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amarillo Chamber of Commerce

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PO Box 9480
Amarillo, TX 79105
806.373.7800
806.373.3909 fax
Amarillo-Chamber.org

Search AmarilloChamber on



LEADERSHIP SEMINAR



The deadline for this great seminar is fast approaching on December 4th. You don't want to miss the opportunity to brush up on your leadership skills and learn some great tips and tricks for dealing with difficult employees, managing Generation Y and millennials, delegating successfully, and making yourself a hero. Good leadership is essential to success, and speaker **Glenn Shepard** will teach you how to move beyond simply managing to truly leading your team. This seminar is for every type of business or organization and will give you tools and ideas to implement immediately. You'll learn the simple but powerful strategies you need to solve your worst workplace problems, energize your people and be the manager other managers envy and bosses can't wait to reward!

Executives around the country have paid \$1,295 to hear Glenn speak. Chamber members get the exclusive price of **\$129 per person** (\$149 for non-members) and anyone buying 3 seats, gets the 4th seat free. Got a whole management team that needs this program? The best deal is to get 10 seats for \$1,000.

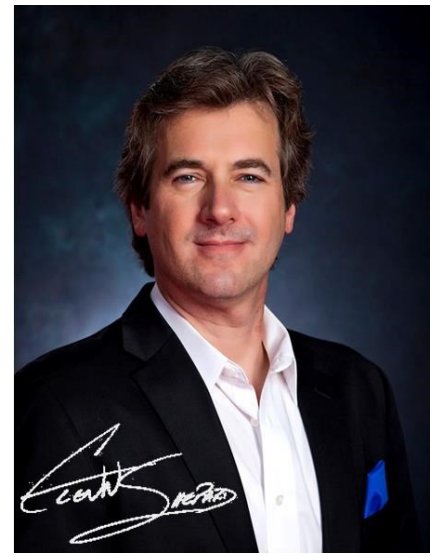
To register for this event, visit Amarillo-Chamber.org/Leadership-Seminar.html

Questions or assistance submitting your reservation? Call 806.373.7800

For more details on Glenn Shepard, visit GlennShepard.com or follow him on Facebook.

"Your level of success in every area of life will be greatly affected by the people you surround yourself with, so choose wisely."

- Glenn Shepard



Tuesday, December 8th

830am—12pm

**Amarillo College
Downtown Campus**

**Business & Industry Center
Bud Joyner Auditorium (Room 111)
1314 S Polk**

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Welcome New Members

Thanks for Joining in September

Abbeville Dentistry & Denture Care Center

Claudia Aguilar
Renae Taylor
1915 S. Washington, Space 100
Amarillo, TX 79109
(806) 533-8400
www.amarillodentures.com
Full service dental office for your entire family. We do what it takes for patients to have a happy healthy smile.

Advanced Pain Care

Wendy Garner
Katina Knowles
2001 South Coulter St.
Amarillo, TX 79106
(512) 784-7494
www.amarillopaindoctor.com
Using the latest medical advances to help patients suffering from chronic pain regain their quality of life.

AimBank

Bob Murray
Terri Stavenhagen
5701 Time Square Blvd., Suite 120
Amarillo, TX 79119
(806) 335-5443
www.aimbankonline.com
Aim Banks mission is to serve the communities that we influence with exceptional customer service, character and an unparalleled banking experience. We are committed to the communities that we serve by supporting community projects & providing employment for talented individuals.

Berkshire Hathaway HomeServices

Terry Manz
3300 Danvers Dr.
Amarillo, TX 79106
(806) 355-9601
(806) 355-9601
www.sweethomeamarillo.com
Formerly Prudential Ada, Realtors. Founded by Ada Glenn in 1960, the company continues to operate with the same great team & sense of community and integrity as before.

Berkshire Hathaway HomeServices/Greg Glenn

Greg Glenn
3300 Danvers
Amarillo, TX 79106

(806) 355-9601
www.forallhomes.com
2nd generation real estate broker
"Ada Sold Mine"

Bold Realty Group

Beth Jones
Charli Rae Gause
3955 S. Soncy
Amarillo, TX 79119
(806) 640-3988
(806) 359-6411
www.goBOLDamarillo.com
Whether you are looking at buying your first home, upgrading to a larger home or selling your current home, we are here to help you along the way. No matter the size of your dream home, we will help you achieve your goals.

Combs & Cuts Barber Shop

C.C. Combs
1003 Georgia St.
Amarillo, TX 79102
(806) 242-2662
www.facebook.com/combsncuts
Locally owned. We make customer satisfaction our top priority with two Amarillo locations to serve you!

Damron's Jewelry Guns & Pawn

Skyler Davis
5901 Bell, Suite C-1
Amarillo, TX 79109
(806) 803-9199
www.damronsonline.com
Locally owned. The largest selection of new and used firearms in the Panhandle. Buy, sell, trade or pawn on almost anything. Come see for yourself.

Embassy Suites

Donna Paraliticc
Chuck Patel
550 Buchanan
Amarillo, TX 79101
www.embassysuitesamarillo.com

Excel Title Group, LLC

Debrah Strother
Scott Luna
6900 I-40 West
Amarillo, TX 79106
(806) 331-8001
(877) 473-0849
We provide clients with title insurance for real estate transac-

tion; title abstracting, examination, closings and fundings. Serving 49 Texas counties.

Freddy's Frozen Custard & Steakburgers

Ha Dao
5225 S. Coulter
Amarillo, TX 79119
(806) 803-9460
www.freddysusa.com
From steakburgers to sundaes, Freddy's makes food fresh after you ask for it because that's the kind of quality you deserve.

Horton Neely Realtors/Sabre Cofer

Sabre Cofer
301 S. Polk, Ste. 510
Amarillo, TX 79101
(806) 322-5300
www.sweethomeamarillo.expert

Kuker Films

Jacob Kuker
Amarillo, TX 79106
(806) 570-7446
www.kukerfilms.com
Video Production Service. Packages for all needs- Corporate, Promotional, Industrial, Music Videos, Weddings and Events, and more! Full creative services- Conceptualizing, Cinematography, Directing, Editing and more. Full HD and ULTRA HD Resolution options. We make the process easy and professional!



Stay up to date by frequently checking our Chamber and Community Calendar online. You can even add your own events to the online community calendar.

<http://bit.ly/AmarilloChamberCalendar>

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

— Author Unknown

Meals On Wheels

Susie Akers
219 W. 7th
Amarillo, TX 79101
(806) 374-1521
(806) 374-1746
www.amarillomealsonwheels.org
Delivery of hot, nutritious meals to the homebound elderly and severely disabled at their homes.

MFC Wolflin Village

Sherilyn Hill
2225 S. Georgia
Amarillo, TX 79106
(817) 945-1600
(817) 945-1606
www.wolflinvillage.com
Morris Capital Partners, a commercial retail investment firm built through relationships, experience, integrity and solutions.

Oasis RV Resort

Ann R
Debbie Moore
2715 Arnot Road
Amarillo, TX 79124
(806) 356-8408
www.myrvoasis.com
Oasis is the newest, largest and finest RV park in the Amarillo area. Offering the most amenities at competitive rates. Event space available.

Part Time IT

Darrell Young
3700 Olsen Blvd.
Amarillo, TX 79109
www.pt-it.us
Part Time IT provides full-time technology support to small companies and individuals who sometimes find themselves in the geek -end of the technology pool®.



Ribbon Cutting & Groundbreaking Ceremonies in September & October

Click on <http://bit.ly/RibbonCuttingsSept2015> download these pictures.



Berkshire Hathaway HomeServices
3300 Danvers Drive



ER Now
2101 S Coulter



Panhandle Independent Living Center
417 W 10th



Plains Land Bank
5625 Fulton Drive

Be sure to look for our Ribbon Cutting photos in

AMARILLO GLOBE-NEWS

amarillo.com

Contact Lindsey at 342-2006 for information on holding your own Ribbon Cutting or Ground Breaking event.



Abbeville Dentistry & Denture Care Center
1915 S Washington, Space 100



Amarillo Grape & Olive
7402 SW 34th



Appleseed Junction
3307 Bell



Arrow Child & Family Ministries
4655 S FM 1258



Back to Basics Massage & Personal Training - 3714 Olsen Blvd.



C&B Marketing Solutions
2400 SW 6th



Creative CAD Designs
3505 Olsen Blvd. Suite 103



Ribbon Cutting & Groundbreaking Ceremonies in October

Click on <http://bit.ly/RibbonCuttingsOctober2015> download these pictures.



Damron's Jewelry Guns & Pawn
5901 Bell, Suite C-1



DFB Insurance Group
301 S Polk, Suite 600



Embassy Suites Hotel
550 Buchanan



Freddy's Frozen Custard & Steakhburgers
5225 S Coulter



Keller Williams
3955 Soncy



Liberty Mutual
2201 Civic Circle, Suite 211



Medley Material Handling
10460 Interstate 27



Northwest Emergency at Town Square
Soncy & Hillside



Texas Heartland Insurance Services
3505 Olsen Blvd. Suite 103



Tina Spohn-Ledford Family Practice Clinic
713 N Taylor



Vermeer Texas-Louisiana
12260 I-27



Walmart Neighborhood Market
2711 SW 58th

Welcome New Members

Thanks for Joining in September

Petro Stopping Centers/Iron Skillet

Jan Beeler
Carroll Beeler
8500 Interstate 40 East
Amarillo, TX 79118
(806) 372-3682
www.ta-petro.com

Full service restaurant. Gas and diesel. Convenience Store.

Ravage CrossFit

Brandon Jones
Beth Jones
7625 Canyon Dr.
Amarillo, TX 79110
(806) 654-1048
www.ravagecrossfit.com
Our program delivers a fitness that is, by design, broad, general, and inclusive. Our specialty is not specializing. Combat, survival, many sports, and life reward this kind of fitness and, on average, punish the specialist.

TEEMS Manufacturing, LLC

Ed Podzemny
Matt Podzemny
14290 US Highway 287
Amarillo, TX 79118
(806) 379-6904
(806) 374-2294
www.teemsmfg.com

Custom manufacturing and fabrication shop with a focus on oil and gas industry related equipment.

The Rock Ranch, LLC

Guion Hobbs
Ryan Gabel
15801 Interstate 27
Amarillo, TX 79119
(806) 655-1100
www.therockranchllc.com
Premier rock sales. Only natural stone (flagstone, decomposed granite, river rock, boulders). Firewood distribution. Locally Owned.


Tina Spohn-Ledford Family Practice Clinic

Tina Spohn-Ledford
713 North Taylor
Amarillo, TX 79107
(806) 331-2965

We provide primary care for the entire family, all ages welcome. We take pride in building relationship that partner with you to achieve optimal health. Now accepting new patients.

WY-VAR Realty, LLC

Christine Wyly
1306 S.W. 8th Ave.
Amarillo, TX 79101
(806) 680-6499
www.christinewyly.com
Full service Real Estate Brokerage: real estate investments, seller & buyer representation, & property management.



Tune in to [Fun 99.7](http://Fun99.7.com) every Monday at 2:30pm to hear about the week's events, conventions & newest members. It's the most jam-packed three minute segment each week. 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.

CHAMBER

AFTER HOURS NETWORKING


Amarillo
Chamber of Commerce

Third Chamber After Hours Event Scheduled for December 3rd

After a long break, we have brought Chamber After Hours free networking events back to life with our first event in October held at Casey Carpet One. Earlier this month we networked at Proffer Surgical Associates. Coming up next week on Thursday, December 3rd Street Volkswagen will host the After Hours event in their brand new facility.

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 this and more 2016 events, visit <http://bit.ly/AmarilloChamberAfterHours>.

STREET
Volkswagen



Das Auto.

December 3rd

5PM - 7PM

5000 Block of Soncy (8707 Pilgrim)

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.

THANK YOU

RENEWING MEMBERS

Abbeville Dentistry
 Access Community Credit Union
 Ace Pest Control
 Amarillo Community Federal
 Credit Union
 Amarillo Globe-News
 Amarillo Little Theatre
 Amarillo Medical Services
 Amarillo Plastic Fabricators
 Amarillo Postal Employees
 Credit Union
 Amarillo Residence Inn by
 Marriott
 Amarillo Slims Pool Palace
 Amarillo Storage Station
 Amarillo Urology Associates
 Amarillo VA Health Care System
 American Legion; Hanson
 Post 54
 Anchor Power Services
 Andrews & Associates IT
 Solutions, LLC
 Arctic Glacier USA
 A-Team Rentals
 Bell Trailerplex
 Bella Luna Aesthetic Center
 Big Texan Steak Ranch
 Borchardt's Coin Machines
 Brown & Fortunato, P C
 Brown Graham & Company
 Bubble Bath Car Wash
 Burger King - Amaregal
 Buzula Furniture Outlet
 Caprock Auction Group
 Caprock Realty Group
 Card & Party Factory
 Care Today Urgent Health
 Carpet World Amarillo
 Century 21 Boston & Company
 Chamber Music Amarillo
 Chicken Express
 Children's Learning Centers of
 Amarillo, Inc.
 City Federal Credit Union
 Collier Property Management

Communication Connection
 Courtyard by Marriott Amarillo
 Downtown at the Historic
 Fisk Bldg.
 Cristal Robinson, Attorney
 Desperado's Catering
 Don Harrington Discovery
 Center
 Drury Body Shop, Inc.
 Elkins Ranch
 Embers Steakhouse
 Estacar Companies, LLC
 Express Employment
 Professionals
 EyeCare Plus, L. L. P.
 Famous Dave's of Amarillo
 Golf Headquarters
 Graham Brothers Jewelry
 Heaven's Rainbow Bridge
 Icon Graphics
 IDEACOM of Amarillo
 J Ferg Roofing and Foam
 Jane Juett
 Jim Hutson Agency
 JSW Properties, Inc.
 Ken's Amarillo Battery & Golf
 Cars
 Kool Smiles
 Krause Landscape Contractors
 LeFleur Transportation
 Leisure Leasing Motorhome
 Rentals
 Llano Estacado Management
 Company
 Lovett Chiropractic Pain Relief
 Clinic
 Manning Land, LLC
 Marcella Furs & Leather
 March of Dimes-Amarillo
 Division
 Mary Kay Cosmetics/Cathy
 Welch
 McCartt & Associates
 McCarty Hull, Inc
 Milan Institute of Cosmetology

Milan Institute/ I-40
 National Home Health Care
 NTS Communications, Inc.
 OHMS Cafe & Bar
 On The Border Cafe
 Orkin Exterminating Company
 Palo Duro Retirement Village
 Panhandle Dental, LP
 Pan-Handlers Cafe & Catering
 Park Central Retirement
 Community
 Pro Chem Sales
 Quality Inn Medical Center
 Rabern Rentals
 Randall Technology Services
 Ray Electric Company
 Rayne Water Conditioning
 Reagor-Dykes Mitsubishi
 Amarillo
 Red River Steakhouse
 Rockrose Development, LLC
 Saltgrass Steakhouse
 Santa Fe Federal Credit Union
 Schlotzsky's / Cinnabon
 Schooler Funeral Home
 Select Staff
 Shafer Investment
 Management, LLC
 Slate Group
 Smart Chemical Services
 Spicy Mike's Bar-B-Q Haven
 SportClips—Georgia
 SportClips—Soncy
 State Farm/Bill McDonald
 State Farm/Brian Moore
 State Farm/Kay McMinn
 Sylvan Learning Center
 Taco Villa #5
 Tascosa Business Forms
 Texas Musical
 The Craig Senior Living
 The Salvation Army at Amarillo
 Therapy 2000
 Tru Trading Company
 Tumbleweed Sound

Underwood Law Firm, P.C.
 Valet Cleaners
 Virdinski's Rub Shack
 Walmart Supercenter
 (Canyon Drive)
 WBI General Contractors
 Wells Fargo Bank of Amarillo
 Will Rogers Range Riders
 Witt Flooring Center
 Wolflin Vision Clinic
 Wyndham Garden Amarillo
 Zip Print

Your Chamber's
 September
 membership
 retention rate of
92%
 puts us in the
 top 10 Chambers
 in the nation
 for our size.

Thanks for renewing
 your membership in
 September 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>

Welcome New Members

Thanks for Joining in October

Amarillo Education Foundation

Susan Stephenson
7120 Interstate 40 west
Amarillo, TX 79106
(806) 326-1480
www.amarilloed.org
The Amarillo Education Foundation has been created to support the educational program of the Amarillo Independent School District with the missions of "GRADUATING EVERY STUDENT PREPARED FOR SUCCESS BEYOND HIGH SCHOOL."

Amarillo Grape & Olive

Stefanie Elsea
David Elsea
7402 SW 34th Ave
Amarillo, TX 79118
(806) 622-9135
www.amarillograpeandolive.com
Amarillo Grape and Olive offers a tasting gallery with large selection of premium olive oils, balsamic vinegar, and spices. Gift baskets and corporate gifts available.

Austin's Autos

Daniel West
2903 S Western
Amarillo, TX 79109
www.austinsautos.com
Austin's Autos is a local and family owned used care facility that takes pride in customer service backed with integrity. All of our vehicles are priced straight forward at unbeatable prices! Please come in and see us.

Back To Basics Massage and Personal Training

Robert Mitchell
Katie Mitchell
3714 Olsen Blvd.
Amarillo, TX 79109
(806) 322-3706
www.backtobasicsamarillo.com
Back to Basics Massage and Personal Training is a facility specializing in multiple modalities of Massage Therapy, Personal Training and Small Group Fitness and Nutritional Counseling.

Butler Benefits & Consulting, LLC

Allison Butler
Josh Butler
4130 Business Park Drive
Amarillo, TX 79110

(806) 350-3158
(806) 367-9158
www.butler-benefits.com
Locally owned and operated, our agency specializes in Group & Individual Health, Life, Dental, Vision, and Disability. We also specialize in Voluntary Worksite Benefits.

Charles R. Lynch, AIA

Charles R. Lynch
1001 SE 3rd Avenue
Amarillo, TX 79102
(806) 374-0676
Architecture firm specializing in commercial and residential architecture and preservation.

Creative CAD Designs, Inc

David Tidenberg
35005 Olsen Blvd., Suite 103
Amarillo, TX 79109
(806) 353-4690
www.creativecaddesignsincamarillo.com
Commercial & residential design. Custom designs for new homes & additions. Committed to excellence. 26 years in Amarillo.

Delvin's Restaurant & Catering

Delvin Wilson
Sheree Wilson
1300 N. Hughes Street
Amarillo, TX 79107
(806) 803-9111
Locally owned. We serve BBQ, Traditional American, Soul Food (comfort foods). Lunch 11:00am – 3pm or until sold out. Casual dining – seats 54. Payment, Visa, American Express, Master Card, Discover, and Cash. Walk-in's welcome.

Edward Jones/Joseph B. Peterson Jr.

Joseph B. Peterson Jr.
6107 S Coulter, Suite 400
Amarillo, TX 79119
<http://bit.ly/EdwardJonesPeterson>
Whether you want to plan for retirement, save for college, reduce your tax bills or ensure you have income to cover your expenses, we can provide personalized service and investment strategies that have proven themselves over the long-term. Let's discuss your goals during a financial review. Contact me today.

Energy Integrity Service, LLC

Robert Price
2915 West Interstate 40
Amarillo, TX 79109
(806) 352-5271
www.energyintegrityservice.com
Family owned company established on March 19, 2015. We specialize in natural gas system leak surveys, pipeline installation, and cathodic protection services.

Long Wooden Spoon Brewing

Rick McElroy
Jared Read
4098 Business Park Dr
Amarillo, TX 79110
<http://lwsbrewing.com/>
Long Wooden Spoon was first created and developed with one main goal in mind. Quality. Simply fed up with commercial quantity and lack of quality, LWS was created with two friends, a cluttered garage and an undying passion for craft beer. Starting with basic knowledge, basic equipment and well, basically nothing, we created our first brew. In the fall of 2009, receiving steam burns while stirring a pot of boiling wort with a wooden spoon, the comment was made, "man, I wish we had a long wooden spoon!" The name stuck.

MCMC Mary Coyne Marketing Communications, LLC

Mary Coyne
3807 Doris Drive
Amarillo, TX 79109
(806) 670-7440
www.mcmc-marketing.com
MCMC-Mary Coyne Marketing Communications, LLC, is an integrated marketing communications company that exists to provide great service to clients and make their businesses successful. As your partner, we expect to care as deeply about your business issues

Moster Law Firm

Charles Moster
112 SW 8th Ave #301 Eagle Centre
Amarillo, TX 79101
(806) 350-5256
www.mostlaw.net
The Moster Law Firm provides general counsel services to businesses and their owners in the areas of business law, business litigation, trademarks, intellectual property, and estate planning. Mr. Moster is an AV rated attorney with 29 years of experience having previously served as an attorney in the administrations of Ronald Reagan and George H.W. Bush.

Mark Your Calendar:

12/2	Ag Appreciation Lunch & Symposium
3/10	Spring Mega Market
4/7	Golden Nail Awards
4/14	DC Days in Austin
4/19	Partners in Education Dinner
5/19	BusinessConnection®
6/16	Summer Celebration
7/28	Amarillo Chamber Open Golf Tournament
9/8	Good Times Celebration® Barbecue Cook-Off
9/TBD	Chamber Challenge Clay Shooting Tournament
10/20	Annual Banquet & Business Excellence Awards
11/10	Fall Mega Market



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

Tourism

Occupancy Rate (October)	61.9%
Group Tour Buses (Fiscal YTD)	46
Visitor Center Guests (Fiscal YTD)	205

Film Commission

Information requests (Fiscal YTD)	2
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Sport & Convention Groups

# of Conventions/Groups in Amarillo (Fiscal YTD)	8
Delegates (Fiscal YTD)	2,150
Room Nights (Fiscal YTD)	783
Convention Delegates Booked-Future Conventions (Fiscal YTD)	5,120
Convention Delegate Room Nights Booked (Fiscal YTD)	1,900
Attendees Booked-Future Sport Events (Fiscal YTD)	-
Room Nights Booked (Fiscal YTD)	-

Communications / CVC Website

CVC Website Visits (Google Analytics—October)	20,828
CVC Website Unique Visitors (Google Analytics—October)	17,116
CVC Website Page Views (Google Analytics—October)	49,333
CVC Website Average Visit Duration (Google Analytics—October)	1:44

Social Media

Facebook Page Likes Thru October (VisitAmarilloTX)	36,426
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WELCOME THESE SPORT & CONVENTION GROUPS TO AMARILLO

November

5-7	National Junior Bull Riders Association NJBRA Year-End Finals 2015	250
12-15	Working Ranch Cowboy Association WRCA 20th World Ranch Rodeo	1000
25-29	Miss Texas Latina 2015 Pageant Cradle of Queens	50
27-28	Texas USA Wrestling Panhandle Nationals Wrestling Tournament	400
28	Outlaw Promotions 5th Annual Turkey Bash Demolition Derby	100

December

1-3	IDEAg Group LLC Amarillo Farm & Ranch Show	1500
3-5	Kids Inc. Tournament of Champions	240
29-31	BR Rodeo Productions 2015 Championship Roughstock Challenge	160

January

7-10	Family Reunion/Wedding Party Peiris Wedding	15
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February

12-14	Texas Society of Architects 2016 Design Conference	40
18-21	Ink Life Tour Tattoo & Music Festival	300

If you are a member of an association or group that holds state, regional or national meetings, why not bring those groups to Amarillo for their next gathering? Contact the sales office to find out how they can help with planning and group incentives. Contact Tina at 342-2008 or email Tina@visitamarillo.com



Check out the new website at www.VisitAmarillo.com

World Championship Ranch Rodeo Renews Contract With Amarillo

By: Eric Miller, CVC Director of Communications eric@visitamarillo.com

Amarillo's signature event, the World Championship Ranch Rodeo (WCRR) produced by the Working Ranch Cowboy Association, has renewed its contract with the city for the next three years, from 2016 through 2018.

Future dates covered by this new agreement are Nov. 10-13, 2016; Nov. 9-12, 2017 and Nov. 8-11, 2018.

"This is a home-grown success story. The World Championship Ranch Rodeo started small but with dedication and determination has grown every year. It is a great example of working together to build an event that benefits the entire city," Dan Quandt, Vice President of the Amarillo Convention & Visitor Council, says.

"Cowboys are loyal. They honor their commitments and sign their deals with a hand shake. This hand shake with the City of Amarillo continues our partnership. We like having all our events under one roof at the Amarillo Civic Center Complex. We trust and appreciate the friendly and hard-working staff at the Amarillo Civic Center Complex. We are excited about the future of downtown Amarillo. And we love the citizens of Amarillo," Randy Whipple, a member of the WRCA Board of Directors, says.

The WCRR total attendance is 40,000 each year for four days of rodeo action and top-notch trade shows. It represents direct visitor spending of \$6 million with most of that from out of town guests. Those dollars reach our hotels, restaurants, attractions, gas stations, retail shops, dry cleaners, stock suppliers, veterinarians, feed supply shops and many more businesses and people.

The World Championship Ranch Rodeo is the real deal, and it will remain in Amarillo through 2018.

Photo (Upper Right): UK photographer David Sinclair visited Amarillo during the World Championship Ranch Rodeo. Among the thousands of images he took is this poignant moment. Several cowboys pause to pray for a competitor and his horse during the ranch bronc riding competition. To see more of Sinclair's work, go to www.shootshorses.com/Texas-2015.



promotion



We are proud to announce that Stephanie Andrews has been promoted to Convention Services Manager for the Convention & Visitor Council. Stephanie joined the Chamber/CVC staff in April 2013 and previously served as a sales and servicing assistant.

Stephanie brings an unbelievably energetic and friendly attitude to not only our office, but the entire city with the convention delegates and planners she works hand in hand with.

Contact Stephanie at:
806.342.2014 Stephanie@visitamarillo.com

Congratulations to these Prime Service Award Winners in October

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://bit.ly/PrimeService>.



Esai Zamora
Jason's Deli

Ken Spencer
Royal Limo Service

THANK YOU

RENEWING MEMBERS

A & R Mechanical Services
 A-1 Floor Co., Inc.
 AAA Texas, LLC/Travel
 ABC 7 News
 Abuelo's Restaurant
 Alice Brooks Insurance
 All Star Fence Company LLC
 Allstar Business Concepts
 Allstate Insurance/Kevin Vincent Agency
 AMA TechTel Communications
 Amarillo Air Conditioning, Inc.
 Amarillo Botanical Gardens
 Amarillo Children's Clinic
 Amarillo Downtown Lions Club
 Amarillo Fellowship Church
 Amarillo On-Site Massage
 Amarillo Ranch RV Park
 Amarillo South Chiropractic and Physical Therapy
 Amarillo Urgent Care
 Amaro Integrative Medicine
 American Equipment & Trailer
 American Heart Association
 Artisan CLL LLC dba Lucky Ruckus Vape Shop
 Associated General Contractors - Panhandle of Texas Chapter
 Atmos Energy
 Autco Tire & Service Center
 Baylor University-Texas Hunger Initiative
 Ben E Keith Foods
 Blue Sky
 bluefrog Plumbing + Drain of Amarillo
 Bryan F. Bailey DDS., PA
 Buckner Children and Family Services
 Caviness Beef Packers- Amarillo
 Central On-Line Security
 Cheer Texas
 Christine's Home Furnishings & Design
 Citizens Bank
 CNS Pantex
 Coldwell Banker First Equity/Regena Ladd
 Command Center
 Computer Services Inc.

Connor McMillon Mitchell & Shennum PLLC
 D & K Automotive
 Damron's Jewelry Guns & Pawn
 Daphne's Tour & Travel
 Davis Insurance Agency Inc.
 Denton & Baker Agency
 DHY Enterprises LLC
 Document Shredding & Storage
 Dotsy's Boutique
 Downtown Amarillo, Inc.
 Dr. Bret D. Errington
 Education Credit Union
 Faith City Ministries
 Fireplace Center/Patio Shop
 First Baptist Church of Amarillo
 Fogg and Associates LLP
 FOUST INC. dba Whitney Russell Printers
 French & Company Realtors
 G & P Associates
 Gowdy Flooring
 Griggs Schooler-Gordon Funeral Directors
 H & H Print Wear
 Harris Financial Group, Inc.
 Harvey's Precision Body Shop Inc.
 High Plains Water District
 Hoarel Sign Company
 Holiday Inn Express - Canyon
 ICAM Institute of Amarillo
 International Paper
 Joe Daddy's
 Junior Achievement of the High Plains
 Kabuki Romanza
 KFPA NewsChannel 10 CBS
 Kirby Smith Machinery, Inc.
 Law Office of Cynthia Barela Graham
 Lawyers Title Insurance Corporation
 Lemert Holder & Ohm, PLLC
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 Lone Star Windows & Siding
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 LX Cattle Co.
 M & R Liquor
 Makie Black Boutique
 Martha's Home

Martin-Tipton Pharmacy LLC
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 Microtel Inn & Suites
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 MMM Plumbing, Heating, & A/C
 Morris Gift Shop
 MVC, Inc.
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 Nielsen Communities
 Northwestern Mutual Wealth Management Co.
 Panhandle Producers & Royalty Owners Association
 Pantera Energy Company
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 Pat Davis Properties
 Pharis Structural Engineers
 Plains Plumbing Co., LLC
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 River Falls Bed Breakfast Lodge & Retreat
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 Safe Money Solutions Group
 SERVPRO of West Amarillo
 Sharkys Burrito Co.
 Shemen Dental Group, LLP
 Shirley Thomas
 Sleep Inn & Suites West
 Southwest Building Materials, Ltd.
 Southwest General Contractors
 Stone Canyon Apts.
 Street Volkswagen of Amarillo
 Tascosa Office Machines & Office Solutions
 Taste Dessert Bar
 Technical Solutions/Logical Technologies Inc.
 Texas Corn Producers Board
 Texas Furniture
 Texas Tech University Health Sciences Center
 Texas Wheat Producers Association
 Thai Arawan Restaurant
 Thomas L. Moore & Associates
 TNT Properties, Inc

Total Physical Therapy
 Turn Center
 United Filters International
 United Way of Amarillo & Canyon
 Universal Lending Corporation
 Vince Wirt Insurance-TWFG
 Walmart Supercenter East
 Wealth Insight Network
 West Texas Building Supply, Inc.
 West Texas Insurance Agency
 Whitaker Real Estate
 Whit-Co Checks
 Whit-Co Stamps & Engraving
 Williams-Boyce Agency, LLP
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 Windstream Communications
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 top 10 Chambers
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 for our size.

Thanks for renewing
 your membership in
 October 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>

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Does your business have a Facebook page? Write on our Facebook timeline and we'll share your information with our 5,000+ fans.

5,936 Fans on [Facebook](#)
3,725 Followers on [Twitter](#)
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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.

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Carrie Irwin	Toby Tucker
John Kritser	Dirk van Reenen

Visit our website at:

Amarillo-Chamber.org

Penni Bentley, Editor
News@Amarillo-Chamber.org

Welcome New Members

Thanks for Joining in October

Nistler's Lawn & Landscape Inc.

Ron Nistler
 Suzette Nistler
 11701 Truman Street
 Amarillo, TX 79118
 (806) 622-3135
 (806) 622-2934
www.nistlers.com
 We are a full service landscape company, and an event center like you have never seen before in Amarillo.

Palace Coffee Company

Patrick Burns
 Krystal Burns
 817 S Polk #102
 Amarillo, TX 79101
www.palacecoffee.co
 Specialty Coffee Shop with full espresso bar, pour over coffee, and pastries.

Panhandle Surgical Group

Kori Royal
 Dr. Bo Neichoy
 Dr. Bleu Schniederjan
 1301 S. Coulter, Ste. 413
 Amarillo, TX 79106
 (806) 677-7952
 (806) 353-6081
www.panhandleweightlosscenter.com
 PSG is focused on bariatric surgery and weight loss. We are committed to our patients and helping them to become more healthy & fulfilled.

Red River Steakhouse

Will Frost
 4332 SW 45th Ave
 Amarillo, TX 79109
 (806) 779-8940
www.redriversteakhouse.com

Steakhouse specializing in hand cut steaks, catfish, grilled chicken and burgers.

Texas Ag Benefit Administrators

Kimberly Holcomb
 Bryan Scott
 P.O. Box 50850
 Amarillo, TX 79159
 (806) 544-9592
 Third Party Administrator

Texas Heartland Insurance Services, LLC

S. Elaine Tidenberg
 3505 Olsen Blvd., Suite 103
 Amarillo, TX 79109
 (806) 331-8049
 (866) 320-9153
www.texasheartlandins.com
 We are a locally owned & operated Independent agency who offers over 50 different Insurance carriers for both Personal and Business Insurance. We specialize in putting our customers first & love helping people over the entire state of Texas for just about any kind of insurance needs they have. Auto, Home, Recreational, Business, Life, Health & More.

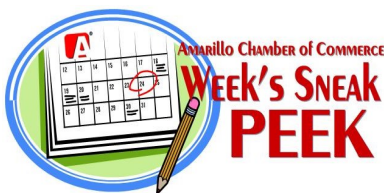
the PARC

Valerie Gooch
 Robert Lee
 413 SW 6th
 Amarillo, TX 79101
 (806) 367-8024
www.theparc.net
 Provides a place for those that are homeless to come during the day. They are encouraged to pursue life's possibilities through

relationship & opportunities for success. The cycle of homelessness is broken as they find their value & regain their confidence.

Walmart Neighborhood Market

Tonny Glynn
 2711 SW 58th Ave.
 Amarillo, TX 79110
 (806) 513-6506
www.walmart.com
 We are providing customers with an affordable grocery option close to where they live, for the quick in and out experience. Site to Store available.



West Texas A&M University Amarillo Center

Julie Imke
 600 S Tyler, Suite 1000
 Amarillo, TX 79101
 (806) 651-8201
 (806) 373-2391
www.wtamu.edu/amarillocenter
 WTAMU offers select upper-level and graduate classes in downtown Amarillo at the new WTAMU Amarillo Center. Those who enjoy the face-to-face classroom experience will find the WTAMU Amarillo Center to be the perfect option for building a résumé or completing a degree with less drive time. We also rent out our rooms.

Check the Week's Sneak Peek for a list of upcoming ribbon cuttings, groundbreakings, committee meetings, and more! <http://bit.ly/ChamberWSP>

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.

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PICKUP SERVICES PROVIDED WITH CONTRACT
 ONLY GET CHARGED FOR ACTUAL USE
 RATES THAT SHRED THE COMPETITION
 24 HOUR VIDEO SURVEILLANCE
 NO RENTAL FEES FOR BINS
 NO LONG-TERM CONTRACTS

GOODWILLNWTexas.org 877.944.8419

SDA
 Goodwill Industries of Northwest Texas

Borlaug to keynote Texas Commodity Symposium GMOs, transportation and other agricultural issues to be Discussed

AMARILLO, Texas (October 20, 2015) – The fifteenth annual Texas Commodity Symposium will be held Wednesday, Dec. 2, in Amarillo in conjunction with the Amarillo Farm and Ranch Show in the Grand Plaza Room at the Amarillo Civic Center. The free event will begin at 9:30 a.m.

The symposium, which is hosted by the Corn Producers Association of Texas, Plains Cotton Growers, Inc., Texas Grain Sorghum Association, Texas Peanut Producers Board and Texas Wheat Producers Association, will conclude with the annual Ag Appreciation Luncheon, presented by the symposium and the Amarillo Chamber of Commerce Ag Council.



WITH THE

Amarillo Ag Appreciation Luncheon

"The program again brings pertinent information to those in the agricultural industry, as well as the local community," PCG Executive Vice President Steve Verett said.

Julie Borlaug, the associate director for the Norman Borlaug Institute for Agriculture at Texas A&M University, will present the symposium's keynote address during the Ag Appreciation Luncheon. Borlaug will speak on the role of Genetically Modified Organisms (GMOs), food safety and food security at both a domestic and international level. The Norman Borlaug Institute designs and implements science based agricultural development and training programs that guide the phases of agricultural industry from production to consumption to fight hunger and poverty among smallholder agricultural communities of the developing world.

"As the granddaughter of the Nobel Peace Prize laureate Norman Borlaug, Ms. Borlaug has a strong foundation of understanding agriculture's role in sustainably securing food resources for the world's growing population," TGSA Executive Director Wayne Cleveland said. "Her unique perspective and insight is sure to be of interest to those both directly and indirectly involved in the agricultural industry." Additionally, the symposium will examine a variety of issues that impact producers and the agribusiness sector. Featured topics this year include an update on transportation regulations, an agricultural issues panel, and program updates from NRCS and FSA.

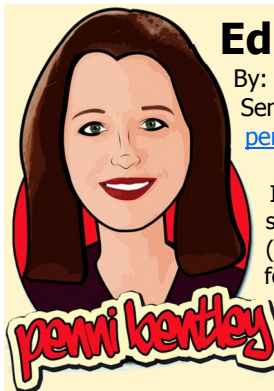
The event is made free of charge for attendees because of the generous support of the symposium's sponsors, including ArmTech Insurance Services, Bayer CropScience, BNSF Railway, Capital Farm Credit, DuPont Pioneer, High Plains Journal, Monsanto, National Peanut Board, and Syn-genta.

For sponsorship opportunities or more information, please call 800.647.CORN (2676) or email info@texascorn.org.
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This press release was copied from TexasWheat.org.

Editor's Corner

By: Penni Bentley
Senior Communications Director
penni@amarillo-chamber.org



I remember a sales seminar once where the speaker said people are looking for the wiff-em (WIIFM). Everyone wants to know "what's in it for me". It seems there always has to be a gimmick or a freebie to get people to do anything these days. I realize that makes me somewhat of a hypocrite considering I just spent my lunch hour in a donor chair at Coffee Memorial today getting my TWO free t-shirts AND free gallon of Plains Dairy milk in exchange for a little pint of blood that my body makes for free. But it's a great example of how people are more willing to show up for things if they feel like what they get in return for their time is fair.

If you're trying to get more customers in your door, you use coupons or BOGO (buy one get one) tactics and black Friday sales that have people losing their minds to feel like they are squeezing just a little more out of you to justify the money or their need for standing in freezing cold in the dark with the masses waiting for the doors to open.

As a boss, you try to find the right combination of salary and benefits and work environment that makes great employees want to work for you and come to work every day instead of sitting in their cubicle playing solitaire just to get in their full eight hours to collect their check and go home.

I'm not saying that people shouldn't expect to be compensated for their work, time or money, but as a society, it seems that the bar is being set higher and higher for what people expect while they put in less and less. As a mother, I try to not indulge every whim and want of my kids so I don't feed the sense of entitlement that somehow society has convinced them they deserve. Getting simple chores done around the house seems to involve negotiations of privileges, cash or new clothes instead of just their desire to help me or their own self-pride of not living in a pigsty. Which reminds me of a Glenn Shepard quote I read on his Facebook page that says, "The most enduring gift parents can give their kids is a strong work ethic. It's unfortunate so many parents don't love their kids enough to do this." But trying to wrap that up under the tree this season won't make me very popular with them either.

But back to my original point (if there was one). Wouldn't it be great if the best WIIFM for doing anything was just a warm fuzzy because you did the right thing? That we gave to charity and volunteered and fed and clothed the needy just because? And we gave that little extra smile and courtesy to coworkers or customers because it felt good or made them feel good? And wouldn't it be even better if that extended beyond just Thanksgiving and Christmas?

So I try to remind myself to not just be thankful in November or generous in December. The challenge is to ignore the date on the calendar and do the right thing all the time regardless of what's in it for you.

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.



Thanks to everyone who supported our Annual Banquet & Business Excellence Awards on October 29th at the Amarillo Civic Center. A complete list of winners is in the printed Annual Report we recently sent out, and you can view, download or print photos from the event at <http://bit.ly/AnnualBanquet2015Pics>