



®

NEWS

amarillo Chamber of Commerce

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Amarillo, TX 79105
806.373.7800
806.373.3909 fax
Amarillo-Chamber.org

Search AmarilloChamber on

We've Got the Coolest Way to Celebrate Summer...

For nine years now, we've been celebrating summer with food, drinks, friends and live music in beautiful downtown Amarillo. We're just a few weeks away from the Summer Celebration on **Thursday, June 16th** from 5pm-8pm on the Chamber grounds at 10th and Polk. This event is made for networking with friends, coworkers and associates while you sample food and drinks from some of the best Chamber member restaurants, caterers and food/beverage providers. The best part is that you get it all for one great price of \$25 in advance, or \$30 at the gate. And that even includes live music from the Velvet Funk Band this year.

Enjoy Food & Beverages From: 575 Pizzeria, Amigos, Budweiser, Coca-Cola of Amarillo, Coors, FuDDRUCKERS, Gatti's Pizza, Glazer's Wholesale Distributors, IDK Sports Bar & Grill, Jabeen Indian Kitchen, Joe Taco Mexi-Café, La Fiesta Grande, Longhorn Steakhouse, Miller, Olive Garden, Republic National Distributing Company, Schlotzsky's, Sonic, Spicy Mike's Bar-B-Q Haven, and more!

Thanks to these Special Supporters: Amarillo Civic Center Complex, Amarillo Classic Events, Arctic Glacier Premium Ice, Bekins, Chambers Electric, KGNC AM/FM & The Eagle, Loc-Tite Inc., Mayfield Paper Company, Panhandle Tickets, Rabern Rentals, Texas Barricade & Signs Inc., the Texas Department of Criminal Justice, and the Velvet Funk Band.

Get all the details at:
<http://www.amarillo-chamber.org/summer-celebration.html>

Participants as of 5-24-16



Want to add your restaurant or catering business to this list of participants? Call Andrea at 342.2007 or email andrea@amarillo-chamber.org

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Ribbon Cutting & Groundbreaking Ceremonies in April

Click on <http://bit.ly/RibbonCuttingsApr2016> to download these pictures.



Ag Texas Farm Credit Services
2001 S Soncy



Austin Hose
4018 W 50th Ave.



Betenbough Homes
7200 Sinclair St.



CareXpress Urgent Care Center
2329 Ross-Osage



Happy Trailer Sales
17700 I-40 West



Kindred At Home Healthcare
2007 S Coulter



Make-A-Wish North Texas
1600 S Coulter, Bldg. A, Suite 100



Nobox Creative
1001 SE 3rd



Northwest Texas Physicians Group at the Craig - 1000 Craig Drive

Check out the Job Bank

Let us give you a hand when it comes to finding the right job or the right employee. Because Amarillo is a great place to live, learn, WORK and play, the Chamber offers a FREE Job Bank service on our website under the WORK tab. There's over 40 jobs in a wide array of industries currently listed and new ones added all the time!

Post your Job: <http://bit.ly/PostYourJob>

View available Jobs: <http://bit.ly/ViewJobListings>

Got questions? Email Penni at penni@amarillo-chamber.org or call 806-342-2005. If your company is holding a job fair for the public, email me and I'll share the info on our website and social media.



Be sure to look for our **AMARILLO GLOBE NEWS**
 Ribbon Cutting photos in: **amarillo.com**



Orgrow Lawn Care
 901 S Madison



Panhandle Dermatology
 1600 S Coulter, Bldg. D, Suite 401



Richard Milburn Academy
 4106 SW 51st Ave.

Contact Christy at 342-2004
for information on holding
your own Ribbon Cutting
or Groundbreaking event.

Welcome New Members

Thanks for Joining in April

Advana Dental & Dentures

Charlotte Squyres
 Doug Closinski
 2330 S. Soncy Rd Suite 300
 Amarillo, TX 79124
www.advandental.com

We make it easy to get your smile back. Our experienced dentist and team of dental specialists provide outstanding customer service. We offer full service dentistry, dentures for every budget and flexible payment plans.

Apex Clean Energy

Alexandra Tyler
 Robert Kirby
 310 4th Street NE Suite 200
 Charlottesville, VA 22902
 (434) 220-6353

www.apexcleanenergy.com

A renewable wind energy company with a singular focus to speed the upcoming shift to clean, renewable energy.

Cliffside Coffee

Mackenzie Groeneveld
 Jpaul Dodson
 4212 SW 45th Ave
 Amarillo, TX 79109
 (806) 318-8296

www.cliffsidecoffee.com

We are a specialty coffee shop with a convenient drive-thru that offers customers the opportunity to make their beverage their own. Customize your hot, iced, frozen or infused beverage with more than 25 flavors that can be added with no extra charge.

Edward Jones/Jason Hudson

Jason Hudson
 2921 Interstate 40 West Suite 400
 Amarillo, TX 79109
 (806) 468-7245
www.edwardjones.com/financial-advisor/index.html?CIRN=438346

We help serious, long-term individual investors achieve their financial goals by understanding their needs and implementing tailored solutions.

ER Now - Hillside Coming Soon!

Gerad Troutman, MD
 5614 S. Coulter
 Amarillo, TX 79119
www.YourERNow.com

ER Now is a full service Emergen-

cy Room open 24/7, locally owned and operated. Little to no wait with onsite CT Scan, X-Ray, Ultrasound, and laboratory! Staffed by Board Certified Emergency Medicine Physicians!

Fuddruckers

Tamara Ludwig
 Mickey Rogers
 8518 W I-40
 Amarillo, TX 79106
 (806) 358-3450

www.fuddsburger.com

Fuddruckers serves the World's Greatest Burger, Chicken Salads and More complete with a full bar. Buses and large groups welcome. Fuddruckers also caters. 888-FUDD-2-GO.

Harold's Meat Market

Harold L. Brazile
 1308 S. Grand
 Amarillo, TX 79104
 (806) 626-5689

Harold's Meat Market is a family-owned, old-fashioned meat market, and one of the few left in the city limits. Harold's ages their steaks at least 30 days, and their ground beef is ground fresh every day. Same location on Grand for over 30 years.

It's a Punjabi Affair

Mauli Sarkaria
 4201 Bushland Blvd
 Amarillo, TX 79106
www.itsapunjabiaffair.com
 Indian Fast Food, Drive Thru, Catering.

KwikBoost

Chris Christian
 Amarillo, TX 79121
 (806) 477-2161
www.kwikboost.com

Designs, manufactures, & markets mobile device charging stations, power tables, charging lockers, integratable power/charging solutions, & custom solutions built to improve how people work & learn.

Welcome New Members

Thanks for Joining in April

La Bella Pizza - Hillside

Jim Dewitz
Brandon Long
7230 Hillside Rd.
Amarillo, TX 79109
www.labellapizzas.com
Delicious pizza, pasta, subs & more, cooked to perfection and served with a smile.

La Bella Pizza - Olsen

Jim Dewitz
Brandon Long
3801 Olsen Blvd., #9
Amarillo, TX 79109
www.labellapizzas.com
Delicious pizza, pasta, subs & more, cooked to perfection and served with a smile.

Miller Paper & Packaging Company

Larry Lopata
6511 S Washington
Amarillo, TX 79118
(806) 353-0317
Fax: (806) 353-5934
www.millerpaper.com

Serving a wide range of customers, the company's product line consists of over 1500 products from janitorial supplies to quality gift-wrap. You, our customer, are our most important asset. You can expect to be served by our team of highly motivated and responsible professionals whose primary goal is to provide the best measurable service experience possible.

Orgrow Lawn Care

Dick Hedrick
Meg Hedrick
901 S. Madison
Amarillo, TX 79101
(806) 376-4769
Fax: (806) 468-8884
www.orgrowlawn.com
Local company that brings over 25 years of lawn and tree services to Amarillo and the surrounding areas. Orgrow is excited to be part of the revitalization of Downtown Amarillo. We believe in the changes that are happen-

ing in Amarillo. Our Roots begin here in Amarillo and the company is ready to plant Orgrow downtown.

Richard Milburn Academy

Derek Davis
Marina Reynolds
4106 SW 51st Ave.
Amarillo, TX 79109
(806) 463-2284
Fax: (806) 463-2331
www.rmaschools.org

Richard Milburn Academy is an alternative school that provides students with academic, vocational and life skill development, career counseling, flexible scheduling and drop-out recovery.

Sunbelt Rentals, Inc.

Steve McCarty
Amanda Stacevicz
10501 FM 1541 Washington Rd.
Amarillo, TX 79118
(806) 680-8036
www.sunbeltrentals.com
Equipment rental provider for

contractor and specialty contractor as well as home owners.

Two Knives Catering

Kristi Aragon
Becky McKinley
5500 Bluebird, Suite 500
Amarillo, TX 79109
(806) 674-5245
www.twoknivescatering.com
Two Knives Catering specializes in events for every occasion. We also do weekly to go meals, party in a box and cooking classes.

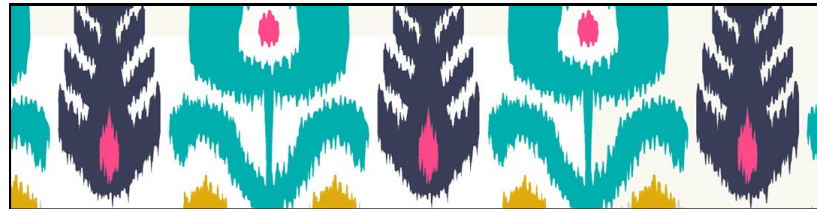
Ultimate Garage Systems

Derek Carter
5562 Bluebird St., #600
Amarillo, TX 79109
(806) 220-9934
www.pugsystems.com
Custom Garage and Home Storage Systems including Closets, Pantries and Office Spaces; Custom Concrete Coatings and Repairs.

Mark Your Calendar:

- 6/2 Longhorn Cattle Drive Downtown
- 6/9 After Hours Networking at Nistler's Lawn & Landscape
- 6/16 Summer Celebration
- 7/28 Chamber Open Golf Tournament (Sold Out)
- 8/4 After Hours Networking
- 9/8 Good Times Celebration® Barbecue Cook-Off
- 9/24 Chamber Challenge Shooting Event
- 10/6 After Hours Networking
- 10/20 Annual Banquet & Business Excellence Awards
- 11/10 Fall Mega Market
- 12/1 After Hours Networking

We're on [Fun 99.7](http://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.



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Free Networking at Chamber After Hours June 9

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, and check out the amazing Resplendent Garden event facility at Nistler's Lawn & Landscape.

For more information about this and more 2016 events, visit <http://bit.ly/AmarilloChamberAfterHours> or call Jason at 806.342.2018.

Thursday, June 9
5:30pm—7:30pm
The Resplendent Garden at Nistler's Lawn & Landscape
11701 Truman
(East of S Osage on the Claude Highway)

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



Feb 4 | Rockwood Furniture

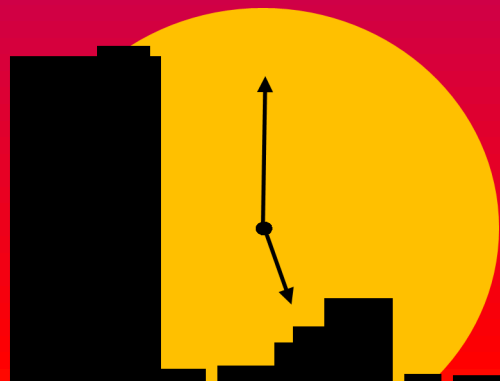


Mar 17 | Amarillo Venom & What's On Tap



Join us June 4
at Nistler's Lawn & Landscape

Join and share the online event invitation on Facebook at <http://bit.ly/AfterHoursNistlers2016>



CHAMBER
AFTER HOURS

Jun 9 | Aug 4 | Oct 6 | Dec 1



Convention & Visitor Council 2015-16 Year-To-Date Statistics

Tourism

Occupancy Rate (April)	65.0%
Group Tour Buses (Fiscal YTD)	107
Visitor Center Guests (Fiscal YTD)	1,566

Film Commission

Information requests (Fiscal YTD)	16
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Sport & Convention Groups

# of Conventions/Groups in Amarillo (Fiscal YTD)	33
Delegates (Fiscal YTD)	10,884
Room Nights (Fiscal YTD)	2,813
Convention Delegates Booked-Future Conventions (Fiscal YTD)	14,685
Convention Delegate Room Nights Booked (Fiscal YTD)	10,665
Attendees Booked-Future Sport Events (Fiscal YTD)	6,675
Room Nights Booked (Fiscal YTD)	10,205

Communications / CVC Website

CVC Website Visits (Google Analytics—April)	59,517
CVC Website Unique Visitors (Google Analytics—April)	52,129
CVC Website Page Views (Google Analytics—April)	104,070
CVC Website Average Visit Duration (Google Analytics—April)	1:09

Social Media

Facebook Page Likes Thru April (VisitAmarilloTX)	38,250
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WELCOME THESE SPORT & CONVENTION GROUPS TO AMARILLO

June

4-5	Amarillo Area Tennis Association June ZAT Tournament	132
6-12	Texas Air Hogs Baseball Series 1	28
10-12	Gateway Church Fifty Plus-Life Group	50
14-17	American Contract Bridge League Duplicate Bridge of Amarillo Tournament	200
14-19	American Quarter Horse Association Region 8 Quarter Horse Show	540
16-19	Jehovah's Witness Christian Congregation	2,500
17-19	Black Bikers Breakout	60
20-22	Mediators of Texas Advanced Family Mediation Class	15
23-26	Helms Briscoe Fortune Builders Real Estate Insiders Summit	10

July

4-10	Texas Air Hogs Baseball Series 2	28
12-14	American Quarter Horse Association Youth Excellence Seminar (YES) Leadership Seminar	360
14-17	Jehovah's Witness Christian Congregation	2,500
21-24	AMA-CON 2016	1,700
28-8/1	Texas Air Hogs Baseball Series 3	28

August

6	Koben Puckett Productions Koben Puckett Invitational PBR & Ranch Bronc Riding	50
7-9	American Hereford Association Faces of Leadership Pride	50
13-14	Amarillo Area Tennis Association August ZAT Tournament	198
19-21	Hills Hallmark Keepsake Ornaments Artist Signing Event	50
22-25	Texas Air Hogs Baseball Series 4	28

Summer Gets Started Next Week

By: [Eric Miller](#), CVC Director of Communications

The calendar says that summer starts on June 20 but in many ways in Amarillo it starts next week. The first weekend of June always brings a lot of activity from long-time attractions, live music series and special festivals. In June alone make plans for:

- ★ The outdoor musical drama TEXAS is back for its 51st summer season. Located in the Pioneer Amphitheatre in Palo Duro Canyon State Park, this production will swell your pride in our part of the world. The show runs nightly from Tuesday-Sunday and tickets are available at www.texas-show.com or by calling 806-655-2181.
- ★ The 3rd Annual Coors Cowboy Club Cattle Drive is Thursday, June 2 at 6 p.m. starting at the intersection of 11th & Polk streets. Want to ride a longhorn? Then enter the contest at the Amarillo Convention & Visitor Council web site (www.visitamarillo.com). Or take photos of the drive and look for entry details for the photo contest. That's two great ways to celebrate the Western in you.
- ★ On June 3 & 4 head out to the Tri-State Fairgrounds for the Coors Cowboy Club Ranch Rodeo, featuring some of the area's top ranch hands in a variety of rodeo events. There is always some washer pitchin', tall story tellin', and great music as well. Performances start at 7 p.m. each night. Get tickets in advance at www.coorsranchrodeo.com.
- ★ 24 Hours in the Canyon is June 4 & 5 in Palo Duro Canyon State Park. Hundreds of cyclists will compete in simultaneous road or off-road endurance races, the only such event of its kind in the U.S. All proceeds benefit the Cancer Survivorship Clinic associated with the Harrington Cancer and Health Foundation. For a complete schedule of events visit www.24hoursinthecanyon.org.
- ★ Night at PPHM returns on June 3 from 8-11 p.m. Bring your flashlights and be ready for surprises as you enjoy this special evening at the Panhandle-Plains Historical Museum. Cost is \$10 for adults and \$5 for kids age 4-12. Children under 4 are free. Chances are you won't meet Teddy Roosevelt but keep an eye out for Charles Goodnight. Find the details at www.panhandleplains.org
- ★ Live music returns to locations around Amarillo and Canyon as five summer series kick off. June Jazz is back on the Washington St. campus of Amarillo College, High Noon on the Square returns to the Potter County Courthouse lawn, Music in the Gardens is back at the Amarillo Botanical Gardens, Starlight Theater takes the stage in Sam Houston Park and June Jams fills the Square in Canyon. Many of these series are free and all feature top local and regional talent. Find all the concerts on the Amarillo CVC web site calendar of events (www.visitamarillo.com/events).
- ★ And don't forget the High Plains Public Radio Living Room Concert on June 4 featuring Jack Williams. The concert will be at the Fibonaccini Space, 3306 SW 6th starting at 7 p.m.
- ★ Texas Route 66 Festival is back for a second year on Amarillo's stretch of Historic Route 66 (6th Ave. between Fairmount and Georgia streets). It is June 18 between 10 a.m. and 4 p.m. Food, music, a car show, swap meet, costume contest and lots of great shopping and strolling are on tap. The merchants can't wait to see you. And like last year's festival, there is no admission fee to the Mother Road.
- ★ A new exhibit opens at the Don Harrington Discovery Center on May 28. *Nature's Numbers* features 20 interactive elements that help reveal the mathematical properties of nature. From the pattern of spots on a dog to the symmetry of butterfly wings to the shape of salt crystals, it is all based on math. Also, in the summer the DHDC is open seven days a week. For details visit their web site, www.dhdc.org.
- ★ Minor league baseball is back as the Texas Air Hogs open the Amarillo part of their schedule on June 6 at Potter County Memorial Stadium. They play 25 home games in Amarillo (the other 25 are in Grand Prairie). Tickets are reasonably priced. Find the schedule at www.airhogsbaseball.com.
- ★ The world-renowned Kwahadi Dancers start their summer performance season on June 12. These local boys and girls perform dances inspired by the Plains and Pueblo people in the beautiful Kiva of the Kwahadi Museum of the American Indian. Performances are most Fridays and Saturdays in June and July and an optional dinner may be available. Call 806-335-3175 for information and reservations.

And that's only June!



Congratulations to these Prime Service Award Winners in April

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 <http://www.visitamarillo.com/primeservice/>.

Patrick Gibbs
Bubba's 33

Elizabeth Tracy
Pak a Sak

Alex Nguyen
Young's Sushi

Chandler Stephens
Sharky's Burrito



Ultimate Bucket List—Tells Us Why You Want to Ride a Longhorn in the Coors Cowboy Club Cattle Drive on Thursday, June 2nd

Riding a longhorn may be some Chamber member's dream. And now it can come true.

As part of the Coors Cowboy Club Cattle Drive next Thursday, June 2, a lucky winner will have the chance to lead the drive through downtown Amarillo from the back of a longhorn (standing is optional).

Anyone over 18 can submit their reason(s) why they should get to ride a longhorn through an entry form at the Amarillo Convention & Visitor Council web site at www.visitamarillo.com/ride-a-longhorn. One person will be selected for this unique opportunity. **Don't delay...entry deadline is Tuesday, May 31 at 3 p.m.** The winner must be willing to sign a hold harmless agreement to participate in the cattle drive.

The Amarillo Globe-News is sponsoring this contest.

The cattle drive, featuring 60 longhorns, starts at 6 p.m. on June 2 at the corner of 11th & Polk streets. It heads north on Polk St. to 3rd Ave., where it turns right (east) and parades toward the Tri-State Fairgrounds. The drive turns right again (south) on Marrs and then turns left (east) on 10th Ave. to the main entrance arch for the fairgrounds.

The longhorns will be on display throughout the Coors Cowboy Club Ranch Rodeo, which is Friday & Saturday, June 3 & 4 in the Amarillo National Center. Rodeo performances start at 7 p.m. each night.

For more rodeo information and to purchase rodeo tickets visit www.coorsranchrodeo.com.

THANK YOU RENEWING MEMBERS

575 Pizzeria
Adair Photography
Advo Companies, Inc.
Amarillo Globe-News
Amarillo On-Site Massage
Amarillo Tri-State Exposition
American Fallen Warrior
Memorial Foundation
(AFWMF-Texas)
American Quarter Horse Hall
of Fame & Museum
Atmos Energy
Baymont Inn & Suites East
Bella Luna Aesthetic Center
Blackmon Mooring of
Amarillo, Inc.
Burkett Outdoor Advertising
Bush-Emeny Properties
Cain's Carpet Care, Inc.
Caring Senior Service of
Amarillo
Century 21 Boston & Co.
Chaparral Cleaners LLC
CRAMER Computer Supplies
Inc. DBA Data Flow
Custom Gardens, LLC
David C. Woodburn, DDS
Domino's Pizza (Canyon)
Domino's Pizza (Hillside)
Domino's Pizza (Nelson)
Edes Custom Meats
Elite Engraving
Et Cetera
Exposito School of Hair
Design
Ferguson
Fire Slice Pizzeria
Flash Tech
Forza Promo, LLC
French & Company Realtors
G & P Associates
G. R. Chapman Limited

Partnership
GAUT • WHITTENBURG •
EMERSON Commercial
Real Estate
George Bonin Insurance
Agency
Germ Busters, LLC
Goodwill Industries of
Northwest Texas
Hand Industrial Inc
Hands On Amarillo
High Plains Enterprises Corp.
Hortencia Barron
Howard Smith Co., Realtors
Independent Investment
Corp Inc
Insurance Management
Services
Interstate All Battery Center
of the High Plains
Johnson Filtration Products
JONES PRESS
Kelly Services Inc
Kingswood United Methodist
Church
KXGL "The Eagle"
La Fiesta Grande
Lonestar Services Amarillo
Lowe's
Mahaffey Orthotics &
Prosthetics
Makie Black Boutique
Martha's Home
Mayfield Paper Company
Mays Investment Company
Medley Material Handling Inc
Morrison Supply Company
My Home Team Media
NCW Insurance
Newport Apartment Homes /
Case & Assoc
Page & Associates

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Pinkie's Inc.
Pioneer General Contractors
Pioneer Millworks, Inc.
Professional Counseling &
Biofeedback Center
Pure Element Water
PuroClean Property
Paramedics
Quality Inn Medical Center
Radical Ice
Ralph Duke Photographer
Region 16 Education Service
Center
Route 66 Motor Speedway
Ryan O'Neal Auto's
Safe Money Solutions Group
Sharyland Utilities
Sonic Drive-In
SpringHill Suites by Marriott
State Farm/Jamie Smith
State Senator Kel Seliger
Sterling Properties
Stockard, Johnston &
Brown, P.C.
Summit Truck Group
Swann Animal Clinic at
Hillside
Texas Cattle Feeders Assn.
Texas Panhandle Coalition for
Nursing
The Buckle, Inc.
The Church at Quail Creek
The Hoop Group
The Zone: A Family
Chiropractic Life Center
Tigris Real Estate LLC
Trex Inc.
Tupperware Elizabeth
Alexander
Vibra Hospital Amarillo
Village Cleaners

Walgreens
Western Bowl, Inc.
Western Equipment
Williams-Boyce Agency, LLP
Winchester Apartment
Homes/Case & Assoc.
Woodforest National Bank
#800
Youngblood's Cafe

Your Chamber's
April
membership
retention rate of
93.4%
puts us in the
top 10 Chambers
in the nation
for our size.

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

REMEMBER: You can pay your Chamber invoices online and even update your membership list-
ing, 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>

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CVC on Vine
Vine.co/AmarilloTx



CVC on Instagram
Instagram.com/visit_amarillo

Does your business have a Facebook page? Write on our Facebook timeline and we'll share your information with our 6,000+ fans.

6,359 Fans on [Facebook](#)
4,024 Followers on [Twitter](#)
18,224 Photos on [Flickr](#)



The *Chamber eNewsletter* is published by the Amarillo Chamber of Commerce, 1000 South Polk, Amarillo, Texas 79101. It is provided free of charge to Chamber members. Address correspondence to Chamber Communications at the address listed above, call 806.373.7800 or fax 806.373.3909.

2015-16 Board of Directors Executive Committee

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Carrie Irwin	Toby Tucker

Visit our website at:

Amarillo-Chamber.org

Penni Bentley, Editor
News@Amarillo-Chamber.org



Editor's Corner

By: Penni Bentley
Senior Communications Director
Direct: 806.342.2005 Cell: 806.674.7334
penni@amarillo-chamber.org

One of the greatest compliments we can get, is when one of our members tells another business that they should join the Chamber.

Last week, BusinessConnection preparations were keeping us hopping, and on Wednesday, most of the staff was over setting up for the show. I was one of two people still in the building when Edd from PowderMax came in and said Brad Tooley (Choice Media) told him he needed to come to the Chamber and get signed up as a member and get involved. Wow! Thanks Brad!

The easy answer on a hectic day would have been to hand this guy one of Lindsey's cards and tell him she would call him in a couple of days after the event was over. But that answer always just makes me feel lazy, and it might mean this new business felt like we were giving them the brush-off. I'm not great at the whole membership sales presentation because it isn't what I do every day, but having worked here for 20+ years, I definitely *should* be able to explain what we do and why to anyone in the community. *(And if you know me, talking has never been a problem for me.)*

So I explained a little about the tradeshow that was happening on Thursday, and how unfortunate it is when someone finds out about something last minute because it would be so great for their business. Kuddos to Edd, because I also love people that are willing to ask if it is not too late and jump right in and see the urgency and importance for their business. So a few calls to the company owner, a call to Jason over at the show asking him to find a spot for one more booth, and in about 30 minutes, we had a new member and one more exhibitor at BusinessConnection. All because of a simple referral from one of our members, and a little extra time on our part.

And if that wasn't enough proof for the power of networking and referrals and making connections, about an hour later my cell phone rang. The woman on the other end of the line (April with Sacred Customs) said she had just talked to her friend Lisa at PowderMax who said she just *HAD* to call me and get signed up today as a member and for this show! *(I mean, really, we can't buy that kind of testimony and advertising!)*

So many good things happened in that short timespan to take a lesson from. First being, if you are a member of the Chamber and you have ever gotten any value from your membership, you should be telling other people about the Chamber and our events. If in some way you can attribute your success, or one sale, or even just one referral to your membership, help other people have the same experience.

The other big lesson, is be willing to do something that may not be your job just because it's important for the organization as a whole. Every level of employee in an organization, from the CEO to the front desk clerk or janitor, should be a cheerleader for your business. They should know your mission, know key components of your business to answer basic questions and be another marketing representative for your brand. I also believe you should encourage and empower your employees to make suggestions and use good judgment when a customer service issues arises to solve problems efficiently.

That phrase "People don't care how much you know until they know how much you care," may seem cliché, but the reason it is overused, is because it's so appropriate in business. You don't have to know everything, but when you are willing to put in a little extra effort and sincerity, the rest will usually work itself out.

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.

Awards

for Business Excellence



HONOR AN OUTSTANDING BUSINESS OR YOUNG PROFESSIONAL BY SUBMITTING A NOMINATION FOR THE 2016 CHAMBER OF COMMERCE BUSINESS EXCELLENCE AWARDS

These annual business awards are coordinated by the Chamber's Business Council to honor excellence in Amarillo's business community by selecting recipients for the awards listed below.

Top Twenty Under 40 Award
(professionals under the age of 40)

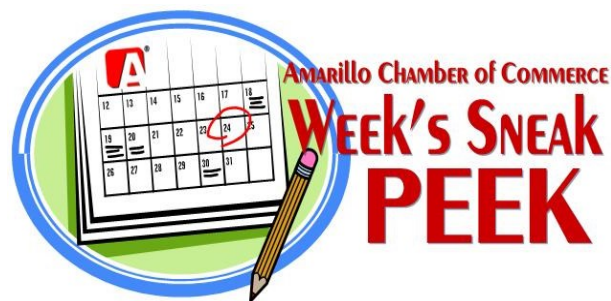
Emerging New Business Award
(businesses established less than 4 years)

Top Business Award
(businesses established longer than 4 years)

Visit <http://bit.ly/BusinessExcellenceAwards> to learn how to submit a nomination or the list of criteria for these awards.

The Deadline for Nominations is July 8, 2016.

Questions call Jason Harrison at 342-2018 or Email jason@amarillo-chamber.org



Check the Week's Sneak Peek for a list of upcoming ribbon cuttings, groundbreakings, committee meetings, and more!

<http://bit.ly/ChamberWSP>