

CHAIRMAN'S CORNER



April, 2010 - The old Interurban Building has finally been renovated and reopened housing the Lancaster Chamber of Commerce, Visitors Center, and a Texas State Auxiliary Museum – and it looks terrific! We held our first Chamber Board meeting there on March 3rd, a Grand

Opening/Ribbon Cutting on March 4th, followed by a Net-Connect After 5 – NCA5 - networking affair from 5:30 to 7 p.m. We'll hold our second Chamber Board meeting there on April 7th and a Monthly Chamber Luncheon in Grand Hall on Thursday, April 8th at 11:30 a.m.

Our April 1st NetConnect After 5 – NCA5 - will be at the LaQuinta Hotel and Suites on I-35E from 5:30 p.m. to 7 p.m. This is a great networking opportunity to tell about what you sell, make or service.

Vivian Chastain and her committee are working hard on our "Treasures of Texas" Auction Gala slated for April 24th, and need your help. Give her or the Chamber a call!

Frank Bentley along with Karen McClary and Doug Hunt are providing many of our business members with a reason for being a Chamber member – a Shoppers Card – and a Web site www.ShopMembersFirst.com. This is a great opportunity for shoppers, merchants, and even fund-raising groups such as ROTC, or Boy Scouts to earn money by selling cards! For each Shoppers Card they sell for \$10, they keep \$5 and send \$5 to the Chamber. It is a very simple program, good for the shopper and good for the merchant! And when businesses benefit – the Chamber benefits also!

The Greater Dallas Bicyclist Club is holding their annual Lancaster Country Ride leaving Town Square at 9 a.m. on Saturday, April 10, 2010. The ride is through beautiful Bluebonnet fields, and is split into 3 length rides – a 24, a 43 and a 63 mile route – with all rides ending back a Town Square at various times. This is a "2nd Saturday on the Square", so there will be invited artists, vendors, food, music and entertainment for the over 1,000 riders expected, and for our visitors who want to enjoy this fun event.

*A.Z. Drones, Atmos Energy
Board Chairman
Lancaster Chamber of Commerce*

AROUND AND ABOUT...by Joe Johnson

April, 2010 – If it's April – it must be time for our **Annual Auction-Gala "Treasures of Texas"** presented by **Levine's Dept. Stores** – is an escape from our daily drudgery – to a fun-filled night in wide open spaces of Texas. ... It is set to ride off at 7 p.m. on April 24th at the wonderful party place/dude ranch named The Southern Cross at 1800 Dowdy Ferry Rd. in Dallas. ... Auction-Gala Chair **Vivian Chastain** and Co-Chair **Doug Hunt** say "We need sponsors and donations for auction items – both live and silent". **"And we need your participation!"**

Other Goings On

Our **Small Business Committee** chaired by **Katina Potts** scored back-to-back successes in the last two Better Business Breakfast meetings, first with a presentation by **Ricardo Pearson** about **Windows 7**, sponsored by **Microsoft** and hosted by **Bienvenidos** on February 26th, with 52 in rapt attendance. And



last week on March 26, 2010 in the Visitors Center Board Room we were treated to a presentation by **Cassandra Washington** on **"Diversity – Why Can't We All Just Get Along"?**

"Shop Members First"

Frank Bentley and his committee have produced one of the most important programs the Lancaster Chamber has ever been involved in – a **"Shoppers Card"**. It is part of a **Shop Members First** program, with a card, displays, tri-fold marketing pieces, an informational brochure and a Web site –

www.ShopMembersFirst.com. Customers can buy a **"Shoppers Card"** for \$10 and access the Web site to review merchant offers, - and merchants can change or update their offers every month. The program is slated to run the entire year of 2010. This

(See AROUND ... Continued on page 3)

Mayor's Comments – Lancaster Connection



Mayor Marcus Knight

Have you been Counted? I want to encourage our business community to promote participation in the 2010 Census. It can't be overstated the importance of the impact the Census will have on Lancaster.

Well it seems as though Spring is finally here, and not a minute too soon. The weather has allowed residents to take advantage of our newest Hike and Bike trail additions that were christened the other day. Many thanks again to Dallas County, Oncor, and the Lancaster Parks and Recreation department for making that a reality for our community.

I am excited to announce that the City of Lancaster has partnered with Deion Sanders and his PTA Sports Association to manage Lancaster's Summer camp, in addition to, our Youth Sports leagues. This will be a great opportunity to expose our youth to not only athletic fundamentals, but also academic discipline and citizenship.

Please be mindful that April 17th is Lancaster's annual Spring Trash off. Residents can take advantage of this opportunity to properly dispose of materials. All you need is a valid ID with a Lancaster address. Additionally, I hope to see many of you at the annual Lancaster Chamber Gala on April 24th, it should be a lot of fun. Have a great month!

*Marcus Knight, Mayor
City of Lancaster*

AROUND ... Continued from page 2

program is a home-run, and has already been copied by at least one other chamber!

Networking

One of the most important benefits from Chamber membership is **networking**. ... And we've had plenty of that! ... **NetConnect After 5 – NCA5** is a super way to network and promote yourself or business. ... The next **NCA5** is hosted at **LaQuinta Hotel and Suites** on I-35E on April 1st from 5:30 to 7:00 p.m. ... The next **Chamber Luncheon** in Grand Hall on April 8th is another networking opportunity. We will be honored to have the new president of Methodist Charlton Medical Center, Jonathan Davis as principal speaker. ... Come join us in all these activities! ... **You can't network or improve your business by NOT being involved!!!**

... See you around and about.

2010 Board of Directors

*** A. Z. Drones**
Atmos Energy
Chair

*** Karen McClary**
Edward Jones Investments
Chair Elect

*** Vivian Chastain**
Bienvenidos Restaurant
Past Chair

*** Melody Stillings**
Regions Bank
Treasurer

*** Joe Johnson**
President

Frank Bentley
ABG Marketing

Kenneth Govan
Oncor Energy

*** Doug Hunt**
Access Self Storage

Marcus Knight
Knight Waste Services

Ronnie Lowe
Lancaster Outreach Center

Katina Potts
Maid 2 Serve U

Kevin Smith
DART Transit Company

Evelina Echols-Sutton
Methodist Charlton Medical Center

Margie Waldrop
Profile Commercial Properties

*** Dr. Bill Wells**
Cedar Valley College

Ex-Officio Members

Rickey Childers, City Manager
City of Lancaster

Dr. Dana Marable
Lancaster ISD

John Polewski
Polewski & Assocs.

• Denotes Members of Executive Committee

LEVINE'S STORES *Presents*
Treasures of
TEXAS
CHAMBER GALA AUCTION
 AT THE SOUTHERN CROSS
 THE PREMIER TEXAS DUDE RANCH
 SATURDAY, APRIL 24, 2010
 7:00 P.M. TO 11:00 P.M.

LancasterTX.org
LANCASTER CHAMBER & VISITORS CENTER
 103 N. Dallas Ave, Lancaster, TX 75146
 972.227.2579 ★ www.LancasterTX.org

COME JOIN US
 IN CELEBRATING *Treasures of*
TEXAS

- ★ Entertainment by Doc Gibbs
- ★ Texas Style Homemade BBQ
- ★ Live & Silent Auction
- ★ Cash Bar
- ★ Attire: Texas Chic
- ★ Tickets – \$50 or Call for Sponsor Opportunities

COME JOIN THE FUN!!

THE SOUTHERN CROSS
 1800 DOWDY FERRY ROAD
 DALLAS, TEXAS 75217

Levines Department Stores Present The Lancaster Chamber's "Treasures of Texas" 2010 Auction Gala

At The Southern Cross
1800 Dowdy-Ferry Road
Dallas, Texas

Saturday
April 24, 2010
7:00—11:00 p.m.

Live Entertainment
Provided by
"Doc Gibbs"

- Presenting Sponsor—\$3,500** *Levines Department Stores*
Naming rights for event, reserved table of 8, signage at event, name recognition in press releases, company profile in Chamber Newsletter, name in program, table top sign, recognition during event, plus a full page ad in program.
- Diamond Sponsor—\$2,500** *Access Self Storage*
Reserved Table of 8, signage at event, name recognition in press releases, name in program, table top sign, recognition during event, plus a full page ad in program.
- Gold Sponsor—\$1,500** *Walmart, Aflac, Atmos Energy*
Reserved Table of 8, name recognition in press releases and program, table top sign, plus 1/2 page ad in program.
- Silver Sponsor—\$1,000** *Town Square Realty, Charlton Methodist*
Reserved Table for 8, name recognition in press releases, program and table top, plus 1/4 page ad in program.
- Bronze Sponsor—\$150**
Two tickets and 1/8 page ad in program.
- Church/Non Profit—\$500**
Table for 8, name in program and table top, plus 1/8 page ad in program.
- Individual—\$50**
- Donate an item for the auction—**We are looking for unique and interesting items to auction. Your name will be listed with the item and in the program as a donor. Call us if you have an item of service to donate

OK—Sign me up: _____
(Company Name)

We can't attend, but here's a donation to support the work of the Chamber _____

Proceeds benefit Lancaster Chamber of Commerce, a 501C(6) not-for-profit, and its Program of Work.



*Return form to: Lancaster Chamber of Commerce
103 N. Dallas Avenue, Lancaster, TX 75146
Or Fax to 972-227-9555*

LANCATER CHAMBER & VISITORS CENTER

March 4, 2010, was the grand opening for our Lancaster Chamber & Visitors Center Office at 103 N. Dallas Avenue. Mayor Marcus Knight and State Representative Helen Giddings opened the ceremony. This facility will also include a Texas State Satellite Museum.



BETTER BUSINESS BREAKFAST

Fourth Friday of Every Month

Friday, April 23, 2010
7:30—9:00 a.m.

CCCS—Good vs. Bad Debt

Sponsored by Access Self Storage

Lancaster Chamber Office
103 N. Dallas Avenue

Breakfast is served at no cost—but RSVP requested.

NCA5

NetConnect After 5

"A Premier Networking Event"

Thursday, April 1, 2010
5:30—7:00 p.m.

**At the LaQuinta Inn & Suites
in DeSoto**

Bring your business cards and a door prize if you wish. Everyone will get a chance to tell us about their business.

If you are interested in hosting or sponsoring an NCA5 event this year, please let the Chamber know.

NEW MEMBERS



Auto Club Enterprises
AAA Insurance
 Dwan Moore
 Moore.Dwan@AAA-Texas.com

Randy Rostad
 326 S. Houston School Rd.
 Lancaster, TX 75146
 Individual

Mark Beasley Insurance
Allstate Agency
 3200 W. Pleasant run, Ste. 240
 Lancaster, TX 75146
 972-230-7722
 Insurance



MEMBER RENEWALS

57 Years

ONCOR
 Mr. Kenneth Govan
 1220 E. Pleasant Run Rd.
 DeSoto, TX 75115
 972-230-5135
 Utility

30 Years

Lancaster Health & Rehab
 Ms. Robin Moore
 1515 N. Elm
 Lancaster, TX 75134
 972-227-6066
 Nursing & Rehab

23 Years

DeSoto Janitorial
 Ms. Barbara Huskins
 719 S. I-35E
 DeSoto, TX 75115
 972-223-0310
 Janitorial Supplies

21 Years

State Farm Insurance
 Robert Kavanaugh
 183 Historic Town Square
 Lancaster, TX 75146
 972-227-2408
 Insurance

17 Years

Profile Commercial Properties
 Ms. Margie Waldrop
 110 E. First Street
 Lancaster, TX 75146
 972-227-3333
 Real Estate—Commercial

14 Years

Republic Waste (Allied)
 Ms. Brenda Lalonde
 1450 E. Cleveland Rd.
 Hutchins, TX 75141
 972-225-0963
 Trash Hauling

10 Years

UNT Dallas
 Dr. John Ellis Price
 7300 Houston School Road
 Dallas, TX 75241
 972-780-3601
 Education

10 Years

BSW Small Business Development
 Mr. Obie Greenleaf
 207 N. Cannady Drive
 Cedar Hill, TX 75104
 972-860-7894
 Business Consultants

8 Years

Randy Powledge
 1832 S. Houston School Rd.
 Lancaster, TX 75146
 Individual

5 Years

Hilton Garden Inn
 Mr. Mark Conner
 800 N. Main Street
 Duncanville, TX 75116
 972-283-9777
 Hotel

2 Years

Big Brothers Big Sisters
 Ms. Frances McGill
 450 E. John Carpenter Freeway
 Irving, TX 75062
 214-441-2227
 Organization

2 Years

Rapid State Inspections
 Mr. Richard Zafarano
 3102 N. Houston School Rd.
 Lancaster, TX 75134
 972-228-1144
 Auto Inspections



SHOP MEMBERS FIRST

“Shopper Card”

The objective of this promotion is to bring shoppers to the chamber member businesses in the Lancaster area.

Below is the information on the Shopper’s Card promotion:

1. Promotion will run from February 1 to December 31, 2010.
2. Cost to participating chamber members is \$50.
3. Shopper card will be the same size as a normal credit card. It will be identified as a “Lancaster Chamber of Commerce Shop Member’s First ‘Shopper Card’”. Each card will have its own serial number for tracking the promotion and a Signature Panel.
4. Members will decide what discount/offering they can offer to the public when the card is presented at their business. **A Shopper Card can be used over and over, so members must present a discount(s)/offering(s) they can absorb for the eleven month promotion. These discounts/offering(s) can be changed on a monthly basis, if necessary.** However, if a customer comes in asking for a previous discount offering, it should be honored with a same or equal value.
5. Members will receive the following for participating:
 - A supply of Shopper cards to sell to the public. Cards will sell for \$10 each with the member and Chamber each receiving \$5 from the sale. This will allow participants to recover some of their cost of participating, and perhaps even make money.
 - Their name and address on a flyer that will be circulated to the participating members. A plastic holder will be placed in a location where customers may take a copy.
 - A listing on the Chamber’s www.shopmembersfirst.com website with the discount/offering. Again, this discount/offering may be changed monthly. Members may purchase additional advertising on this website at a discounted price. The public will be urged to check the website for current discounts.
 - A business listing (name of company only) in a full page ad announcing the promotion in *The Best Southwest Connection*, February, 2010 issue. This direct mail marketing magazine will be mailed and distributed to over 35,000 households and businesses in the Southern Dallas Area.
6. Please contact the Chamber or Frank Bentley for more information. Frank can be reached at frank@bswnews.com or 972-283-0150. Fax form to: 972-28-30226.

Name of Company/Contact _____

Address: _____

Telephone: _____ E-Mail: _____

Website: _____ Offering: _____



NETWORKING ... come let others know about your business ...

NCA5 First Thursday of Each Month 5:30 to 7:00 p.m.



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Ricardo Pearson
Information Technology Specialist

620 Gardenia Street
DeSoto, TX 75115
Phone 469-286-9243
Fax 469-519-4814
rpearson@telmarkit.com

PATRICIA HAVARD, P.C.
CERTIFIED PUBLIC ACCOUNTANT

PATTY HAVARD, CPA

211 W. Pleasant Run, #115 (972) 227-6900
Lancaster, TX 75146 Fax (972) 227-6945

(972) 227-3342 Fax: (972) 227-6350

Joe McKay
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Business ... Business ... Business

Manufacturing Activity Up

The Federal Reserve Bank of Dallas has released the latest Texas Manufacturing Outlook Survey. <http://dallasfed.org/data/outlook/2010/1003/tmos1003.cfm>

Texas Manufacturing Activity Continues to Grow

Texas factory activity expanded for the fifth straight month in March, according to business executives responding to the Texas Manufacturing Outlook Survey. The production index, a key indicator of state manufacturing conditions, rose to its highest level in two years.

Locally, our last **Manufacturers Roundtable** drew a large crowd of plant executives to the February 26, 2010 working lunch hosted by the ONCOR facility on Hwy 342, with lunch sponsored by Dallas Ave Diner and Karen McClary, Edward Jones Co. The emphasis of that meeting was plant recycling waste, sustainability, and increased production with fewer assets. Thanks to Eddie Spurgin and Weldon Day for hosting us and leading tours of this huge facility.

The next meeting of the Lancaster Chamber's Manufacturers Roundtable is set for Thursday, May 27, 2010 at 11:30 a.m. at Brenntag SW, 704 E. Wintergreen Rd., Lancaster, TX.

Business Retention and Expansion Program – BREP

Our last BREP visit on Friday, February 26, 2010, was to Alex Yarovoy, plant manager of WNA-Lancaster, a plastic cup manufacturer. Mr. Yarovoy indicated his manufacturing sales were steady to improving at his 109,000 sq. ft. plant on W. Longhorn Dr. in Lancaster. His immediate goal is to get more into the sports cup logo business, in order to expand the color printing work they already do. WNA was a recipient of a \$78,000 training grant through the work of Dr. Wells and administered by Cedar Valley Community College. Employees in all areas of the plant have undergone this training.

Our next BREP Team visit is scheduled for Thursday, April 15, 2010, to visit Mr. John Buttles at Bailey Tool on W. Belt Line Rd. This will be the 61st visit in the series. The BREP Team consists of the mayor, city manager, economic development director and chamber president, and conducts bi-monthly visits to large commercial, industrial and retail facilities.

Mission Statement: *“Actively Support, Promote and Attract Business to Better Serve The Greater Lancaster Area”*

CHAMBER PARTNERS

GOLD PARTNERS



SILVER PARTNERS

Levine's Dept. Store
DART Transportation
MCM Grandé Hotel
Brenntag Southwest
Stinson Plumbing
ServPro NW & SE
Allied Waste Services
The Allen Group
ONCOR
Atmos Energy

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