



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

# Business Line

July 2009

## Youth academy offering teens life-changing experiences

Fifteen Guadalupe County high school juniors and sophomores 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 fourth annual Seguin Youth Leadership Academy will be held July 18-24 and is a joint project of the Guadalupe-Blanco River Authority and the Seguin Area Chamber of Commerce and is organized by a group of volunteers, with Teresa VanBooven of GBRA leading the way.

The teens are students at Seguin, Steele (Cibolo), Navarro and Lifegate high schools; Ed Candelaria, Chloe Casey, Grant Coleman, Kadie Durham, Michael Magtalas, Nathan Mollenkopf, Alejandro Montero, John Paine, Chris Pineda, Derek Reihl, Sarah Sanchez, Rachel Schuster, Ashley Terry, Becca Trammell, and Bianca Trigo.

Sponsorships are being sought to underwrite the cost of the week-long academy. For more information, call the Seguin Area Chamber of Commerce at 379-6382.

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.



## Business After Hours

**Thursday, July 9  
5 to 7 p.m.**

**HACIENDA OAKS NURSING  
& REHABILITATION**

**1637 N. King St.**

**\$400 attendance drawing  
plus \$100 from Starcke Furniture**

## Save the Dates!

**Central Texas Senior Men's  
Golf Fest - Sat. & Sun.,**

**Oct. 3 & 4**

Two days of golf on two courses, plus practice rounds, and an evening social

**Pecan Classic  
Golf Tournament**

Friday, Oct. 23



Call the Seguin Chamber  
at 830-379-6382 for more info!

**BOARD OF DIRECTORS**

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Shawn Martinez

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Randee Malmsten  
Rick May  
Charles Villeneuve

**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  
Lauren Gonzales . . . lauren@seguinchamber.com

**Mission Statement:**  
Members growing businesses  
for a prosperous community

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

**Summer programs builds leaders**

July is here and we are mid way through the summer. The Chamber staff has been working hard during the last month (or 11) to put together Freedom Fiesta. What a great event! A big THANK YOU to the committee that has worked endlessly for the past year to put this event together. A special thank you to Rebecca Fricke, the Chair, for all of her hours and hours that she has given to make sure this event went off without a hitch. It is because of volunteers like Rebecca that the Seguin Chamber is so successful.

Seguin Youth Leadership Academy orientation was last month. Fifteen of the area's brightest and best students are ready to get started. For those of you not familiar with this program, it was started as a way to educate our youth about what it takes to be a leader and the importance of giving back to the community. They will spend a week this month learning about Seguin, but more importantly learning what skills are needed to be a contributor to their community. Throughout the school year, they will identify and work on completing a community service project; and graduation is in November. The stories from these students once they complete the class are incredible. They are energized and ready to take the next step in life as a strong leader.



Shawn Martinez,  
Chair

The Seguin Youth Leadership program is funded 100% by sponsors. The students pay \$50 (which is given back to them for their project) to participate in this program. It was the belief of the founders of this program that students be selected in this program on merit and not be hindered by cost. The cost for one

student is about \$500 for the program. This cost covers the expenses of the room and board during the week they stay at TLU and a few other minor expenses during the rest of the nearly year-long program. If you or your business is interested in helping the youth of the Seguin area excel, please contact the Chamber for sponsorship opportunities. Or you can log onto www.SeguinLeadership.org. **HELP TODAY'S YOUTH BE TOMORROW'S LEADERS OF OUR COMMUNITY!**

We are also accepting applications for the Chamber's Leadership Seguin program. The deadline is Aug. 5! This program will begin in September. I, myself, completed this program and highly recommend it to anyone in the business community. You will learn things about Seguin that you never knew. I'm constantly amazed at the stories of people that were "born and raised" in Seguin, but never knew that..... (fill in the blank) was in Seguin. This class will also teach you life skills that are necessary to be successful in your business. Employers, your employees will gain skills that will help to make your company a success. Contact the Chamber for an application or go online to www.SeguinChamber.com (or www.SeguinLeadership.org).

By the way, have you been to the new Chamber website? Go! Look! The website has been updated and is fabulous! New features have been added to make finding information a snap! Help us make it better - if you see something amiss, please email dana@seguinchamber.com to let her know it needs to be fixed!

Enjoy the rest of the summer!

**Convention & Visitors Bureau**



**Attention "Go Texan" Members** ... the Pecan Fest Heritage Days Committee is compiling a list of Guadalupe County "Go Texan" Members. Contact the Chamber at 830-379-6382 and we will make sure to include your name on our promotions list for the event.



Criteria in becoming a "Go Texan" Member: Companies with products grown and processed in Texas are eligible to apply for the GO TEXAN program as a Product Member. Agricultural-product categories include food, wine, horticulture, fiber, livestock, forestry and beef. Companies with non-agricultural Texas-produced products are eligible to apply under general membership with some limited benefits.

The GO TEXAN Restaurant Program, established in January 2008 as a part of the Texas Department of Agriculture's GO TEXAN Certification Program, links participating Texas restaurant establishments to local producers and other Texas-grown or processed food products to bring the quality of Texas to the table!

We would like to encourage non-members to join for a small fee of \$25. This will allow you to put the marketing power of Texas behind your products, GO TEXAN, is the most comprehensive marketing program for Texas-made products ever launched. For \$25 a year, GO TEXAN membership benefits include an array of features:

- Use of the GO TEXAN logo to help shoppers spot your Texas products at a glance.
- Eligibility for agricultural-product members to apply for the GO TEXAN Partner Program, a matching fund program designed to double the marketing dollars available.
- Inclusion in the GO TEXAN product directory listing on the GO TEXAN Web site, available to buyers worldwide.
- Opportunities to participate in high-profile GO TEXAN promotions: retail and institutional events, national and international trade shows, livestock expositions, fashion shows and more.
- Receipt of the GO TEXAN Infoletter with timely updates on industry-related marketing news and GO TEXAN promotional opportunities.
- Marketing support for GO TEXAN through TDA's use of broadcast and print advertisements, feature mailings and promotional materials.

**13th Annual Texas Lineman's Rodeo will be held Saturday, July 18, at Guadalupe Blanco River Authority's Nolte Island**

Electric utility linemen from all over the state will be in Seguin for the 13th Annual Texas Lineman Rodeo Saturday, July 18 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 Texas Lineman's Rodeo Association, Inc. (TLRA) is a non-profit organization created to offer lineworkers in the great State of Texas a way to showcase their pride in the profession of high voltage linework. The TLRA is an organization composed of volunteers devoted to the promotion of charitable, educational and electrical safety activities,

including, but not limited to, the continued education of lineworkers, the encouragement of cost-reducing efficiency and proficiency methods in the work environment, building relationships of trust and teaching teamwork techniques.

The public is invited to view the competition beginning at 7 a.m. on Saturday.

**Fields at Huber Ranch July Tournaments:**

July 4 & 5 - "Huber Ranch Anniversary Tournament" - Sponsored by Huber Ranch - Contact Johnny Guerrero at johnny@huberranchfastpitch.com or 830-556-6218.

July 11 & 12 - "8th Annual Red Flame Classic" - Sponsored by GB Tourneys - Contact Gaylen Briggs at 210-385-4612 cell or galen@hotmail.com.

July 18 & 19 - "Huber Ranch Summer Blast" - Sponsored by Huber Ranch - Contact Johnny Guerrero at johnny@huberranchfastpitch.com or 830-556-6218.

July 25 & 26 - "8th Annual Heatwave Classic" - Sponsored by GB Tourneys - Contact Gaylen Briggs at 210-385-4612 cell or galen@hotmail.com

**We are hereby summoned for jury duty at**

the Seguin Art Center

**Fairy Tale Courtroom**

*A play for children of all ages by Dana Dromix*

Here Ye, Here Ye! The Wicked Witch and the Big Bad Wolf will be put on trial!

Adults \$10  
Kids \$5 (12 and under)

Friday, July 31st at 7:00 pm  
Saturday, August 1st at 7:00 pm  
Sunday, August 2nd at 2:30 pm

at the Seguin Palace Theatre

Failure to attend will result in a serious laughter penalty!

## Call Report & Referrals

4th of July Parade- 3  
 Advanced Telecom & Video Solutions  
 Alamo Country Inn & Suites  
 Amy's & Cathy's Take-Out - 2  
 Austin Phone Book  
 Barnard-Donagan Insurance  
 Beeville Chamber  
 Berrige Manufacturing  
 Best Value Inn  
 Best Value Inn  
 Better Business Bureau  
 Cascades Gift Shop  
 Cattle Auction  
 Cemeteries  
 Chiro Java Espresso Bar & Internet Café - 2  
 City Hall  
 Comfort Inn & Suites  
 Court House  
 Downtown Restuarants  
 Early Bird Townhomes  
 Eden Cross Apartments  
 Eden Place Apartments  
 El Rancho  
 Embassy Suites San Marcos  
 Hotel, Spa & Conference Center  
 Ennis, Texas Polka Fest  
 Explore USA RV Superstore  
 Fiestas Juan Seguin - 5  
 Gift & Gourmet  
 Gonzales Chamber  
 Grain Bin Cafe & Store

Grosvenbeck Chamber  
 GVEC  
 Hampton Inn - 2  
 Heritage Museum  
 High Serria Toilets  
 Hillsboro Chamber of Commerce  
 Hispanic Chamber - 6  
 Hobart, OK Chamber  
 Holiday Inn Express  
 Home Depot  
 Hotels - 2  
 IESI - 2  
 Jet Welding  
 Jim Price - ARA  
 Karen McMillan Realtors  
 Keepers Interiors  
 Kirby's Korner - 2  
 KWED Daily News  
 La Quinta Inn & Suites  
 Landill - 2  
 Larry's Boot and Saddle Repair  
 Law Offices of Patricia K. Irvine, P.C.  
 Lil Bugs  
 Luling Chamber  
 Middletowne Apartments  
 New Braunfels Chamber  
 Office Depot  
 Paramount Embroidery & Screenprinting  
 Physical Therapy LTD.  
 Post Office  
 Producer's Cooperative  
 Quality Inn - Seguin

Quinzos  
 Ranger Oaks  
 RAPPS- Rural Area Parenting Program Services  
 Realtors - 3  
 Reception Halls  
 Recycling Information- 4  
 Robert Raetzsch  
 RV Parks  
 San Antonio Chamber  
 San Marcos Chamber  
 Seguin Economic Development Corporation- 5  
 Seguin Gazette-Enterprise  
 Seguin Housing Authority  
 Seguin Manor Apartments  
 Seguin Outdoor Learning Center  
 Seguin Youth Services  
 Social Security - 3  
 Soechting Motors  
 Starcke Park  
 Stratton Oaks Apartments  
 Super 8 Motel - 2  
 Luling Chamber  
 Middletowne Apartments  
 New Braunfels Chamber  
 Office Depot  
 Paramount Embroidery & Screenprinting  
 Physical Therapy LTD.  
 Post Office  
 Producer's Cooperative  
 Quality Inn - Seguin

Vicki Pattillo  
 Viola's Flower Shop  
 Workforce Solutions Alamo  
 You're So Crafty  
 Information Distributed to Tourists  
 Walk in - 41  
 Maps- 35  
 Phone Books- 8  
 Visitor Packets - 8  
 True Women Info - 1  
 Seguin Dining- 4  
 Specialty Shops- 3  
 Walking Tour- 2  
 Landmark Tour- 1  
 Relocation Packets  
 Realtor Requests  
 Subdivision Requests  
 Individual Requests  
 Directories- 43  
 Volleyball Roster - 21  
 Event Information Calls  
 Freedom Fiesta- 12  
 Fiestas Juan Seguin- 18

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

## Chamber Calendar

**Tuesday, July 7**  
 Governmental Affairs Committee, 7 a.m., LaQuinta

**Thursday, July 9**  
 Business After Hours Mixer, 5 p.m., Hacienda Oaks Nursing & Rehab.

**Friday, July 10**  
 Beautification Committee, 3 p.m., Chamber office

**Monday, June 8**  
 Ambassadors, noon, Chamber

**Tuesday, July 14**  
 Economic Development Committee, 4 p.m., Chamber

**Freedom Fiesta committee,** | 5:30 p.m., Chamber

**Wednesday, July 15**  
 Executive Committee, 7 a.m., Chamber

Ribbon Cutting, 4 p.m., Tier One Dentaltti

**Thursday, July 16**  
 Retention Committee, 9 a.m., Chamber

**Friday, July 17**  
 Annual Banquet Committee, 10 a.m., Chamber

**Saturday, July 18-Friday, July 24**  
 Seguin Youth Leadership Academy

**Monday, July 20**  
 Board of Directors Meeting, Noon, Chamber

**Tuesday, July 21**  
 Chamber Budget Committee, 10 a.m., Chamber



## Welcome New Members

**Barbara Sano - Karen McMillan Realtors**  
 Barbara Sano  
 808 E. Court St.  
 Seguin, TX 78155  
 210-860-0745 fax 210-303-0073  
 www.karenmcmillan.com  
*Real Estate*

**Central Texas Technology Center**  
 Chester Jenke  
 2189 FM 758, New Braunfels, TX 78130  
 830-609-2100 fax 830-609-2150  
 www.accd.edu  
*Schools, Colleges & Education*

**Clarence Frase**  
 1464 Robin Ln, Seguin, TX 78155  
 830-303-9369  
*Individuals*

**Office Depot BSD**  
 Sandra Maddock  
 301 Main Plaza, #336  
 New Braunfels, TX 78130  
 830-438-8998 fax 561-4438-0431  
 www.officedepot.com  
*Office Supplies, Equipment & Fixtures*

**Star Manufacturing**  
 John Wagoner  
 1001 Crossroads Blvd., Seguin, TX 78155  
 830-401-5951 fax 830-401-5809  
 www.starmfgtx.com  
*Manufacturing- Manufacturers Representatives*

**Storage Storage**  
 Todd Galle  
 174 Tor Dr., Seguin, TX 78155  
 830-379-7300 fax 830-379-7300  
 www.storagestorage.biz  
*Storage Rentals*

**The Ticket Sports Bar & Grill**  
 Todd Koym  
 204 S. Austin St., Seguin, TX 78155  
 830-372-0808  
 www.ticketssportsgrill.com  
*Bar and Grill*

## Member Mention

**Seguin Oakwood Art League** is sponsoring a Kids Love Art Contest with prizes awarded at **Chiro Java** on Aug. 27. Youngsters can create art at these locations or at home:

- \* June 25 & July 16 - Seguin Activity Center
- \* June 30 & July 14 - Seguin Youth Services
- \* July 23 - Seguin Library
- \* The time is 10 a.m. - Noon each day

After creating the artwork, turn it in to the Activity Center by Aug. 15. Prizes will be awarded for Grand Prize, First-, Second-, and Third Places in Elementary, Middle School and High School categories.

**Kids Love Art is sponsored by Chiro Java, First National Bank, Papa Murphy's Pizza, ZDT Amusement, Home Depot.**

## Membership Renewals

A1 Tri-County Plumbing  
 Beall's Department Store  
 Carquest Auto Parts  
 Andrew & Jennifer Dalton  
 Benton Donegan  
 Eagle Rentals, Inc.  
 Farm Bureau Insurance Agency  
 GreenLeaf  
 Griffith Ford  
 hEB Food Store  
 Kathy Pullin.com  
 Kay Walker - Mickey Ferrell Realtors  
 Kirby's Korner Restaurant  
 Lone Star Printing & Office Supply  
 Los Cucos Mexican Restaurant  
 Marcus Jahns & Associates  
 Dwight & Judy Pexchel  
 Pet Supplies "Plus"  
 Quality Bioresources, Inc.  
 Gerald W. Reed  
 Seguin High Band Boosters  
 Seguin Manor Apartments  
 Raynelle Stauszenberer  
 Pamela Tackett, D.C.  
 Valvoline Express Care  
 Xpress Truck Accessories

### Member contact updates

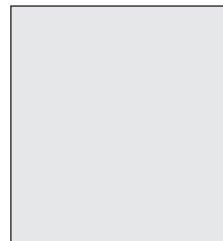
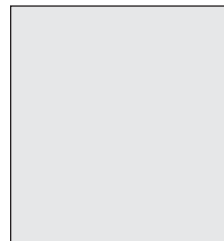
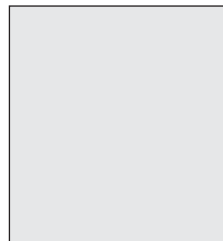
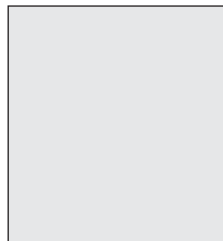
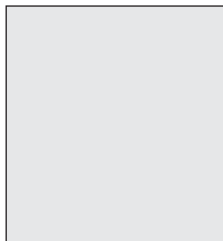
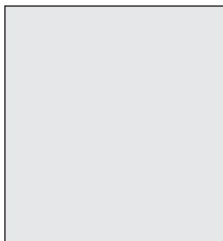
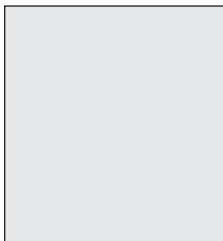
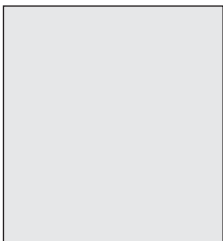
Please remember to let the Chamber staff know when you change your email address. Also, please make sure you are receiving a weekly Monday Morning Memo - if not, we have an old or incorrect address for you! **Email updates to cofc@seguinchamber.com.**

## Plan Ahead

**Aug. 5**  
 Leadership Seguin deadline for application

**Sept. 2**  
 General Membership Meeting & Luncheon

**Sept. 22**  
 Annual Chamber Banquet





**Beautification Award**  
Kirk Herbold of Texas Lutheran University accepts the Chamber's Beautification Award from Committee Chair Kathy Pullin of KathyPullin.com at the recent American Bank of Texas Business After Hours Mixer. Working with Herbold at TLU is Tim Barr.



**Dream On**  
Barbara and John Upper invite all sleepyheads to the new location of Dream On - 360 S. Hwy. 123 Bypass. The retail mattress and bedding store is open Monday-Saturday, 11 a.m.-7 p.m. and Sunday, noon to 5 p.m. Stacey Fraser is manager of the store, which has been in Seguin for 19 years and has a greatly expanded selection of Serta and Tempurpedic mattresses.

## Building on the Past Preparing for the Future

**Community supports Chamber's Capital Campaign**  
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**  
Design Associates  
Goetz Funeral Home  
The First National Bank of Beville

**Two-Star - \$3,000 - \$4,499**




- Kirby's Korner
- Hexcel Corp.
- Anonymous
- State Farm Insurance, Mark Herbold
- Carter's Tire Center, Inc.
- ZDT Amusement Center, Ltd.
- Shanafelt Auto Co. Inc.
- Seguin Electric Company, Inc.
- King Properties & King Ranger Theatre
- Seguin Gazette-Enterprise
- Keppers
- David Baenziger, Harold Baenziger
- Black Castle Construction, Ltd.

- US Health Group
- Phil Seidenberger
- Membrane Filtration Products, Inc.
- Stan McKenzie
- Fabio's Inc. (Gba San Anthony Jewelry)
- Mango Trost
- Betty Ann Mathies
- 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. Phillmann Jr., Attorney at Law
- Hartman Insurance Agency, Inc.
- Dr. Melanie Carreon
- Seguin Animal Hospital
- Andrade-Buck, Inc. (Sidway)
- Seguin Ford Mercury
- Broadway National Bank
- Diamond Air
- The Oak Tavern
- Coffeen Management
- Dr. Dean Zincone
- True Blue Entertainment LLC (Country Clubart)
- Ingram Readylink Inc.
- Campbell Floors
- Starcke Furniture Co.

**Other**

- Bill & Rose Mary Ermiel, Sharon Bettis,
- Dale Dyess Realtors, Ray Simecock DDS,
- Five Star Title, CAYCO Homes of Texas,
- John Hudson DDS, Phil Rinn,
- Craig Rinn & Mary Ann Frisbie, Doris Rinn,
- Hampton Inn, Schroeder Beverages Inc.,
- Johnny's Bar-B-Que, Sonie Drive-In No. 2,
- Spring Hill Water Supply,
- Kirchmer Erection Co.,
- Arnold Zwicke, Steve Koehler,
- Orthodontic Specialists of Seguin

- 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 & Helece
- Stadtmueller
- The Ledbetter Group & Ledbetter's Dependable Cleaners

## Volunteers are an important resource

Volunteers are the most important resource community organizations have. The ability of people to work willingly together for the betterment of their community and themselves is a valuable resource.

The image of the volunteer has changed over time. Volunteers come from all walks of life: they may be a teenager learning to manage responsibility by doing a community project, an executive sharing management skills with a community group or a retiree enjoying a new friendship as a volunteer reader at the community library.

Ideally, volunteers find the donation of their time and energy a meaningful experience for themselves as well as for the organization. A true win/win situation.

### Benefits volunteers bring to the organization

- credibility – volunteers have fewer vested interests, making them a valuable public relations asset
- objectivity – especially in the delivery of services
- refreshed energy
- specialized skills and knowledge
- public opinion on important issues



**Shanta Kuhl  
President**

- new ideas to enrich the existing program
- flexibility to focus intently on a particular task or issue
- constructive criticism and feedback
- fresh perspectives – "new blood" can keep an organization alive
- ability to lessen the overall workload
- capacity to expand services
- immediate access to the community

### Why do people volunteer?

- to help others and contribute to the community
- to use skills in a new setting
- to find new friends and new relationships

- to develop a sense of accomplishment and self-worth
  - to learn new skills
  - to challenge themselves
  - to work for a cause
  - to gain recognition for their abilities
  - to help improve the quality of community life
- Consider giving back to your community by volunteering. The Chamber provides a list of local community groups and non-profit organizations that are looking for great volunteers.

The Seguin Area Chamber of Commerce reminds you about the Member-to-Member (M2M) Promotion



Program Discount KEYtag and Listing.  
The M2M Promotion Program offers special incentives and discounts on products and services to members from fellow members (and their employees) ...not to just those offering discounts. This program was designed exclusively for our Chamber members as an added value of membership and is sponsored again in 2009-2010 by **The First National Bank**.

The M2M Promotion Program features free listings of member discounts for products and services. Members simply show their M2M Promotion Program Discount KEYtag to participating firms in order to receive the discounts. The M2M Promotion Program is constantly expanding. A new list of discounts is updated in The Chamber's newsletter and on the website monthly. This not only allows new members to participate in the program, but also supplies Chamber members with the most up-to-date discount opportunities.

We encourage you to "Shop Chamber Members First" and take advantage of the M2M savings your fellow members are offering to you and your employees. Keep your KEYtag on your key ring, ready for instant savings. (If you would like KEYtags for all your employees, please stop by The Chamber office at 116 N. Camp St.)



**Mixin' it up**  
Chamber President Shanta Kuhl chats with County Commissioner Roger Baenziger, Councilmember Steve Tschoepe of Lone Star Printing, Councilmember Bob Pees and his camera-wielding wife Hope at the American Bank of Texas Mixer.