

SEGUIN  
AREA  
CHAMBER  
OF  
COMMERCE

# The Chamber BUSINESS LINE

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

★ July 2008 ★

## Youth academy offering teens life-changing experiences

Seventeen area high school juniors and seniors are about to embark on a week-long program that is a little bit of summer camp, and a lot of community awareness raising.

The third annual Seguin Youth Leadership Academy will be held July 19-25 and is a joint project of the Texas AgriLife Extension Service, Guadalupe-Blanco River Authority and the Seguin Area Chamber of Commerce.

The 17 teens are students at Seguin, Navarro and Cibola high schools: Edward Adame, Alejandra Aguilar, Ursula Alexander, Sarah Bittner, Ashley Eckhardt, Alicia Hastings, Jade Kendle, Elizabeth Lopez, Francisco Lopez, Austin Martin, Karla Martinez, Shannon

Perfect, Selena Rangel, Jerra Richardson, Jacqueline Stewart, and Emily Warncke.

The purpose of the academy is to provide students with the essential skills, beliefs and practices of leadership.

The summer academy will be based at Texas Lutheran University, and will include leadership studies, a ROPES challenge course, community awareness outings (trips to area businesses and governmental and non-profit entities), and recreation. Toward the end of the week-long academy, participants will identify and select significant community issues.



They will then form into teams and begin plans for meeting the needs of their selected issues - raising funds for and completing a project.

Many community leaders are volunteering their time and talents as

housing monitors, facilitators, program coordinators and more. Their efforts have reduced the cost of the program, but an additional \$500 per student is needed for resource materials, supplies, meals and rooms.

Donations are tax-deductible and checks may be made to Guadalupe 4H. Any amount is appreciated.

## Leadership Seguin program explores community, opportunities

What better way to spend a summer weekend than total immersion in a self-awareness program? Add to that a great deal of revved-up heartbeats, lots of laughter and instant best friends?

Leadership Seguin - a nine-month program sponsored by the Seguin Area Chamber of Commerce - is accepting applications for the 2008-2009 semester. After a brief orientation

on Aug. 28, the new Leadershippers will spend a weekend together learning the ROPES. Area men and women who are up to the challenge of becoming the best they can be are invited to apply for the class.

Curriculum includes approximately 100 hours of informative tourism city, county and state government, education, agriculture, healthcare, communications, history, tourism, industry and law enforcement.

Participants must submit an application that is reviewed by the Leadership Seguin Advisory Board (made up of past Leadershippers). Each class is comprised of a diverse cross-section of professionals from within the community.

To graduate, one is required to attend and participate in: the reception, the retreat, one full Leadership Day a month from September through May, and a community service project.

Applications are available at the Chamber office, 427 N. Austin St., or online at [www.seguinchamber.com](http://www.seguinchamber.com).

**BUSINESS**  
*After Hours*

**TUESDAY, JULY 19**  
5 to 7 p.m.

**Seguin Chevrolet**  
3509 IH 10 W.



**New leaders**

Recent graduates of Leadership Seguin invite new future leaders to apply for the program, which kicks off in August with a weekend retreat. Pictured are, from left, Justin Hammack, First Commercial Bank; Robert Rice, Guadalupe Regional Medical Center, City of Orona, self-employed; Elise Tschoepe, Seguin Gazette-Enterprise; Jill Fey, Zachry Construction; Letha Villanueva, Advanced Home Health, Cesly Burrell, City of Seguin; and Dr. Barbara Norvell, Seguin Foot Health.

## Play tourist in your own town

With the rising cost of fuel, it may be a good time to enjoy your own hometown of Seguin even more this summer!

Take a 'staycation' and relax in your own community! Play tourist for a day and learn something new about our town's history. Visit some new stores you may not have time for during a busy week. Hang out with the youngsters at Starcke Park East. Enjoy boating and fishing or just relaxing along the river under the Pecan trees at Starcke Park.

Construction is moving right along on the new Chamber headquarters on North Camp Street in downtown Seguin. We'll start the move-in process later this summer. We are excited about the opportunity to serve our community and visitors from this new location.



**Steve Johnson,  
Chair**

Our Chamber has one of the strongest volunteer forces in the state of Texas. Give those volunteers an extra pat on the back and show them we care! Thanks to Ronald and Kathy Pullin for opening their home for our recent Volunteer Appreciation Dinner.

Thank you for your support and for attending the 41st annual Freedom Fiesta. Ice-cold refreshments and lots of fun family activities made it a Fourth of July to remember.

Don't forget, our next Business After-Hours Mixer is July 19 at Seguin Chevrolet. Your name could be drawn for the money!

See you there!

*Steve*

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 Randeel Malmsten  
 Jennifer Schultze  
 Larry Taylor  
 Monty Trost

**We're Here For You!**  
**CHAMBER STAFF**

**President**  
 Shanta Kuhl . . . president@seguinchamber.com  
**Convention & Visitors Bureau Director**  
 Sherry Nefford . . . sherry@seguinchamber.com  
**Office Manager**  
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**Events & Communications Director**  
 Dana Overstreet . . . dana@seguinchamber.com  
**Receptionist**  
 A'Laura Bell . . . alaura@seguinchamber.com  
**CVB Services Coordinator**  
 Michelle Morris . . . michelle@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



### Lineman's Rodeo July 19

Electric utility linemen from all over the state will be in Seguin for the 12th Annual Texas Lineman Rodeo Saturday, July 19, at GBRA Nolte Island.

Don't plan to see bronc riding or calf roping, though, because this is a very different kind of rodeo—one that tests linemen's skills and safe work practices. Events at the lineman rodeo include pole climbing, hurt man rescue, using an insulated hot stick to replace electrical components located at the tops of poles, line splicing, knot tying and ten other competitions designed to test team and individual safe line work practices.

The public is invited to come out at 7 a.m. on Saturday to view teams in action. Bring your lawn chairs! For more information or directions to Nolte Island, call the Chamber at 379-6382.

### Volunteers assist in replying to Tourist Inquiries

Two work days were held recently for volunteers to stuff fulfillment packets from prospective visitors. These inquiries were a result from the CVB ad in See Texas First ad campaign which appeared in newspapers throughout Texas, Oklahoma, Louisiana and New Mexico. To date, more than 5,000 inquiries have been received.

We greatly appreciate all of our wonderful volunteers!

### New CVB offices will afford space for personalized travel counseling

The Visitor Center located within the Chamber of Commerce is operated by the Convention & Visitors Bureau and recognized by the State. In our new space, staff will be able to provide personalized travel counseling on attractions in Seguin as well as the region. The Visitors Center is open 8:30 a.m. to 5 p.m. Monday through Friday and on Saturdays from 9 a.m. to 1 p.m.



### Gainesville Texas Travel Information

Center staff Cheryl Cash and Jonelle Harper receive a delivery of Seguin brochures from CVB Director Sherry Nefford. Seguin brochures on display at the Travel Center include the Seguin tourist brochure and *Seguin Gazette-Enterprise Seguin Guide*. The CVB distributes Seguin travel literature through all 12 Texas Travel Information Centers.



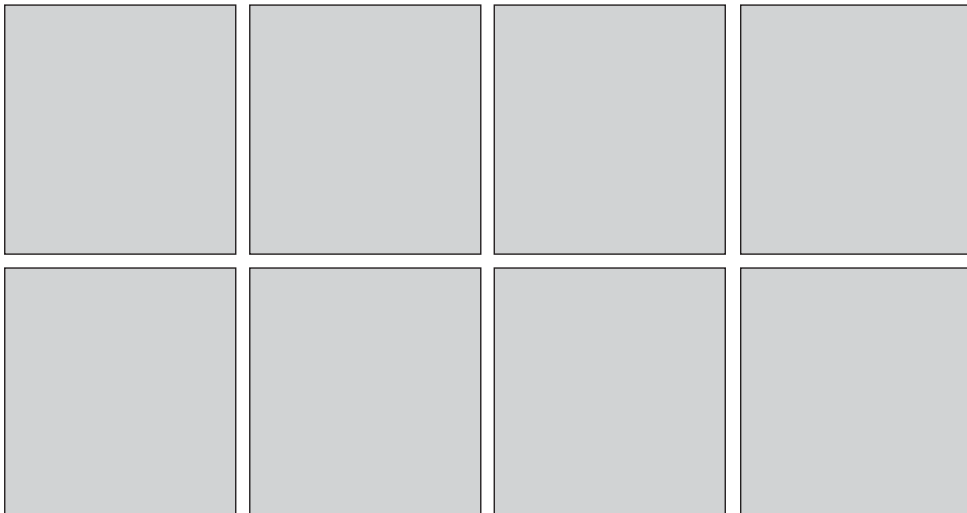
### Seguin Media Kit debuts at North American Travel Journalist Association Marketplace in OKC

The flash drive - holding story ideas, contact sheet and community information - made it convenient for travel writers to carry information back with them to their communities. Many compliments were received from the writers regarding Seguin being very technology savvy.

CVB pitched story ideas to travel journalists, editors, and broadcasters to at the North American Travel Journalists Association Conference & Marketplace in Oklahoma City June 25-26. The Marketplace offers an exclusive opportunity for top travel media and industry professionals to meet one-on-one, exchange information, pitch story ideas, and develop personal contacts.

### Sebastopol House offering hand-loom weaving class

Sebastopol State Historic Site will be teaching folks how to use a hand loom. Weaving is one of the most ancient textile arts. Families will learn how to make their own hand loom and how to perform some simple weaving. July 12 - 10:30 a.m. to 1 p.m. For more information, please call 830-379-4833.



**MEMBER MENTION**

Did you know that Texas Lutheran University now has more than 1,300 students? Each of those students is a potential customer for Seguin businesses! A great way to encourage TLU students to "Shop Seguin" is the "Bulldog Buddy" program. Started a few years ago as a joint project of TLU and the Seguin Area Chamber of Commerce, the "Bulldog

Buddy" program is easy for both businesses and students. Local businesses wishing to participate simply decide what kind of discount they want to offer TLU students. TLU lets the students know which businesses in town are "Bulldog Buddies." To qualify for the discount, students simply show a current TLU student ID card at check-out. That's it! There's no fee for businesses to participate.

"Bulldog Buddy" is a win-win program for local merchants and TLU students. For more information, or to sign up to be a "Bulldog Buddy" for the 08-09 academic year, call Violet Glover at 372-8020, or email vgllover@tlu.edu. Be a "Bulldog Buddy!"

**LCS Medical Spa announces Aveda grads:** Jessica Williams is a new aesthetician with Laser Cosmetic Solutions within

Seguin Spa & Salon and recently completed training with the Aveda Institute San Antonio Esthetics Program and has been trained in Aromology. Deborah Maloney is also a recent graduate of the Aveda Institute and has worked in the cosmetics industry for more than 15 years. She enjoys giving facials and making patients feel relaxed and pampered.

**WELCOME NEW MEMBERS**

**CasaSol Mexican Restaurant**

Majid Bassiri  
921 S. State Hwy 123  
Seguin, TX 78155  
830-379-3330  
Fax: 830-379-3331

*Restaurants / Clubs / Caterers*

**Five Star Painting**

Richard Ripke  
312 Las Brisas Blvd.  
Seguin, TX 78155  
830-515-4581  
www.5star99.com  
*Painting Contractors  
Blind Installation & Service*

**Sabrina Haecker-Mickey Ferrell Realtors**

300 Landa St.  
New Braunfels, TX 78130  
830-629-5959  
Fax: 830-629-5964  
www.mickeyferrell.com  
*Real Estate*

**Marcus Jahns & Associates**

Marcus Jahns  
615 N. River  
Seguin, TX 78155  
210-859-6113  
Fax: 830-549-5578

*Business / Development Consultants*

**Pet Supplies "Plus"**

Matthew Dieterle  
1500 E. Court St., Ste 270  
Seguin, TX 78155  
830-386-2906  
www.petsuppliesplus.com  
*Pet Supplies*

**Gerald Reed**

268 Guadalupe River Dr.  
Seguin, TX 78155  
830-386-4321  
*Individuals*

**Sound Designs**

Ron Sozzi  
2130 Mills Way  
Seguin, TX 78155  
830-556-4633  
*Audio / Visual*

**MEMBERSHIP RENEWALS**

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

Alexander Oil Company  
American Cancer Society  
Ascot Travel-Seguin  
Child Unlimited  
Coca-Cola Bottling Co.  
Dr. Marilyn Cooper  
Renee Cutcher - Mickey Ferrell Realtors  
Dermatology Associates  
Donco Insurance Agency Inc.  
Dream On  
Eagle Rentals, Inc.  
Robert Frets, M.D.  
ITW Minigrip  
KWED-AM 1580/Seguin Daily News  
Lippe Tire Center  
Living Waters Worship Center  
Lone Star Propane

Max-E-Enterprises, Inc. DBA Wendy's  
Mickey Ferrell Realtors, Inc.  
Dwight & Judy Peschel  
Pickett's Fine Art & Frame Shop  
Professional Therapy Service  
Dr. Terri Quebedeaux,  
RAPPS- Rural Area Parenting Program Services  
Red Spoon Productions  
Seguin Manor Apartments  
Sadie Stanley  
Pamela Tackett, D.C.  
The Phone Store, Inc.  
Tocquigny's Green Gate Center LP  
Tri-County Land Surveying  
Tri-State Transmission  
Kermit Westerholm

**CHAMBER CALENDAR ~ JULY**

**Tuesday, July 1**

Quarterly Communications Council, 7 a.m., TLU

**Thursday-Saturday, July 3-5**

Freedom Fiesta, Central Park, Downtown Seguin

**Monday, July 7**

Industrial Relations, noon, Selig Room at GRMC

**Tuesday, July 8**

Economic Development, 4 p.m., Chamber

**Monday, July 14**

Ambassadors, noon, Casa Sol

**Tuesday, July 15**

Executive Committee, 7 a.m., LaQuinta

**Wednesday, July 16**

Agri-Fest Meeting, 5:30 p.m., Chamber

**Thursday, July 17**

Business Showcase Meeting, 4 p.m., Chamber

Business After-Hours Mixer, 5 p.m., Seguin Chevrolet

**July 19-25**

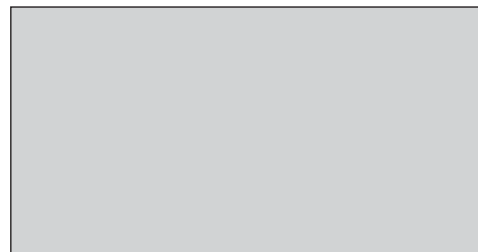
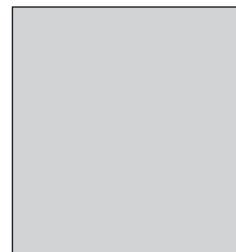
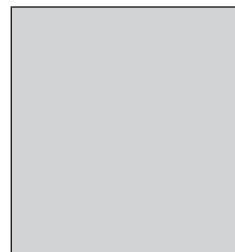
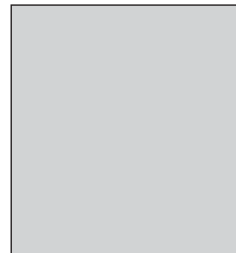
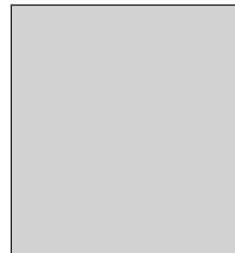
Seguin Youth Leadership Academy

**Monday, July 21**

Board of Directors Meeting, noon, Casa Sol

**Saturday, July 26**

Clean Seguin





**Casa Sol**

Owner Majid Bassiri and Manager Olimpia Hefferon welcomed Seguin Area Chamber of Commerce Ambassadors and Chamber President Shanta Kuhl to a ribbon cutting at the restaurant, 921 S. 123 Bypass. Casa Sol is open Tuesday through Saturday, 11 a.m. to 10 p.m. and Sunday and Monday, 11 a.m. to 9 p.m. Phone number is 379-3330. Also pictured are Victor, Cassie and Anna.

**PLANNING CALENDAR**

- August 15**  
Leadership Seguin applications due
- September 3**  
General Membership Meeting & Luncheon
- September 6**  
Board of Directors Retreat
- September 23**  
Annual Banquet
- October 1**  
General Membership Meeting & Luncheon
- October 4 & 5**  
Central Texas Senior Men's Golf Fest
- October 24-26**  
Pecan Fest Heritage Days
- October 25**  
Seguin Chamber's Pecan Classic Golf Tournament



**Blessings**

Blessings, 1074 E. Ireland (at the corner of Ireland and King), is a one-of-a-kind Christian gift store with an inviting atmosphere and inspirational gifts for every special occasion. Everyone is welcome to enjoy the cozy sitting parlor for bible study, meeting or friendly conversation. Bambi Rucker is the owner of Blessings, which is open Tuesday through Friday, 10 a.m. to 6 p.m., and Saturday, 10 a.m. to 3 p.m. Phone is 379-0060. Pictured with Mayor Betty Ann Matthias and Seguin Chamber Ambassadors are Rucker, and her children Austen Tyler and Caleb, along with sales associate Julie Hunter.



**Mosheim Mansion**

Carol Hirschi, owner of the Mosheim Mansion at 409 N. Austin St., invites everyone to the newly renovated Bed and Breakfast which features 6 suites, whirlpools and private baths, along with some spectacular relaxation. Reservations are available by calling 372-9905.

**Taking Care of Business**

**Chamber membership a meaningful investment**

By SHANTA KUHL, IOM, CCE  
President



As a businessperson, there are constant requests for your funds to help support all of the meaningful and worthwhile efforts here in Seguin. So why have so many companies chosen to invest in the Chamber? An investment in the Chamber makes good sense.

- As a company, it benefits you to have an organization that keeps an eye on the overall business climate of the community. You need an organization that develops relationships with local, state and federal agencies who continually debate issues that affect business.
- You feel confident that your investment is being secured by a Board of Directors who oversee the work of the staff and insure your investment is being valued.

- The investment you make in the Chamber helps you spread your dollars to other worthwhile efforts such as Education, Beautification, Economic Development, Agriculture, Leadership Development and marketing the community to grow the workforce and increase sales tax dollars. Through the Chamber, your investment touches every aspect of the local economy.
- Finally, your investment gives your business a voice. To accomplish the work of the Chamber, every member is given the opportunity to serve on committees, task forces and projects. Much of the work accomplished is done by volunteers, making the most of your investment. These volunteers are Chamber members who are setting the direction of business in Seguin.

If you are not a member, we invite you to make the most of your community investment dollars and join the Chamber. Just call us. We'll stop by your place of business and tell you how to make the most of your investment.

**Chamber Call Report & Referral Listing - May**

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 May

- |   |  |   |  |
|---|--|---|--|
| <ul style="list-style-type: none"> <li>A/C Companies</li> <li>ACCO Feeds</li> <li>Advance Lock &amp; Key</li> <li>Angel Pest Control</li> <li>Apartment Listing</li> <li>A-Roo Company</li> <li>AT&amp;T building on River St.</li> <li>Austin Street Live</li> <li>Bed and Breakfasts 2</li> <li>Better Business Bureau</li> <li>Bill Miller's BBO</li> <li>Blessings</li> <li>Blue Sreak Stables</li> <li>Board of Realtors</li> <li>Bugman Pest Control</li> <li>Caterers</li> <li>City Hall 4</li> <li>Climate Control Storage Units</li> <li>CMC Metal Recycling 2</li> <li>Coliseum Address</li> <li>Comet Cleaners</li> <li>Company that picks up hazardous</li> <li>Construction Contractors</li> <li>Consumer Credit Counseling Services 2</li> <li>Dentists</li> <li>Doctor Referrals</li> <li>Electrical Companies</li> <li>Employment Agencies</li> <li>Evergreen RV</li> <li>Extension Office</li> <li>Fair Association 2</li> <li>Feed stores</li> <li>First United Methodist Church</li> </ul> | <ul style="list-style-type: none"> <li>Garage Door Company</li> <li>GVEC</li> <li>Hanson Pipe &amp; Precast</li> <li>Hawkins Personnel</li> <li>Hispanic Chamber 5</li> <li>Hospital Referral</li> <li>Hotel Info</li> <li>Hotel Listings 12</li> <li>Humane Society</li> <li>Jet Ski Rentals</li> <li>JP's Quick Stop &amp; Bakery</li> <li>KDF Inc.</li> <li>Lockhart Chamber</li> <li>Luling Chamber 2</li> <li>Main Street 3</li> <li>Meeting Facilities 6</li> <li>New Braunfels Chamber</li> <li>Palace Theatre</li> <li>Parks &amp; Rec Office 4</li> <li>Plumbing Companies</li> <li>Port Aransas Chamber</li> <li>Print Express</li> <li>Pro Build</li> <li>Produce Farm</li> <li>Public Boat Ramp to Lake McQueeney 2</li> <li>Realtors</li> <li>Red Spoon Productions</li> <li>Restaurants</li> <li>Rifle Range</li> <li>San Antonio Chamber</li> <li>Schleler Thomas W. &amp; Associates</li> <li>Schultz Nursery in Marion</li> <li>Sebastopol</li> </ul> | <ul style="list-style-type: none"> <li>Seguin Activity Center</li> <li>Seguin Art Center</li> <li>Seguin Gazette 2</li> <li>Seguin Outdoor Learning Center 2</li> <li>Springs Hill Water</li> <li>Target in New Braunfels 2</li> <li>Teddy Burger Center</li> <li>Texas Events Guide</li> <li>The Aumont</li> <li>The Hot Spot</li> <li>The Koehler Company</li> <li>TLU Swimming</li> <li>Tuesday Morning 2</li> <li>Tyson Foods</li> <li>Utilities Info number</li> <li>Vacuum Doctor</li> <li>Warehouse availability</li> <li>Waste Companies 2</li> <li>Wave Pool</li> <li>Wing Stop Opening</li> <li>You're So Crafty 3</li> <li>ZDT Amusement Center</li> </ul> | <ul style="list-style-type: none"> <li>Market Days 2</li> <li>Fiestas Juan Seguin 4</li> <li>Cushman Rally 28</li> <li>Farmers Market</li> <li>Watermelon Jubilee</li> </ul> <p><b>Packets</b></p> <ul style="list-style-type: none"> <li>Realtor Requests 2</li> <li>Subdivision Requests</li> <li>Individual Requests 17</li> <li>Directories 7</li> <li>Membership 4</li> </ul> <p><b>Information Distributed to Tourists &amp; Walk Ins</b></p> <ul style="list-style-type: none"> <li>Walk in 44</li> <li>Maps 32</li> <li>Phone Books 21</li> <li>True Women Info 6</li> <li>Directions 5</li> <li>Antique Stores 3</li> <li>Post Cards 1</li> <li>Info on Shiner &amp; Gonzales</li> <li>Info on San Antonio</li> <li>History booklet on Juan Seguin</li> <li>Directions to Silverleaf Resort in Canyon Lake</li> <li>Volleyball Rosters 41</li> <li>Veterans Bricks</li> <li>Directions to Sattler</li> <li>Visitor Packets 7</li> </ul> |
|---|--|---|--|

**Shop Chamber Members First!**