seguin**

Margarita Ayala of GVEC and Maria Melchor of Advanced Home Health Services volunteer at the Leadership Seguin / Freedom Fiesta Booth at Showcase Seguin. Leadership will raffie off a donated playhouse to raise money for its community project.