Celebrating 25 Years of Connections

Way back in 1992 the Chamber held its first BusinessConnection® Tradeshow at the Amarillo Civic Center with a few dozen booths taking up only one exhibitor hall in the complex. Twenty-five years later, more than 350 businesses will pack 4 rooms and the adjacent hallways showing off their products and services to a crowd of several thousand show goers.

Don’t miss this great opportunity to have new potential customers or clients get to know your business at this one-day business-to-business tradeshow...the largest show of its kind in the area! This event is the perfect way to showcase the latest trends in your industry and network with other business professionals. Returning exhibitors should have already secured their booths. If you haven’t, you should get online or call us to reserve it right away, as new exhibitors and Chamber members are signing up and filling up space daily. Booths start at just $275.

If you own a restaurant, food/beverage, or catering company, you can also promote your great food as part of the Tradeshow Food Court for FREE. Space is limited, so call Jason Harrison at 342.2018 for details. Food Court participants who have signed up already include: Café Venture Catering, Chick-fil-A Georgia Street/South Coulter, Fuddruckers, Gatti’s Pizza, Hoffbrau Steaks, Jason’s Deli, Joe Daddy’s, La Bella Pizza, La Fiesta Grande, Pure Element, Sonic Drive-In, Vigil Pizza dba Domino’s, Ye Olde Pancake Station, and More!


Visit [http://www.amarillo-chamber.org/businessconnection.html](http://www.amarillo-chamber.org/businessconnection.html) to sign up as an exhibitor or purchase Food Court tickets. Contact Jason at 342.2018 or [Jason@amarillo-chamber.org](mailto:Jason@amarillo-chamber.org) with questions.
Panhandle Days

Close to 80 representatives from the Panhandle of Texas traveled down to Austin this past February to spend a couple of days visiting with state legislators. The group was made up of community and business leaders who came together as a unified voice to talk about issues affecting the area. This includes Agriculture, Arts & Tourism, Education, Healthcare, Insurance, Transportation and others. The "Panhandle Days" delegation broke into two large groups, with one group going to both the Senate and House floors to hear the readings of the proclamation and to support our local elected officials. The other group was further split into teams of 4-6 people representing the various issues as they visited with key committee members on how these affect the Panhandle. The delegation was also able to discuss key issues with each other and legislators from around the state at an evening reception. The entire group was given a "State of the State" address by Comptroller Glen Hegar at a breakfast event.

Thank you to the following Sponsors for making this event possible and a big success...Amarillo Economic Development Corp, Atmos Energy, High Plains Water District and Xcel Energy.

Top Right: the Panhandle Days group on the steps of the capitol.

Lower Right: Lieutenant Governor Dan Patrick, Barry Albrecht, Eddie Edwards, Lance Andrews, Michelle Reichert, Brooke Trammell, Senator Kel Seliger
Welcome New Members
Thanks for Joining in February

4JW Remodeling
Justin Wheeler
204 N Taylor
Amarillo, TX 79107
(806) 331-6406
Fax: (806) 331-4146
General Remodeling, Bathroom Remodeling, Kitchen Remodeling.

Allstate Insurance/Ashley Mauldin Insurance
Ashley Mauldin
Veronica Leiva
2300 Bell Street Suite 18
Amarillo, TX 79106
Fax: (806) 355-3304
Auto, Home, Life, and Retirement. We pride ourselves on being your trusted advisor and our mission is to make certain you are properly covered.

Amarillo Vision Specialists (Grand Street)
Shauna Thornhill
Adriana Sanchez
3700 Interstate 40 East
Amarillo, TX 79103
(806) 372-1977
www.amarillovision.net
Drs. Shauna Thornhill and Lee Shuwarger provide exceptional eye care at an affordable price for the entire family.

Amarillo Vision Specialists (Georgia Street)
Shauna Thornhill
Dr. Lee Shuwarger
4215 Canyon Dr.
Amarillo, TX 79110
(806) 372-1977
www.amarillovision.net
Drs. Shauna Thornhill and Lee Shuwarger provide exceptional eye care at an affordable price for the entire family.

Green Chile Willy’s
Margaret Glasscock
David Tinklenberg
13651 Interstate 27
Amarillo, TX 79119
(806) 622-2200
www.greenchilewillys.com
Family owned small steakhouse located between Amarillo & Canyon, specializing in great steaks, burgers, and made from scratch chicken fried steaks. Open Tues - Sat for lunch and dinner.

My Next Step, PLLC
Eric Hammer
Scott Walker
6500 Canyon Dr., Suite 200
Amarillo, TX 79109
(806) 452-8006
Fax: (806) 452-8007
www.mynextstepllc.com
My Next Step, PLLC is an Intensive Outpatient Program for people struggling with substance and alcohol addiction. We are a Christian organization that offers a safe place to learn and grow. My Next Step is a transitional program designed for people leaving residential treatment or for people whom are seeking alternative to inpatient.

Overhead Door Company of Amarillo
Hoyt Sunday
Mike Butler
4111 N W 10th
Amarillo, TX 79106
(806) 372-5884
Fax: (806) 372-6978
www.overheaddoorcompanyofamarillo.com
Locally, family owned Red Ribbon dealer of Overhead Door Company since 1969. Servicing Amarillo and the surrounding area with over 100 years of combined experience.

The Local Mailer
David Esler
PO Box 20481
Amarillo, TX 79114
www.thelocalmailer.com
The Local Mailer is an advertising and event mailer designed as an attractive marketing piece that is distributed to Amarillo and Canyon each month.

We’re on Fun 99.7 every Tuesday at 8:30am to talk about the week’s events, conventions & newest members. It’s the most jam-packed three-minute segment. If you miss it live, you can always check out the video recap with more information on our YouTube Channel, Facebook page or on the Week’s Sneak Peek page on our website.

Check the Week’s Sneak Peek for a list of upcoming ribbon cuttings, groundbreakings, committee meetings, and more!
Free Networking at Chamber After Hours April 6

If you have yet to join us at one of these fun events, you can expect to meet some new faces, connect with some old friends, hand out some business cards, maybe win a door prize, enjoy some great food and beverages, and network, network, network. Best of all, they are FREE. We invite Chamber members to take advantage of this great way to meet new people who might want to know about your business.

For more information about After Hours hosts and to view photos from our last event at The Venue, visit http://bit.ly/AmarilloChamberAfterHours. If you would like to host a future After Hours at your business, call Jason at 806.342.2018.

**Thursday, April 6**
5:00pm—7:00pm
Rockwood Furniture Co.
11570 Interstate 27
(exit Sundown Lane)

Chamber Members & Guests are invited to join us for another FREE Business Networking event. There will be hors d’oeuvres, drinks & door prizes. Adults only please.

Join the event on Facebook at http://bit.ly/AfterHoursRockwood040617

View more photos from our last After Hours event at The Venue at http://bit.ly/AfterHoursVenuePics
RENEWING MEMBERS

41 Productions
806 Barber & Beauty
806 Sports
ABC 7 News
Accent Embroidery
Adam's Air
Affiliated Foods
Airport Amarillo Fairfield Inn & Suites
All World Travel
Allergy A.R.T.S.
Amarillo Advertising Federation
Amarillo Area Tennis Association
Amarillo Bulls Hockey
Amarillo Consolidated Travel Inc.
Amarillo Gear Company LLC
Amarillo Greentree Village Ltd.
Amarillo Independent School District
Amarillo National Bank
Amarillo Symphony
Amarillo Travel Network
American Cancer Society
Apex Plumbing Heating and Air Asset Max
Assiter & Associates, LLC
Attorney Dean Boyd, PLLC
Auto Inc.
Autoplex Automotive, LP
Battery Joe
Belmar Bakery & Cafe
Benchmark Business Solutions
Bivins-Childers, Inc.
Blue Cross Blue Shield of Texas
BNI West Texas
Buckthal, W P
C&B Marketing
Cameron Monroe
Casters of Amarillo Inc.
Cenveo Trafton Printing
Chambers Electric, LLC
Childers Brothers Inc
Clarendon College - Amarillo
Cosmetology Center
Clift Land Brokers
Cobblestone Custom Home Design Inc.
Commercial Industrial Builders
Country Inn & Suites by Carlson
Crossroads Technologies
Davidson Oil Company
Denman Building Products, LTD.
Diversified Waste Management
Double D Siding, Windows, & Gutters
Fairly Group
FIMC Commercial Realty
First Mortgage Home Lending
First United Bank
Fluhman Outdoor Media
Fountain of Health, Inc.
George's Shoes
Golden Spread Redi-Mix, Inc
Goodcare Health Services
Goodin's Jewelry
Griggs Schooler-Gordon Funeral Directors
Groovy Pop Gourmet Popcorn
High Plains Dermatology Center
Highland Park Village
Hoffbrau Steaks
Holiday Inn Express & Suites - Amarillo West
Interstate Insurance Agency
Jack Knight Insurance Associates
Jane Juett
Jenkins Doors & Windows
Jimmy Fincher Body Shop
Junior League of Amarillo
Karr and Hardee Dentistry
Keller Williams Realty
KHIVA Shrine Center
La Quinta Inn
LAV-Amarillo
Le Chateau Pet Resort
Lift With Your Legs Movers, LLC
Logan's Roadhouse
Lovett Chiropractic Pain Relief Clinic
Lowe's
Mary Kay Cosmetics/Cathy Welch
Maxwell's Pumpkin Farm LLC
McDonald's
Miller's Cleaners
Morgan Stanley
Mullin, Hoard & Brown LLP
NAACP, Amarillo Branch
National Livestock Insurance Agency
Neighbors Emergency Center
NuStar Energy
Office Service Systems Inc.
Omega Electronics
ONEOK, Inc.
Pablo Energy II, LLC
Pampa Chamber of Commerce
Panhandle Human Resources Association
Panhandle Presort Services Ltd.
Physicians Surgical Hospitals
Plains Internet
Pop-A-Lock
Public House
Public Steel Inc
Republic Services
Richardson Seeds, Ltd.
Rick Lovelady Carpets
Ridgewood Apartments
Rosa's Cafe & Tortilla Factory
Scarborough Specialties, Inc.
Sharp's Motorsports Inc
Shepherd Concrete
Smile Workshop
St. Mary's Catholic Cathedral & School
State Farm/Bill McDonald
State Representative Four Price
State Senator Kel Seliger
Suite Escape
Tasco
Tascosa Brick and Fireplace
Tascosa Road Fellowship/Oneighty
Texas Air and Space Museum
Texas Blue Lake Pools Inc
Texas Dodge
Texas Legacy Land Title, LLC
The Arbors
The Canyon Lands, LTD.

Your Chamber's February membership retention rate of 90.2% puts us in the top 10 Chambers in the nation for our size.

Thanks for renewing your membership in February and for your continued support of the Chamber.

REMEMBER: You can pay your Chamber invoices online and even update your membership listing, including address, phone, fax, email, website, description of services and more. Visit the MEMBERS ONLY section of our website or email Christy@amarillo-chamber.org for your login name and password if you have forgotten it. Need help? Give her a call at 342-2004.

Click here to go to the Members Only Login Section: http://bit.ly/MembersOnlyLogin
## Convention & Visitor Council
### 2016-17 Year-To-Date Statistics

### Tourism
- **Occupancy Rate (February):** 52.5%
- **Group Tour Buses (Fiscal YTD):** 82

### Film Commission
- **Information requests (Fiscal YTD):** 3

### Sport & Convention Groups
- **# of Conventions/Groups in Amarillo (Fiscal YTD):** 25
- **Delegates (Fiscal YTD):** 47,605
- **Room Nights (Fiscal YTD):** 2,361
- **Convention Delegates Booked-Future Conventions (Fiscal YTD):** 1,225
- **Convention Delegate Room Nights Booked (Fiscal YTD):** 1,822
- **Attendees Booked-Future Sport Events (Fiscal YTD):** 4,245
- **Room Nights Booked (Fiscal YTD):** 4,174

### Communications / CVC Website
- **CVC Website Visits (Google Analytics—February):** 48,206
- **CVC Website Unique Visitors (Google Analytics—February):** 39,736
- **CVC Website Page Views (Google Analytics—February):** 69,691
- **CVC Website Average Visit Duration (Google Analytics—February):** 1:45

### Social Media
- **Facebook Page Likes Thru February (VisitAmarilloTX):** 38,162

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### WELCOME THESE SPORT & CONVENTION GROUPS TO AMARILLO

#### April
- **7-8**  
  Mission 2540
  Feed, Clothe, Love and Lift  
  **Attendees:** 20
- **8-9**  
  Southwest Trampoline & Tumbling Association
  STTA Texas & New Mexico State Championship  
  **Attendees:** 250
- **10-13**  
  Rural Association for Court Administration
  Court Coordinators Conference  
  **Attendees:** 65
- **10-14**  
  Texas Dept. of Transportation Travel Info Division
  Texas Travel Counselors Texas Travel Fair  
  **Attendees:** 105
- **17-20**  
  West TX Justices of the Peace & Constables Assn.
  West Texas JPCA Annual  
  **Attendees:** 85
- **19-23**  
  Construction Specification Institute
  CSI South Region Conference  
  **Attendees:** 85
- **20-22**  
  Panhandle Press Association
  107th Annual Convention  
  **Attendees:** 64
- **28-30**  
  NexStar National Talent Competition
  Amarillo Talent Competition  
  **Attendees:** 100

#### May
- **5-7**  
  National Club Baseball Association
  NCBA DI/II District VII Playoff Tournament  
  **Attendees:** 175
- **5-7**  
  Toastmasters International
  District 23 Spring Conference  
  **Attendees:** 70
- **20-21**  
  Panhandle Reined Cow Horse Association
  Windy City Warm Up Horse Show  
  **Attendees:** 40
- **22-24**  
  American Quarter Horse Association
  AQHA Affiliate Workshop/Training  
  **Attendees:** 150
- **26-28**  
  Tascosa High School Class of ’67
  50th Reunion  
  **Attendees:** 200

#### June
- **14-18**  
  American Quarter Horse Association
  Region 8 Quarter Horse Show  
  **Attendees:** 540
- **20-23**  
  National Corn Growers Association
  June Board Meeting  
  **Attendees:** 24
- **22-24**  
  Jane Phillips Society
  National Convention 75th  
  **Attendees:** 50
- **30-7/2**  
  Fields Family Reunion  
  **Attendees:** 65

#### July
- **4-9**  
  Amarillo Gun Club—Texas Trapshooters Assn.
  Texas State Trap Shoot  
  **Attendees:** 300
- **11-13**  
  American Quarter Horse Association
  Youth Excellence Seminar (YES) Leadership Conf.  
  **Attendees:** 360
Members of the CVC’s Convention & Tourism Committee as well as other Chamber volunteers recently dropped in on the following businesses to deliver an AMA Prime Service lapel pin to these employees who provided someone with PRIME customer service.

If you receive outstanding service at an area business, nominate that person for a Prime Service award. Just call the CVC office at 374-1497 or visit www.visitamarillo.com/about-amarillo/primeservice/

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**ARTS COMMITTEE**

Phyllis Nickum has accepted the open seat left by the passing of committee member, Ann Crouch. Special thanks go out to the entire arts committee for their hard work on the 35th Annual Golden Nail Awards Gala coming up on April 6th including: Angela Knapp Eggers—Chair, Kathy Sheldon, Carol Lovelady, Bobby Steele, Kevin Ball, Mary Jane Johnson, Neal Nossaman, Sherman Bass, and Phyllis Nickum.

**VisitAmarillo.com**
Editor’s Corner
By: Penni Bentley, Senior Communications Director
Direct: 806.342.2005  Cell: 806.674.7334
penni@amarillo-chamber.org

Work should be fun. That doesn’t mean that every day has to be completely stress free and without deadlines, but I think it’s important to find “fun” in everything you do. Sure, we are the Chamber and our whole focus is about business. Serious business. But if you’ve been to any of our events, you see we like to incorporate a little bit of fun in them too.

Last week I coordinated a photo shoot with the awesome staff of Adair Photography to create the marketing pieces for our upcoming BusinessConnection® tradeshow to feature our Gold Sponsors. The picture on the cover of this newsletter was just one I just snapped with my iPhone as a teaser. (The professional ones are coming soon.) I asked these 5 business professionals to show up, and that we were trying to create an image that represented us celebrating 25 years of the event. So...think party for a silver anniversary.

I LOVE that each one of these awesome leaders didn’t just show up to smile and stiffly pose, but they really made the most of the theme and had fun with each other and the props. That made my job, and the photographer’s, a whole lot easier.

Isn’t it funny how just a smiling and pleasant face or demeanor can instantly relax you and make you feel more at ease? Leaders that know how to laugh and cut up occasionally make it easier for people to follow them into the trenches when the real tough work has to be done.

I personally think a happy person is seen as more...human—or relatable maybe. The grouchy stiff who never smiles can’t possibly have hobbies or favorite shows or kids or grandkids that bring them joy. You think of them as some sort of Mr./Mrs. Grinch that no one wants to be around. But Santa, for instance, is happy and jolly and has tons of elves willing to do what it takes to bring joy to others. Sure, that’s a really simple comparison, and none of us probably have a boss like Santa Claus, but going to work with happy people every day sure beats the alternative. Unless of course, YOU are the Grinch of your office, and then...you probably won’t see the point of any of this and are truly annoyed by the happy people around you. And it’s you Grinches that should pay attention.

People (your employees, coworkers, customers, family, friends) want to feel special...or at least valued. A simple way to make someone feel important is to take time to smile at them, ask about their day, take interest in them and appreciate the fact that they are spending their time or their money with you. I hate handing over my money to a grumpy or unpleasant clerk. Or giving up my time to someone that doesn’t care if I’m there. Happiness is a choice. So if your employees seem to always be miserable, maybe you could encourage them to try to be more pleasant. But you might also make sure that their demeanor is not a direct reflection of your leadership or example.

If you haven’t heard the song “Happy People” from Little Big Town, you can listen to it here or read the lyrics here. It’s a catchy little tune that should make you smile. Unless you’re a total Grinch.

As always, tell us how we are doing. Give us your suggestions, feedback, and input. Feel free to write on our Facebook wall. Get involved. We are proud to be YOUR Chamber.

Mark Your Calendar:
4/6  After Hours Networking at Rockwood Furniture
4/6  Golden Nail Awards
5/11 BusinessConnection
5/5-13 National Tourism Week
6/1  Cattle Drive Downtown
6/8  After Hours Networking at Nistler’s Lawn & Landscape
6/15 Summer Celebration
7/13 After Hours Networking at Scarborough Specialties
7/27  Chamber Open Golf Tournament
8/3  After Hours Networking at Keller Williams
9/14 Good Times Celebration Barbecue Cook-off
TBA  Chamber Challenge
10/5  After Hours Networking at Casey Carpet One
10/19 Annual Banquet & Business Excellence Awards
11/2  After Hours Networking at FirstCapital Bank
12/7  After Hours Networking at Street Volkswagen