

SEGUIN
AREA
CHAMBER
OF
COMMERCE

The Chamber
BUSINESS LINE

U.S. POSTAGE PAID
PRESORTED STANDARD
PERMIT #95
SEGUIN, TX 78155

★ January 2009 ★

Open House

Everyone's Invited!



116 North Camp Street

*Tuesday, Jan. 27
1:30 to 3:30 p.m.*

*Join us as we celebrate a new year
in a new, expanded location.*

BUSINESS
After Hours

Thursday, Jan. 15 ~ 5 to 7 p.m.

Seguin Manor Apartments

800 N. 123 Bypass

Membership drawing \$100

Chamber, City celebrating year of success

Happy New Year! I hope everyone enjoyed the holidays and hopefully had some time off with family. Have you marked your calendar for Tuesday, Jan. 27? Our Open House will take place from 1:30 to 3:30 p.m. for everyone to come by and see the new building.

For some, this will be an awesome opportunity to see what all goes on at the Chamber. Take a few minutes and come by

to see what the Chamber does to help the business community. This new building gives us so many more opportunities to serve our members. We are all very excited and look forward to seeing all of you!

This time of the year, everyone starts thinking about accomplishments of the prior year and setting goals (AKA resolutions) for the next year. At the Chamber, we are no different.

Looking back over the past calendar year, we have seen great success for the Seguin Chamber. Sold a building, bought a building, improved a building, moved out of a building...WHEW! WHAT A YEAR!

We look forward to a very successful and prosperous 2009 for all of the Seguin

businesses. Please let the Chamber know how we can assist you in making your business prosper.

In these times of uncertainty, how wonderful is it to hear the most recent news of a new business coming to Seguin. I am speaking specifically about the announcement of the Caterpillar manufacturing plant that is coming to Seguin.

When the news reports nothing but doom and gloom, how great is it to look around and see such an enormous addition to our community. This is not just an accomplishment by Seguin Economic Development team, but also for SEGUIN.

What a compliment to our community that we just received! The company of Caterpillar looked at numerous other places to put their plant. I'm sure other places had things to offer, but they chose SEGUIN! Hats off to the awesome community we have here.

I have heard it over and over again that Seguin is very welcoming to visitors, and this is further evidence that others recognize what a great place Seguin is to live.

Happy New Year to all!

~ Shawn



Shawn Martinez,
Chair

BOARD OF DIRECTORS

CHAIR	BOARD
Shawn Martinez	Diana Allen
CHAIR-ELECT	Neice Bell
John Gesick	Sam Ehrlich
VICE CHAIRS	Gerald Hartmann
Sharon Bettis	Deana Henk
Dan Henry	Mike Holdman
Drew Williams	Butch Ikels
TREASURER	Basil Kallies
Gail Roberson	Randee Malmsten
PAST CHAIRS	Rick May
Steve Johnson	Charles Villeneuve
Mark Stautzenberger	

We're Here For You! CHAMBER STAFF

President
Shanta Kuhl . . . president@seguinchamber.com

Convention & Visitors Bureau Director
Sherry Nefford . . . sherry@seguinchamber.com

Office Manager
Kendy Gravett . . . kendy@seguinchamber.com

Events & Communications Director
Dana Overstreet . . . dana@seguinchamber.com

Administrative Assistant
Michelle Morris . . . michelle@seguinchamber.com

CVB Services Assistants
Amanda Gold amanda@seguinchamber.com
Annette Valdez annette@seguinchamber.com

Mission Statement:

To promote commercial, industrial, educational, tourism and agricultural development and to enhance the overall quality of life.

Seguin Area Chamber of Commerce
P.O. Box 710, Seguin, Texas 78156
(830) 379-6382 www.seguinchamber.com

Convention & Visitors Bureau



Seguin Art Center presents *Knock 'Em Dead*

Comedy by Tom Oldendick and Will Roberson - This unique comedy/murder mystery has six different endings! All hell breaks loose and the laughs fly when five outrageous contestants show up at Vinnie's Belly Laugh Club for the final talent competition.

A ventriloquist with moving lips, a foul mouthed stand-up comedian, a baton twirling bimbo, the flamboyant owner of a lip-syncing poodle, a chanteuse with a questionable accent and a hypnotist with a twitch all fight to win the grand prize. When Vinnie turns up dead, they're all suspects and the audience has the time of its life grilling them and fingering the murderer.

Show dates are Feb. 12-15 and 20-22 at the Palace Theater in downtown Seguin. Tickets may be purchased at the box office or advance tickets at Gift and Gourmet.

Convention & Visitors Bureau busy promoting Seguin

During the month of January, staff and volunteers of the CVB will be participating in numerous travel trade shows throughout Texas as well as one co-op show in North Carolina.

- The schedule includes:
- *Jan. 9 – Team Texas Co-op at the American Bus Association Travel Show in Charlotte, N.C.
 - *Jan. 9-10 – McAllen International Travel Show, McAllen, Texas.
 - *Jan. 18 – AAA Texas - Austin Travel Show.
 - *Jan. 25 – AAA Texas - Houston Travel Show.

- *Jan. 27 – Harris County Precinct Showcase, Humble
- *Jan. 29 – Southwest Showcase in Austin (Meeting Planners)

The delegation will be selling Seguin for potential visitors to attend events, visit attractions and stay in our local lodging facilities.

California-based travel writer visits Seguin

In the month of December, the Convention & Visitors Bureau hosted freelance travel writer Colleen Fliedner and husband Rick on a visit to Seguin.

Staff had an opportunity to first meet Ms. Fliedner at the North American Travel Journalists Association Conference in Oklahoma City this past June.

During her visit she attended the Mid-Texas Symphony Concert, Los Posadas, and Mosheim Mansion Christmas Dinner.

Additional tours included the *True Women* book tour of Seguin and Gonzales accompanied by Virginia and Wilton Woods. Main Street Director Mary Jo Filip assisted with a "windshield tour" of downtown.

On Tuesday, she met with John Gesick at the Heritage Museum to gather information on Wilson Pottery and the Wilson Family. After a stop at Pape's Pecan House to view the "World Largest Nutcracker Collection," the trip concluded with lunch at El Ranchito Restaurant.

Colleen has been a professional writer for more than 20 years. She has had two books published and is working on a series of California history books for a San Diego publisher.

At one time or another, she has written just about everything and have recently branched

out into travel and newspaper writing. Her work has been published in numerous mediums, including *BajaTRAVELER*, *Native Peoples*, and *France Today* Magazines, the *Los Angeles Times*, the *Massachusetts Sun* newspaper, and several local newspapers, *OffBeat Travel*, *Real Travel Adventures*, and *Travel World International* magazines.

Currently, she is a staff travel reporter for the *Orange County Register* newspaper's new travel website www.DiscoverOC.com and a regular contributor for Talking Travel Radio Network.

Colleen will be pitching her stories to *AAA Texas Journeys Magazine* and *Texas Highways* for 2010 editorial.

www.visitseguin.com

Look for changes in the Convention & Visitors Bureau Web site in the coming months. The CVB has signed a contract with our current provider to redesign the CVB website.

CVB Advertising

Upcoming ads promoting Seguin will appear in the February 2009 *Texas Monthly* and March 2009 *Texas Highways* magazines.

Fields at Huber Ranch Schedule

- January 3-4 - 9th Annual Texas Showcase College Exposure ASA Softball Tournament
- January 17-18 – High School Kick Off Classic ASA Softball Tournament

Outlook bright for Seguin and Chamber members!

By SHANTA KUHL, IOM, CCE
President



The 2008 Christmas season is now behind us and we welcome 2009 with high expectations for our community. As I visited with some of our local retailers on the day before Christmas, it seems sales were slightly behind last year after Thanksgiving but most experienced brisk sales over the past few days and had high hopes for a healthy sales year overall. I found many people who were making a sincere effort to "Shop Seguin" - which is a compliment to the effort the Hispanic Chamber has put into their shop local campaign. Hopefully, all of us realize the benefit of putting our own funds back into the local community.

I think the community as a whole has a bright outlook for 2009. Seguin has a solid foundation on which to build. The city government is stable and moving forward with a new master plan and council members who really want the best for the people of Seguin. The city's Economic Development team worked tirelessly

over the past few months to secure the relocation of Caterpillar, Inc. This will create new job growth and deposit many new dollars to our community. Seguin ISD is upgrading and building new facilities. This shows the community's willingness to invest in our children. The medical center expansion will have a tremendous effect on our region in numerous ways.

Your chamber is healthy and growing, adding new members monthly. The chamber will soon be working to put plans in place to support the growth of new members and to increase membership retention. As always, we want to be a good value for your investment.

While assisting the Board and staff to set direction for the Chamber, I want you to know we value your input. What our membership has to say is really important to us. As I visit your company, please do not hesitate to offer your comments on the Chamber. Anyone and everyone is welcome to call the chamber and speak directly with the staff. Again, we value your input and advice.

We welcome 2009 with a positive outlook and cherish the opportunities this next year brings to work with and for you.

Showcase Seguin - Spring into Green

Packets sent to past exhibitors; new businesses invited to join mailing list

Green! It's the new black. OK seriously, the 'green' movement is so important to the future of the planet, that the members of the Business Showcase Committee have decided to embrace the momentum and use that the theme for the new and improved 2009 trade show. The event, which has been renamed "Showcase Seguin," has the new theme of "Spring into Green."

Green can have other connotations, too - Spring, money, prosperity, even St. Patrick's Day! Showcase Seguin 2009 is scheduled for Thursday and Friday, March 12 and 13 - also a change from previous events.

Businesses who participated in the 2008 event should have received information from the chamber about reserving your booth space. If you have 'misplaced' your information, feel free to email dana@seguinchamber.com or call 379-6382 to receive it again. New exhibitors also are invited to participate in the 2009 event, which will also feature symposiums and programs focusing on ways to make your home and business 'greener,' as well as home and garden-type activities.

General Membership Meeting & Luncheon

Seguin Coliseum
Wednesday, Jan. 7, 2009

PROGRAM:
Chester Jenke, Center Director for the
Central Texas Technology Center

Registration begins at 11:30 a.m.
RSVP for early bird pricing \$10 until 5 p.m. Jan. 5
After that and at the door - \$12

Special thanks to these recent supporters of the
Seguin Area Chamber of Commerce.

Remember! Shop Chamber Members First!

For your assistance with Leadership Seguin in December:
All Occasions Catering, Mike Holcomb of CMC Steel,
Mary Ann Leos of Su Casa Restaurant, Darren Dunn and
Hal Widsten of KWED AM 1580 / Seguin Daily News
and Neice Bell of the Seguin Gazette-Enterprise.

Thanks to American Bank of Texas for use of their meeting room;
and Kathy Pullin of US Health Group for her tireless work with the
Beautification Committee the past few months.

Chamber Call Report & Referral Listing - November

Here's a tally of the telephone calls and walk-in traffic at the Seguin Area Chamber of Commerce and Seguin Convention & Visitors Bureau in November

Advertising in Chamber Magazine	DPS/ License	LUV Homes	Tour of Homes Info	Phone - 3
Amy & Cathy's	Dump	McQueeney Lions Club	Trash Pick Up	LCRA Calendars - 2
Armstrong & Vaughn	Ei Ranchillo	Mosaic	Texas - Ag. Education & Heritage Ctr.	Texas. Events Guide- 2
Austin Chamber of Commerce	Election office- 7	New Braunfels Chamber of Commerce	Universal City C of C	
Broadway Bank	Environmental Health Dept	New Years Eve Parties	Yule Fest- 4	Relocation Packets
Casa Sol	Fair Association	Palace Theatre	I	Individual Requests- 1
Cattle Auction- 3	Family Violence	Pape's Pecan	Information Distributed to Tourists	Directories- 5
Children's Advocacy Center	Food Donations- Christian Cupboard	Police Dept	Walk in- 19	Seguin Brochure- 2
Chiro Java	Game Warden - Fishing License	Pro Tech RV Center	Maps- 21	Relocation info- 1
City Electric Supply	Genesis Christian Academy	RDF Inc.	Phone Books- 6	Chamber Event Information Calls
City of Seguin- 3	Griffin Ford	San Marcos Chamber of Commerce	Visitor Packets- 18	Mixer Info- 5
City of Seguin Human Resources	Head Start	SBDC Appt	True Women Info	Light up Seguin Info- 4
City Recycling Center	Holiday Events Info	Silver Wolf		
Coliseum- 8	Keepers	Ranch		
Continental	Kiwanis Club	Social Security		
Cookeville, TN Chamber of Commerce	Larry's Boot & Saddle Repair	Office- 3		
Court House- 2	Las Posadas	Tax Office		
Dixie Grille	Lockhart Chamber of Commerce	Toaquinny's Green		
Downtown Lighting Info.	Los Cucos	Gate		

WELCOME NEW MEMBERS

A to Z Storage Solutions
Steven Koons
2074 FM 477
Seguin, TX 78155
830-305-2770 Fax: 830-379-1577
Storage

AAction Roof Services, LLC
Jim Coggins
6510 FM 775
Seguin, TX 78155
830-379-8466 Fax: 830-379-8466
www.actionservicesllc.com
Roofing / Sheet Metal Fabricators

Bank of America
Victoria Rodriguez
210 W. Court St.
Seguin, TX 78155
830-303-1253 Fax: 830-303-8831
Banks & Banking Associations

Debi and Tim Crow
109 Forest
Seguin, TX 78155
830-303-4188 Fax: 830-303-1943
Individuals

GVEC.net, Inc.
Darren Schauer
P. O. Box 525
Gonzales, TX 78629
830-857-1188
Fax: 830-857-1205
Internet Service Providers

Lil Bugs
Athena Schmidt
202 N. King St.
Seguin, TX 78155
830-401-4944
Retail Store

Papa Murphy's
Christian Kopp
1346 E. Court St.
Seguin, TX 78155
830-379-7272 Fax: 830-379-7277
www.papamurphys.com
Restaurants / Clubs

Three Sisters Antiques & Gifts
Kathleen and Frieda Dalton
211 E. Kingsbury St.
Seguin, TX 78155
210-430-6361
Antiques / Gift Shops

MEMBERSHIP RENEWALS

The Chamber wishes to thank the following for reaffirming their belief in the Seguin Area Chamber of Commerce by renewing their investment.

A Rose Petal	Frank's Trim Shop	Papa John's Pizza
Advantage Plumbing Services Ltd.	Guadalupe Regional	Irvin Sahni, MD, PA
Amy's & Cathy's Take-Out	Wellness Center	Scherz Bank & Trust
ASD Pool Supply	Herbold Brothers	Seguin Activity Center
Roger & Sue Baenziger	Water Well Drilling	Seguin Education Foundation
Bank of America	Home Instead Senior Care	Seguin Electric Company
Bill Kingemann, Attorney at Law	Jet Welding & Cattleman's Gate	Bill Seiler - Mickey
BizDoc, Inc.	Johnny's Bar-B-Que	Ferrell Realtors
Black Castle Construction Ltd.	Sue Kaultus - Mary Kay	Matt Skinner - REMAX-
Rosie Carney/Buddy Moak	Consultant	Hill Country Seguin
Chopped and Diced	KWED-AM 1580 Seguin Daily News	State Farm Insurance
Dr. Marilyn Cooper	Liberty Income Tax Service	Sullivan Contracting Services
D & S Automotive	Maldonado Nursery,	Walgreens
Edward Jones Investments,	Landscape & Irrigation	Beth Zies
Mark Ballard	Mickey Ferrell Realtors	
Antonio A. Flores, MD PA	Mobility Store & More	

CHAMBER CALENDAR ~ JANUARY

Thursday, Jan. 1 Chamber office close	Ambassadors Meeting, Noon, Chamber	Friday, Jan. 16 Beautification Committee, 3:30 p.m., Chamber
Tuesday, Jan. 6 Quarterly Communications, 7 a.m., TLU	Tuesday, Jan. 13 Economic Development, 4 p.m., Chamber	Monday, Jan. 19 Chamber offices closed
Freedom Fiesta Meeting, 5:30 p.m., Chamber	Wednesday, Jan. 14 Executive Committee, 7 a.m., LaQuinta	Tuesday, Jan. 20 Seguin Youth Leadership Academy meeting, Noon, GBRA
Wednesday, Jan. 7 General Membership Meeting, 11:30 a.m., Coliseum	Showcase Seguin Meeting, 5 p.m., Chamber	Convention & Visitors Bureau, Noon, Chamber
Monday, Jan. 12 Industrial Relations Committee, Noon, Chamber	Thursday, Jan. 15 Leadership Seguin Day	Tuesday, Jan. 27 Open House, 1:30 p.m., Chamber
	Business After Hours Mixer, Seguin Manor Apartments, 800 N. Hwy 123 Bypass, 5 p.m.	



February 4 General Membership Meeting	March 4 General Membership Meeting
February 12 Business After Hours Mixer - LUV Homes	March 12 & 13 Showcase Seguin
	April 24-26 Central Texas Golf Fest



Beautification Award to GBRA

Beautification Committee Chairman Kathy Pullin, right, congratulates... of GBRA, 933 E. Court, for receiving the Beautification Leadership Award for November.



The Doctor is In

We welcome Nicole Talbot D.O. to her new office at 515 N. King Street, Suite 103. Dr. Talbot is a family practice physician, and has been practicing in Seguin since October 2006. She sees all types of patients, including pediatrics, women's health, and geriatrics. Please call 830-372-5200 for an appointment. Office hours are Monday - Friday 8 a.m. - 5 p.m. Dr. Talbot's staff include, from left, Emily Warncke, Lauren Stokes, Trish Blass, (Dr. Talbot in center) Tammy Urias, and Sara Fuentes - pictured with Chamber Ambassadors.

Taking Care of Business

Preparing for the Future

Community supports Chamber's Capital Campaign
The Seguin Area Chamber of Commerce Capital Campaign is well on its way toward reaching our goal thanks to the support of area businesses and individuals. "Volunteers continue to make personal calls on their peers; if you have not been approached, yet, you're welcome to call us," said Shawn Martinez, chair-elect of the Chamber's Board of Directors.

To date, donors are:
Super Star - \$15,000+



The Donegan Family Seguin Rotary Club Republic Plastics

Five-Star - \$10,000 - \$14,999

Seguin Chevrolet Inc.
Finish Line Construction Services, LLC

- 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**
- Goetz Funeral Home
- The First National Bank of Beeville

- Two-Star - \$3,000 - \$4,499**
- GVEC
- Kirby's Korner
- Hexcel Corp.
- Anonymous
- State Farm Insurance, Mark Herbold
- Carter's Tire Center, Inc.
- ZDI Amusement Center, Ltd.
- Shanefelt Auto Co, Inc.
- Seguin Electric Company, Inc.
- King Properties & King Ranger Theatre
- Seguin Gazette-Enterprise
- Keepers
- David Baenziger, Harold Baenziger
- Black Castle Construction, Ltd.
- One-Star - \$1,500 - \$2,999**
- Sweet Events
- DEW Properties, LP
- Larry Lippe
- William G. Brown CPA PC
- James S. Frost Law Office
- Dan Henry
- Menn & Associates
- Craig Donegan
- Cascades Gift Shop
- Texaco Xpress Lube/ Xpress Truck Accessories
- Law Offices of Stephen D. Finch
- OHM Electric
- Angel Pest Control
- Tres Howell Mortuary
- State Farm Insurance - Leroy Alves
- Nesbit Living & Recovery Center
- Karen McMillan Realtors - Terry Wells
- Mickey Ferrell Realtors - Keith & Heleen Stadtmueller
- The Ledbetter Group &
- Ledbetter's Dependable Cleaners
- US Health Group
- Phil Seidenberger
- Membrane Filtration Products, Inc.
- Stan McKenzie
- Fabio's Inc. (dba San Anthony Jewelry)
- Margo Trost
- Betty Ann Matthies
- Seguin Fabricators, Ltd.
- Randolph Brooks Federal Credit Union
- Alamo Title Company
- Masters Electrical Company
- James C. Lee, MD
- Tri-County A/C and Heating, Inc.
- Westerholm-Koehler Insurance
- Robert C. Pfullmann Jr., Attorney at Law
- Hartman Insurance Agency, Inc.
- Dr. Melanie Carreon
- Seguin Animal Hospital
- Andrade-Buck, Inc. (Subway)
- Seguin Ford Mercury
- Broadway National Bank
- Diamond Air
- The Oak Tavern
- Coffey Management
- Dr. Dean Zuccone
- True Blue Entertainment LLC (Country Cabaret)
- Ingram Readylink Inc.
- Campbell Floors
- Starcke Furniture Co.
- Other**
- Bill & Rose Mary Texaco, Sharon Bettis
- Dale Dyess Realtors, Ray Simecek DDS,
- Five Star Title, CAVCO Homes of Texas,
- John Hudson DDS, Phil Rimm,
- Craig Rimm & Mary Ann Frisbie, Doris Rimm,
- Hampton Inn, Schroeder Beverages Inc.,
- Johnny's Bar-B-Que, Sonic Drive-In No. 2,
- Springs Hill Water Supply,
- Kochner Erection Co.,
- Arnold Zwicke, Steve Koehler,
- Orthodontic Specialists of Seguin



Light Up Seguin!

Cascades Gift Shop, upper left and middle left, took Grand Prize honors in the 2008 Light Up Seguin contest sponsored by the chamber's Beautification Committee. The Mosheim Mansion, above, was 1st Place Outside; the Guadalupe County Tax Assessor-Collector's Office, at left, was 1st Place Inside; and Kinfolk Creations was 2nd Place outside. Congratulations to these winners. Get geared up for the Fourth of July Competition later this year!

Beautification Award to Karen McMillan Realtors

Beautification Committee Chairman Kathy Pullin of US Health Group, left, congratulates Karen McMillan of Karen McMillan Realtors, at 808 E. Court St., upon her receipt of the Beautification Leadership Award for December.



Shop Chamber Members First!