**City of Amarillo & Chamber Launch New Shop Local Campaign**

“Just before Thanksgiving, the City of Amarillo, along with the Amarillo Chamber of Commerce, announced the **Buy the Way—Keep it Local** campaign. In a world of advancing technology and online conveniences, sales tax collections have been declining. Buying locally is "the way" we empower our entrepreneurs, support our local economy, create and keep local jobs, and keep taxes low while providing a better quality of life,” Elaine Hays, Amarillo City Council, Place 1.

The Chamber has been a long-time advocate of promoting a culture of shopping locally. Our more than 1700 members provide products and services in practically every type of category, so more often than not, you can find what you are looking for right here in Amarillo. We know that it is sometimes easier to click and buy from the big companies like Amazon online, but the money that leaves Amarillo with those purchases isn’t turned over or recirculated in our city. It doesn’t help with the local business owner who is providing jobs, or the workers in those companies that are putting food on the tables of their homes, gas in their car, eating out in local restaurants, or sponsoring a child’s soccer team. It is essential to the success and growth of our local businesses if we try to keep more of those dollars in our own community. We know that it isn’t practical to expect people to never shop online. But we would like to raise awareness of the importance of what dollars spent locally do to increase local sales tax money that helps fund vital services like city parks, fire, and police personnel while not raising local property taxes.

In the City’s recent presentation, one illustration (shown right) explained that if each of the 79,000 households in the city limits would simply shift spending and spend $100 locally that they would have spent online, the city’s portion of sales tax revenue generated would cover the cost of salary and benefits of one more police officer. If locals spent $250 locally instead of online, the multiplier could account for up to 4 new police officers or approximately $296,250 in sales tax new revenue. Police officer salaries are just one example of possible uses of increased sales tax revenue.


“During this holiday season, take the time to consider if you can buy that perfect gift or supplies for your business locally. Remember, increasing our local shopping even by small increments ultimately benefits us all,” Councilwoman Hays said.

For example, each badge equals one police officer that could be hired based on the new revenue. Cost for one entry level police officer equals $70,426 for salary plus standard benefits.

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#BTWAmarillo
Welcome New Members
Thanks for Joining in October

AMA Ruby Slippers Care, Inc.
Cheryl Tweet
Kim Brooks
2300 N Western
Amarillo, TX  79124
(806) 410-2010
Fax:  (806) 410-2010
www.rubyslipperscare.com
Locally owned private duty home healthcare. Ruby Slippers is an excellent option for loved ones that are living alone and need extra help at home.

Amarillo Housing First
Chris Seright
Martha Baird
200 S. Tyler St., Ste 1A
Amarillo, TX  79101
(806) 414-2243
www.amarillohousingfirst.org
Non Profit Organization to secure permanent housing for chronically homeless using the housing first model.

Amy Blankenship Xp3
Amy Blankenship
Amarillo, TX  79106
(806) 670-0069
www.amyblankenship.odireseults.com
Fuel enhancers to decrease maintenance cost, and improve economy, performance.

Athleisure Boutique
Kali Arredondo
James Arredondo
2616 Wolfin Ave
Amarillo, TX  79109
(806) 382-2829
www.shopathleisureboutique.com
Our mission is provide a variety of high-quality, fashion-forward athletic apparel for all women to confidently walk out their life. Our inventory is purposefully chosen to take women from their workout to their day-to-day lives.

AutoNation Chevrolet West
Michael McCarley
Lynse Ridling
7300 Interstate 40 West
Amarillo, TX  79106
(806) 336-4883
Fax:  (806) 356-5610
www.autonationchevroletwestamarillo.com
AutoNation is America’s largest Automotive Retailer. We are constantly innovating and striving to change the way America buys and services their vehicles.

Blonde Ambition Marketing
Deana Porter
Cheyenne Lueb
Amarillo, TX  79118
(806) 570-4310
www.blondeambitionmarketing.com
We are your digital marketing pros. We help businesses turn complete strangers into raving fans - and most importantly paying customers. Our focus is on lead generation and branding strategies.

Champion 1 Builders
Scott Allison
Alyssa Allison
P O Box 7650
Amarillo, TX  79114
(806) 282-6903
Fax:  (806) 468-6302
www.champion1builders.com
Champion 1 Builders is a custom home builder that specializes in building unique and beautiful luxury homes in Amarillo and surrounding areas. We are not afraid to step out of the box, to create your dream home!

CP Event Center
Cody Perez
Mary Perez
310 Ross St
Amarillo, TX  79102
(806) 683-7044
www.cpeventcenters.com
This is 4000 Square Feet of beautiful event space. CP Event Center is perfect for Weddings, Quinceaneras, Family Reunions, Office Parties, Birthday Parties, Graduation Parties, and so much more!

Electech
Ron Howard
4385 Canyon Dr.
Amarillo, TX  79110
(806) 358-3560
www.electechamarillo.com/
Specializing in the highest quality iPhone repairs available. We won't sell you inferior copy screens. You can trust Electech.

Farmers Insurance- Laird Insurance Agency
Lupe Laird
Robert Laird
1722 S. Western
Amarillo, TX  79106
806-418-2750
Fax:  (806) 398-9070
www.farmersagent.com/llaird
At The Laird Agency, we don't SELL Insurance we provide Solutions!!! I have the knowledge and experience to help you better understand your coverage options--whether that's auto, home, renters, business insurance and more. We are able to help both English and Spanish speaking clients.

Gold's Gym Amarillo
Karie Mueller
Britt Rea
3000 Blackburn
Amarillo, TX  79109
(806) 359-5438
Fax:  (806) 359-0373
www.goldsgym.com/amarilloTX
Gold’s Gym is a Full Fitness Facility including swimming, racquetball, group exercise, and group training such as Warrior Factory and Spartan.

HydroPros IV Rehydration Specialists of Amarillo
Beth Jones
5406 Winners Cr., #B
Amarillo, TX  79110
(833) 484-9376
www.ivhydropros.com
IV Rehydration Specialists. Every session is 100% tailored to meet your health and wellness needs by our experienced medical professionals in a safe, clean, and appealing atmosphere.

Kudos Clothing Company
Stephanie Beetge
Sharla Brasher
2740 Duniven
Amarillo, TX  79109
www.kudosclothingcompany.com
We are a maternity, women, kids, and baby fashions & accessories boutique. We also have a studio in store that specializes in newborn and maternity photography.

RiverFields
David Rittenberry
2465 I-40 W
Amarillo, TX  79109
(806) 351-0980
Fax:  (806) 351-2681
www.riverfields.com
RiverFields is a Hunting, fly fishing and outdoor travel store in Amarillo, Texas. Specializing in guns, outdoor clothing and accessories, travel & gun safes. Our fly shop is one of the finest in the state. Locally owned by David Rittenberry.

The Chamber cannot guarantee your success or your profitability, but it can guarantee the right business climate for you to succeed.

Author Unknown
### Convention & Visitor Council 2017-18 Year-To-Date Statistics

#### Tourism
- Occupancy Rate (October): 58.1%
- Group Tour Buses (Fiscal YTD): 15

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

#### Sport & Convention Groups
- # of Conventions/Groups in Amarillo (Fiscal YTD): 16
- Delegates (Fiscal YTD): 36,245
- Room Nights (Fiscal YTD): 2,273
- Convention Delegates Booked-Future Conventions (Fiscal YTD): 100
- Convention Delegate Room Nights Booked (Fiscal YTD): 200
- Attendees Booked-Future Sport Events (Fiscal YTD): 300
- Room Nights Booked (Fiscal YTD): 105

#### Communications / CVC Website
- CVC Website Visits (Google Analytics—October): 17,246
- CVC Website Unique Visitors (Google Analytics—October): 14,252
- CVC Website Page Views (Google Analytics—October): 32,949
- CVC Website Average Visit Duration (Google Analytics—October): 1:28

#### Social Media
- Facebook Page Likes Thru October (VisitAmarilloTX): 39,777

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**WELCOME THESE SPORT & CONVENTION GROUPS TO AMARILLO**

### November
- 28-30: IDEAg Group, LLC  
  Amarillo Farm & Ranch Show  
  1,500

### January
- 16-21: National Pigeon Association  
  NPA Grand Nationals  
  800

### February
- 10-11: WTAMU Equestrian 2  
  Western Competition  
  100

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**Do you get the Tuesday morning email updates for what’s going on around town with tourism, conventions, attractions and events? Email Eric Miller to be added to this fun and informative weekly email blast at eric@visitamarillo.com.**

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**Congratulations to these Recent Prime Service Award Winners**

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/](http://www.visitamarillo.com/about-amarillo/primeservice/)

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**OCTOBER**

- **Linda Hawkins**  
  *Street Toyota*

- **Matt Ray**  
  *Amarillo National Bank*

- **Mindy Nahki**  
  *Sherwin-Williams—I-40 & Western*
Load-up and... this holiday!

Amarillo for Holiday Shopping, Dining and...

- **Electric Light Parade**
  Dec 1, Polk St.
- **Holiday Skate**
  Dec 1, Amarillo Civic Center
- **Christmas Open House**
  Dec 1-2, Panhandle-Plains Historical Museum
- **Breakfast With Santa**
  Dec 2, Don Harrington Discovery Center
- **Harrington House for the Holidays**
  through Dec 19 (call first)
- **Christmas in the Gardens**
  Nov 30-Dec 23, Amarillo Botanical Gardens
- **The Nutcracker**
  Dec 8-10, Amarillo Civic Center Complex
- **Cowboy Christmas Ball with Michael Martin Murphey**
  Dec 14, Kwahadi Museum of the American Indian
- **ZooLights Safari**
  Dec 1-23, Amarillo Zoo
- **Happy Holiday Pops**
  Dec 16, Globe-News Center for the Performing Arts
- **Trolley Christmas Light Tours**
  through Dec 23
- **Nights of Lights**
  through Dec 31, Enchanted Acres Horse Farm

Find more holiday events at VisitAmarillo.com
Free Networking at Chamber After Hours December 7

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 past events, visit http://bit.ly/AmarilloChamberAfterHours. If you would like to host a future After Hours at your business, call Jason at 806.342.2018.

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.

Thursday, December 7
5pm-7pm
Street Volkswagen
8707 Pilgrim Drive (5000 S Soncy)

View photos from the last After Hours at FirstCapital Bank at http://bit.ly/AfterHoursFCB2017Pics

Join the event on Facebook!
http://bit.ly/AfterHoursStreetVW120717
Welcome New Members
Thanks for Joining in October

uBreakiFix
Tim McCright
Whitney McCright
3240 S Sancy Rd Suite 400
Amarillo, TX 79124
(806) 236-7097
www.ubreakifix.com/

uBreakiFix fixes electronic devices. Not only do we respect technology, but most importantly we care about the people using it. We put our customers’ satisfaction above anything else.

Union Hall Workspace
Reagan Wilcox
2766 Duniven Circle
Amarillo, TX 79109
www.unionhalltx.com

We provide a creative, open environment for mobile workers. Union Hall is a professional environment with less distraction and more collaboration. We have memberships that suit everybody and there is no typical lease agreement.

Thank You Fall Mega Market Sponsors
We had 49 participants in our Fall Mega Market held on November 16th at the Holiday Inn West Medical Center. Watch for details on our Spring event coming soon. Check out photos at http://bit.ly/MegaMarket111617Pics.

HOLIDAY SHOPPING?
We've got more than 1700 members that want your business!

B U Y t h e W a y
K E E P I T L O C A L

806.373.7800

We also encourage you to complete the event submission form on our website to have your event included on our community calendar page of the website at http://web.amarillo-chamber.org/Events/EventSubmission.aspx. Events submitted are typically approved within 1 business day.

Thank you for helping us spread a little holiday cheer.

HOLIDAY HAPPENINGS & GIVING
Our Holiday Happenings & Giving page is up on our website to help spread the holiday cheer and news of events going on in the community throughout the month of December. We will gladly include events that are open to the public (not private parties). You may send your event info to penni@amarillo-chamber.org for inclusion. Be sure to include event time, date, location, cost, and a logo or event poster or graphic to include. Please keep in mind this is not for holiday open houses or special holiday sales or solicitations.

We are also looking for non-profits to share their holiday fundraising events like toy drives, food drives, coat drives, or angel trees. We cannot include private fundraisers for individuals or links for GoFundMe type pages.

To see the events we already have listed, check out our webpage at www.amarillo-chamber.org/holiday-happenings--giving.

We also encourage you to complete the event submission form on our website to have your event included on our community calendar page of the website at http://web.amarillo-chamber.org/Events/EventSubmission.aspx. Events submitted are typically approved within 1 business day.

Thank you for helping us spread a little holiday cheer.

To Apply
Visit our website: tdcj.texas.gov
or call:
1-877-967-5489

Qualified CO applicants will receive job offers and can attend a local training academy.
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

THANK YOU

RENEWING MEMBERS

A-1 Floor Co., Inc.
AAA Texas, LLC/Travel
ABC 7 News
Absolute Vacations Inc.
All Star Fence Company LLC
Allstar Business Concepts
Allstate Insurance/Kevin Vincent Agency
AMA TechTel Communications
Amarillo Air Conditioning, Inc.
Amarillo Botanical Gardens
Amarillo Sims Pool Palace
Amarillo Storage Station
Amarillo Storage Zone
Apex TITAN, Inc.
Ascension Academy
Atmos Energy
Back To Basics Massage Studio
Bar 2 Winery
Barricades Unlimited
Ben E Keith Foods
Bethesda Outreach Center
Blue Sky - Coulter
Blue Sky - Western
Bold Realty Group
BritKare Home Medical
Bryan F. Bailey DDS., PA
Bushland Mercantile
Caprock Building Systems
CareNet Pregnancy Centers
Carpet World Amarillo
Charter Equine & Small Animal Hospital
Chestersweb.com LLC
Chick-fil-A at Westgate Mall
Citizens Bank
City Federal Credit Union
CNS Pantex
Coldwell Banker First Equity/Regena Ladd
Computer Services Inc.
Connor McMillon Mitchell & Shennum
Coryell Roofing & Construction
Daphne’s Tour & Travel
David’s Quality Electric, Inc.
DLRS LLC
Dodson CPA
Doshier Pickens & Francis, LLC
Dotsy’s Boutique
Drury Body Shop, Inc.
Drury Inn & Suites
Economic Leads
Empire Paper Company
ERA Courtyard Real Estate
Evolv Health
Faith City Ministries
Farmers Insurance - Megan Brittain
Fire Slice Pizzeria
First Baptist Church of Amarillo
Fogg and Associates LLP
Fountain of Health, Inc.
Fronia Industries L P
G&P Associates
Greg Cook Insurance
Heritage House Bed & Breakfast
High Plains Water District
Holiday Inn Express - Canyon
Home Plate Diner Inc.
Johnston Homes, Inc.
Junior Achievement of the High Plains
Kabuki Romanza
Karen Buddhist Association of Texas
Kelly Wood Co.
KFDA NewsChannel 10 CBS
Kirby Smith Machinery, Inc.
Law Office of Cynthia Barela Graham
Lemert Holder & Ohm, PLLC
Leon Church
Llano Estacado Management Company
Love & Son, Inc.
Loveland, Christy + Associates
LX Cattle Co.
M & R Liquor - Bell
M & R Liquor - Western
Marcella Furs & Leather
Martha’s Home
Mary E. Bivins Foundation
Maxivolt
Microtel Inn & Suites
Miller of Amarillo
MMM Plumbing, Heating, & A/C Inc.
National Home Health Care, Inc.
New Day Productions
Nielsen Communities
Nistler’s Lawn & Landscape Inc.
Nurses Unlimited, Inc.
OHMS Cafe & Bar
Oracle Elevator
Orkin, LLC
Pantera Energy Company
Pat Davis Properties
Penelope Davies
Plains Dairy, LLC
Pope Reproduction & Supply
Premier Truck Group of Amarillo
Ralph Duke Photographer
Ravage CrossFit
Rayne Water Conditioning
Regence Health Network
Rickey Culp Builders Inc
Rusty Roush CPA, P.C.
SERVPRO of West Amarillo
Sharky’s Burrito Co.
Shirley Thomas
Shiver-Megert & Associates, LLP
SHOWCASE Total Cleaning & Restoration Services, LLC
Southwest Ambucs
Southwest Building Materials
Southwest General Contractors
Technical Solutions/Logical Technologies Inc.
Texas Corn Producers Board
Texas Furniture
Texas Heartland Insurance Services, LLC
Texas Panhandle War Memorial Foundation, Inc.
Texas Tech University Health Sciences Center
Texas Wheat Producers Association
Tex-Mex Fence Supply, Inc.
The ER on Soncy
The Rock Ranch, LLC
Thomas L. Moore & Associates
Tide Dry Cleaners
TMG Health, Inc.
Toot’n Totum Food Stores, LLC
Truly Nolen
United Filters International
United Way of Amarillo & Canyon
Universal Lending Corporation
WBI General Contractors
Wealth Insight Network
West Texas Building Supply, Inc.
Whitaker Real Estate
Williams-Boyce Agency, LLP
With You In Mind Publications
Young Sushi "Rocks!"

Your Chamber's October membership retention rate of 90.5% puts us in the top 10 Chambers in the nation for our size.

Thanks for renewing your membership in October and for your continued support of the Chamber.
Does your business have a Facebook page? Write on our Facebook timeline and we’ll share your information with our 8,000+ fans.

8,537 Fans on Facebook
4,740 Followers on Twitter
24,434 Photos on Flickr
1,086 Followers on Instagram
By: Penni Bentley, Senior Communications Director
Direct:  806.342.2005  Cell:  806.674.7334  
penni@amarillo-chamber.org

Sometimes the Chamber helps with projects that are outside of our normal realm of operation. We were contacted back in October by the former Beef Products Incorporated (BPI) company about assisting in spreading the word to their former employees that were laid off as a result of the plant closing in 2012. The company had recently reached a settlement from the “pink slime” case and set up a $10 million fund to aid former employees who were adversely affected by the plant closing. Because it had been 5 years, they asked for our office to help spread the word on social media about the application deadline, but also asked us to be a location where those workers could come and get assistance in completing the online application to potentially receive part of those millions.

There were nearly 300 employees affected locally (900+ across three states), however our office only helped about 2 dozen people with the application process. Many others didn’t need assistance or went to the Workforce Solutions center that was also set up to help. Two Chamber employees, Denise Rayford and Mary Garcia, stepped in to help, not really knowing what all was involved in the application process. What they didn’t expect, was the personal stories and impact they would have in helping these people.

What you may not realize, is many workers at the former meat packing plant didn’t speak a lot of English. And had Spanish been their primary language, Mary could have easily translated. But there were still several they assisted who were of Asian decent which made the language barrier even more challenging. (Nothing some charades and improvised sign language couldn’t overcome with a few laughs.) Some needed help understanding the questions and putting their thoughts into words. They weren’t simply asked for length of employment or current address...they were asked questions about how they were adversely affected by the plant closing. How long they went without a job. What their job title or responsibilities were, etc. Because the application was only available online, many didn’t have access to a home computer, and several didn’t even have a personal email address, which was required as part of the process. Mary and Denise not only helped with the form, but helped them set up email addresses for the first time and listened patiently to their stories of hardship. Lost jobs, dissolved marriages, homes or cars they struggled to pay for, credit problems, depression and health issues were just some of what they heard.

My office is within earshot of the front desk where most of these encounters took place. I was truly amazed to hear the interactions and gratitude expressed to them, but more so in the kindness my coworkers showed them. Many expected to have to pay for our assistance and were shocked to find we were doing it for free just to help. One gentleman was so appreciative of Denise’s help, he came back several times with other former employees and served as a liaison or interpreter for them as well.

Losing a job is always a struggle, and many have had unfortunate events in their lives over the past 5 years as a result. We can only hope that the funds BPI has set aside will help make their holidays a little brighter. The company had a November 18 deadline to apply in hopes they could distribute funds before the end of the year.

Mark Your Calendar:

12/7  After Hours Networking at Street Volkswagen
5/17  BusinessConnection
6/21  Summer Celebration
6/30  Chamber Challenge Clay Shooting Event
7/26  Chamber Open Golf Tournament
9/13  Chamber Barbecue Cook-Off

Watch for more events and After Hours coming soon!

We’re on Mix 94.1 every Tuesday at 8:40am 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.


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.

Mary Garcia assisting Jaime & Patricia Martinez on our final day of application assistance, November 17th.