

SEGUIN  
AREA  
CHAMBER  
OF  
COMMERCE

# The Chamber BUSINESS LINE

• November 2007 •

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## Fall weather reminds us to shop locally this holiday season

By SHANTA KUHL  
President  
Seguin Area Chamber of Commerce

Welcome Fall! It's this time of year that makes me wonder why everyone does not choose to live in Texas! The great weather gets us ready for holiday celebrations and gives me the urge to buy fall clothing and holiday decor. All of our local shops are getting into the fall shopping season by changing their window decorations and welcoming shoppers with fresh merchandise.

**It's important that all citizens try and shop locally.** One dollar spent locally is worth more than \$6 by the time it circulates through the local economy. **That's real value!!** Everyone can give back to their community just by purchasing local goods and services from the wonderful merchants we have in Seguin.

Speaking of value.....did you know that **an hour of volunteer time is worth \$18.77?** Think about all the volunteer time that is dedicated to projects in Seguin. What would we do without volunteers? The Chamber would cease to exist. Everything we do at the chamber is done by volunteers. The staff manages the day-to-day operations and ensures the proper accountability of membership monies. The real work is accomplished through volunteers.

How do volunteers directly benefit you as a chamber member? There are lots of reasons, but the most obvious are that they: 1. work inexpensively while 2. getting a lot done in a 3. short amount of time. They are efficiency at its best! Thank you to all our volunteers! Your knowledge, expertise, time and talents are all given to the chamber for the benefit of everyone!

### Seguin Area Chamber holds Board of Directors Planning Retreat

The Chamber of Commerce Board of Directors gathered on Satur-

day, Oct. 20, for its annual retreat. Board members received some valuable training from facilitator Alysia Cook with LCRA, who led the group through responsibilities of Board members and of staff. The Board established a vision for the Seguin Chamber - **"Growing business for a prosperous future."**

The new vision puts an umbrella goal over all the work we do. All projects and programs should grow business. If we grow business in Seguin, we will ensure the future of the local economy and the Chamber of Commerce.

The primary purpose of the retreat was to focus on committee work. Each board member is assigned to a committee and a chairman is assigned to each committee. These two came together at the retreat to develop an individual mission and goals for each committee. Committees include Ambassadors, Agriculture Awareness, Beautification, Convention & Visitors Bureau, Economic Development, Education, Governmental Affairs, Industrial Relations, Leadership Seguin, Military Affairs, Seguin Youth Leadership Academy, Small Business & Retail, Sports Marketing. Members also set timelines and measurements for each goal. The retreat was held at the History Center at the Seguin Outdoor Learning Center.

Welcome to our new members of the Seguin Area Chamber of Commerce Board of Directors - Brenda Bloch of Texaco Xpress Lube & Xpress Truck Accessories, Randee Malmsten, Larry Taylor of Barnard Donegan Insurance, and Monty Trost of Bradzoil.

We're excited about all the activities we have in store for this year and the opportunities we face!



LCRA's Alysia Cook led the Seguin Area Chamber's Board of Directors through a planning and visioning retreat at the Seguin Outdoor Learning Center.

## BUSINESS After Hours

Thursday, Nov. 15  
5 to 7 p.m.  
River Valley  
Pediatrics  
1500 E. Court St., Ste. 300

Membership Drawing is \$1,050!!

## PLANNING CALENDAR



Nov. 22 & 23  
Thanksgiving Holiday  
Nov. 27  
Seguin Youth Leadership Graduation &  
Apprentice Program  
Dec. 5  
General Membership Meeting/Luncheon  
Dec. 13  
Business After-Hours Mixer - First  
Commercial Bank

## Beautification Tip of the Month

Give your lawn a **FEAST!**  
Fertilize and winterize  
at Thanksgiving!



Brought to you  
by the  
Beautification  
Committee of  
the Seguin Area  
Chamber of  
Commerce

<b>BOARD OFFICERS</b>	
<b>CHAIR</b>	<b>TREASURER</b>
Steve Johnson	Mark Herbold
<b>CHAIR-ELECT</b>	<b>CO-TREASURER</b>
Shawn Martinez	Gail Roberson
<b>VICE CHAIRS</b>	<b>PAST CHAIRS</b>
Sharon Be-tis	Mark Stautzenberger
Dan Henry	Darren Dunn
Drew Williams	
<b>BOARD OF DIRECTORS</b>	
Fabio Benjumea	Randee Malmlsten
Brenda Bloch	Larry Taylor
John Gesick	Monty Trost
Mike Holdman	Jennifer Schulze
Basil Kallies	Mike Widener
	Drew Williams
<b>We're Here For You!</b>	
<b>CHAMBER STAFF</b>	
<b>President</b>	
Shanta Kuhl . . . president@seguinchamber.com	
<b>Convention &amp; Visitors Bureau Director</b>	
Sherry Nefford . . . sherry@seguinchamber.com	
<b>Office Manager</b>	
Kendy Gravett . . . kendy@seguinchamber.com	
<b>Events &amp; Communications Director</b>	
Dana Overstreet . . . dana@seguinchamber.com	
<b>Receptionist</b>	
A'Laura Bell . . . alaura@seguinchamber.com	
<b>CVB Services Coordinator</b>	
Michelle Morris . . . michelle@seguinchamber.com	
<b>Mission Statement:</b>	
<i>To promote commercial, industrial, educational, tourism and agricultural development and to enhance the overall quality of life.</i>	
Seguin Area Chamber of Commerce P.O. Box 710 Seguin, Texas 78156 (830) 379-6382 www.seguinchamber.com	

## Get involved to help make changes!

Fall has arrived in Seguin. As the seasons change, watch closely our new ideas and changes in your Chamber. We have a place for each of you in our committees of work. There is something for everyone!

I want to thank the Board of Directors and the Committee Chairs for an outstanding retreat where everyone learned the meaning of supporting and doing business with Chamber members. We adopted a new vision – Growing business for a prosperous future. This statement helps show that the key to growth of our community and the Chamber is in our support of our individual members. When you do business with Seguin Chamber members, let them know you appreciate their membership in the Chamber. If



**Steve Johnson,  
Chair**

they are not members, ask them why not and contact me so we can make a special call on them.

We are about to embark on a program of work for our new building. It is an exciting time. I ask everyone to get involved and help make a long-lasting change for our future.

I want to thank everyone for an outstanding Guadalupe County Fair Mixer. Our Business After-Hours Mixers are growing by leaps and bounds and we invite all members to attend. It's an easy way to meet potential customers and help grow your business.

If you have any new ideas or questions, please email them to me at johnstevie@hotmail.com.

We are here for you.

## Seguin going nuts over reclaiming of largest-pecan title

For years, Seguin has clung to its claim of being "The Home of the World's Largest Pecan" in spite of ribbing by a big pecan rival in Missouri.

Locals would tell you that even though the Missouri nut stole their thunder with a bigger pecan in 1982, Seguin's claim to being "The Home of the World's Largest Pecan" was still true, since theirs was erected in 1962.

Now, 45 years after the original big pecan in Seguin was erected, the Seguin Convention & Visitor's Bureau announces that a new pecan will be constructed to recapture the "The World's Largest Pecan" title.

Seguin's current big pecan is 5' x 2.5', is made of concrete, and weighs approximately 1,000 pounds. The Missouri pecan is 7 x 12 feet and weighs about 12,000 pounds.

Specifications for the new pecan have not been finalized but it will be bigger than the Missouri nut. The new pecan is being constructed by WaterPark Experts, Inc., a company that manufactures water park features. It will be educational and interactive, with opportunities for

children to climb into the pecan and see what a nut looks like on the inside, too.

The new "World's Largest Pecan" will be located at The Texas Agriculture Education & Heritage Center. The Red Barn's mission is to educate the public, and especially young people, about the importance of agriculture in our society and to promote the heritage of farming and ranching in Texas. Red Barn chairman Wilfred Bartoskewitz said having the new big pecan located at the Center is a perfect match for their mission.

CVB Director Sherry Nefford said Seguin will soon be home to a number of impressive pecans: the original "World's Largest Pecan," in the historic downtown Courthouse Square, an even larger pecan that is 10' x 5 feet that was made by the local Pape Pecan Company which is mounted on wheels and travels to parades, the "World's Largest Pecan Hat" which is a regular entry in an annual hat contest and parade, and the new pecan. "We'll have the Missouri nut beat on all fronts," Nefford added.

### Holiday Events in Seguin ~ Continued from Page 6

#### Mid Texas Symphony Holiday Concert - Sun., Dec. 9, 4 p.m.

Come enjoy the sounds of Christmas as the Mid-Texas Symphony presents their holiday concert at TLU Jackson Auditorium. David Mairs, Music Director; Mid-Texas Symphony Chorus; Children's Chorus: New Braunfels

Tickets are available at the Seguin Area Chamber of Commerce, 427 N. Austin St. For more information call the Mid Texas Symphony office at 830-372-8089.

#### Country Christmas Friday, Dec. 14-Sunday, Dec. 16, 4-8 p.m. Fri. & Sat. & Sun. 2-8 p.m.

Presented by the Texas Ag Education & Heritage Center, offering food & fun for the entire family. Hayrides, campfires, photos with Santa, animals, live nativity, chuck wagon.

Observe pioneer life on the farm with living history activities including blacksmith shop, country kitchen, country store, one-room school house, farm house, smoke

house and weaving. Performances by the Emanuel's Lutheran Church Bell Choir and regional bands including good ole' German music. Admission fee adults \$5, children 4-11 \$3 and children under 4 free.

#### Las Posadas - Sunday, Dec. 16, 6 p.m.

A re-enactment of the journey of Joseph and Mary to Bethlehem. Sponsored by St. Andrew's Episcopal Church, Our Lady of Guadalupe Catholic Church and other local churches and individuals. The journey of Mary and Joseph is led by a Mariachi band and travels to different buildings in downtown Seguin.

A brief service and refreshments will conclude the event. Meet at City Hall in downtown Seguin at 6 p.m. Free and open to the public. For more information call 830-401-5000.

#### Heritage Museum - Multi-Cultural Christmas - Nov. 29 - Dec. 31

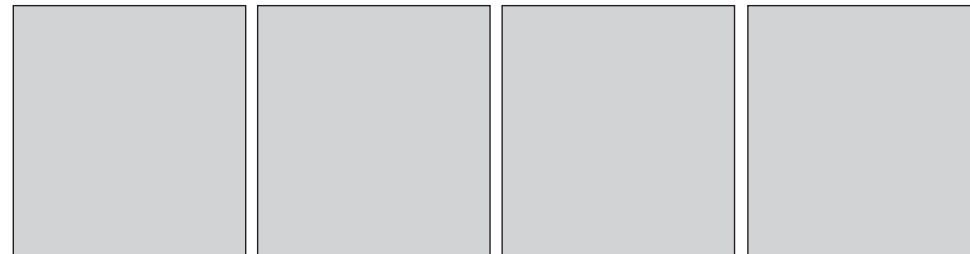
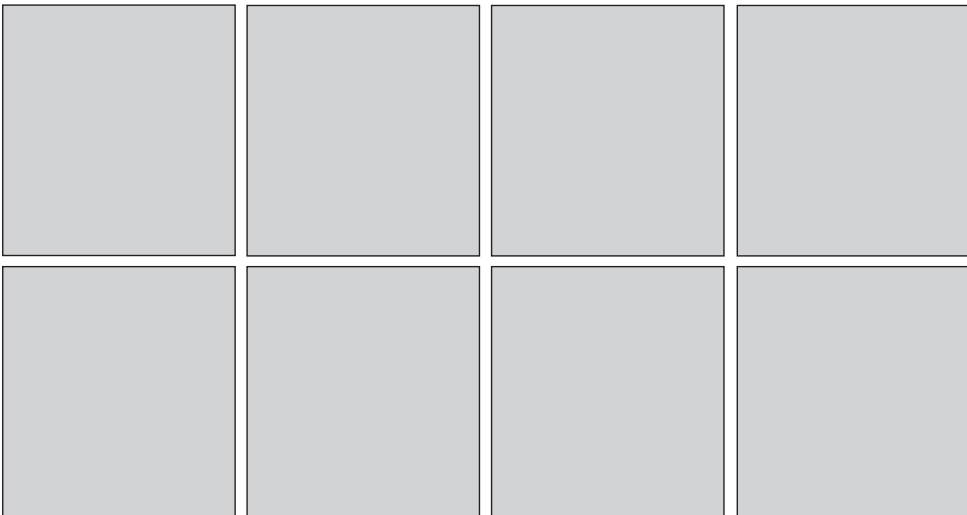
Visit the multi-cultural Christmas Exhibit at the Heritage Museum located at 114 N.

River Street. Each year, the Daughters of the Republic of Texas decorate with original frontier ornaments. Mexican-American and German Christmas trees are also on display throughout the museum. Free admission. For more information call 830-372-0965.

### THANK YOU! Tour de Pecan Bike Ride Sponsors

Bordens  
GVEC  
Seguin Chevolet  
Seguin Ford Mercury  
Ullrich Produce

**Supporters**  
Belmont Store  
Bike Platz  
Comanche Crossing  
Smitty's Country Store  
Texas Ag. Education & Heritage Center



# Convention & Visitors Bureau



## Fair Association to host Lone Star Youth Rodeo Finals

The Lone Star Youth Rodeo Finals will be held at the Guadalupe County Fairgrounds November 3-4 with the first go round and November 10-11 with the second go round and awards. Youth will be participating in categories of Novice 7 and under; Peewee 8 to 11; Junior 12 to 15; and Senior 16 to 20.

Events include Pole Bending, Goat Ribbon Pulling/Tying, Cloverleaf Barrels, Tie-Down Roping, Team Roping, Straightaway Barrels, Ribbon Roping and Breakaway Roping.

Come on down to the Fairgrounds and watch the excitement!

9 the concert begins at 4 p.m. There is no admission charge, but tickets are required. They may be picked up in person at the TLU Bookstore or requested via online at <http://www.tlu.edu/events/vespers/> or by calling 830-372-8024.

## Alamo La Bahia Corridor Pony Express Courier Arrival - Saturday, Dec. 1

Guadalupe County Mounted Sheriff's Posse will ride in at the Heritage Museum in downtown Seguin. They will be delivering a holiday greetings from Governor and Mrs. Perry to the citizens of Guadalupe County. The U.S. Postal Service will set-up a temporary postal station from 12 Noon to 2 p.m. offering a commemorative postal cancellations for your holiday greetings. For information call 830-401-5000.

## Heritage Tour of Homes - Sat-Sun, Dec. 1-2, 2 p.m.

Tour selected historic and noted homes festively adorned for the holidays. Sponsored by the Seguin Conservation Society, the tour will begin at 2 p.m. and conclude at 5 p.m. Refreshments will be served. Tickets may be purchased at Cascades Gift Shop, Lone Star Printing & Office Supply and the Seguin Area Chamber of Commerce. For information call 830-303-8624.

## Yulefest Arts & Crafts Sale - Sun., Dec. 2, 10 a.m.

Stop by the Seguin Coliseum from 10 a.m. to 6 p.m. and deck you halls for the holiday season and purchase great gifts from a wide selection of handmade Christmas and all-season arts and crafts. For information call 830-379-0953.

## Moore House Luncheon - Thurs., Dec. 6, 11:30 a.m. & 12:30 p.m.

Make your reservations early for the December Moore House Luncheon sponsored by the Seguin Conservation Society. Call Cascades Gift Shop for reservations 830-379-7713.

## Christmas Under the Stars - Sat. & Sun., Dec. 8 & 9, 5:30 p.m.

Seguin Outdoor Learning Center is the place for exciting "nature events" for the entire family. Take a hike on the lighted nature trail, listen to caroling and story telling, and enjoy hot beverages, cookie decorating, toasting marshmallows and ornament making.

*Continued on Page 7*



## Plan Ahead For Holiday Events!

### Holiday Stroll in Central Park - Thurs., Nov. 29, 6:30 p.m.

The annual lighted holiday parade will begin at 6:30 p.m. featuring Seguin area school bands, lighted floats and entertainment. Winners of the tree decorating contest and parade entries are announced. City Mayor Betty Ann Matthies lights up Central Park and Santa arrives in his village.

Complimentary refreshments provided. The parade is best viewed along Austin Street, between Ireland and Nolte Streets. Announcer stand is located at Central Park. For information on Holiday Parade call 830-401-2480.

### Pet Parade, Fri., Nov. 30, 6:30 p.m.

The evening activities will kick-off at 6:30 p.m. All local pets are invited to dress in their finest and join the annual Pet Parade. Carriage rides are available (with a fee) around Central Park. Santa will be in his village to visit with good little boys and girls. Stroll downtown and view beautiful holiday decorated window displays. For information on Holiday Stroll events contact the City of Seguin at 830-401-2480 or 830-401-5000.

### Christmas Vespers - Fri.-Sun., Dec. 7-9

The Texas Lutheran University School of Music presents its annual Christmas Vespers in Jackson Auditorium on the TLU campus. Performance time Dec. 7 and 8 is 7:30 p.m. and on Dec.

## CHAMBER CALENDAR ~ NOVEMBER

**Thursday, Nov. 1**  
Ribbon Cutting, 11 a.m., Bloomer's, 202 S. King

**Friday, Nov. 2**  
Holiday Float Committee, 10 a.m., Chamber

**Tuesday, Nov. 5**  
Industrial Relations, 7 a.m., Selig Room at Guadalupe Regional Medical Center

Ambassadors, Noon, Silver Center

**Tuesday, Nov. 6**  
Governmental Affairs, 7 a.m., LaQuinta

**Wednesday, Nov. 7**  
General Membership Meeting, 11:30 a.m., Coliseum

**Monday, Nov. 12**  
Chamber offices closed for Veteran's Day

**Tuesday, Nov. 13**  
Executive Committee, 7 a.m., LaQuinta

Freedom Fiesta Committee, 5:30 p.m., Chamber

**Thursday, Nov. 15**  
Business After Hours Mixer, River Valley Pediatrics, 1500 E. Court St., Ste. 300, 5 p.m.

**Monday, Nov. 19**  
Board of Directors Meeting, noon, All Occasions Catering

**Tuesday, Nov. 20**  
Agri-Fest Committee, 5:30 p.m., Chamber

**Thursday & Friday, Nov. 22-23**  
Chamber offices closed for Thanksgiving

Agri-Fest Committee, 5:30 p.m., Chamber

**Tuesday, Nov. 27**  
Seguin Youth Leadership Academy Graduation and Apprentice Program

CVB Committee Meeting, 5:15 p.m., Chamber

## MEMBERSHIP RENEWALS

The Chamber wishes to thank the following for reaffirming their belief in the Seguin Area Chamber of Commerce by renewing their investment.

A & A Products	JC Penney Company	William E. Thornton, DDS, PA
AAA Bail Bonds	Jet's Jellies, Etc., LLC	Tiger Tote #11
AB Texas Insurance Agency	K & H Hauling	Tiger Tote #12
Acadian On Call	Sue Kaulfus- Mary Kay Consultant	Tom Trost Holdings, LLC
Accent...Jewelry as Unique as You	Kitchens By Design	Tres Howell Mortuary
Access Texas Mortgage	Lake McQueeney Estates	Tri-State Transmission
Advanced Clinical Massage Therapy	Gordon Land	Margo Trost
Advanced Cutting Technologies	LandAmerica Lawyers Title	True Independence
AFLAC Insurance- Anthony Bazan	Loyd's Brake & Alignment	Tuff as Dirt
Alamo Title Company	M.M.M.C. Inc.	Van Booven, Rosalie
Allstate Insurance	Marta Basez Interiors	VDB Enterprises Telescoping
American Realty Associates	Martin Financial Services	Flagpole Co.
Anytime Fitness Seguin	Masters Electrical Services Ltd.	Viola's Flower Shop
Aqua Service Distributors	Myrons Prime Steak House	Gene Vivroux
Bank of America	Navarro Independent School Dist.	Walker & Vordenbaum, CPA's
Bertling Equipment Rental & Repair	Nolte Farms	Albert Wood, MD
You Best	Palmer Mortuary, Inc.	Wunderlich Builders, Inc.
Susan Boullouin, M.D., P.A.	Parker's City Pharmacy	Zachry Construction Corporation
Brawner & Brawner	Parkview Veterinary Clinic	Dr. Dean Zincone
Campbell Floors, Ltd.	Pecan Cove Estates Association	Zonta Club of Seguin
Career & Technology Dept. - SHS	Pickett's Fine Art & Frame Shop	Drs. Zunker & Krohn
Cascades Gift Shop	Pro Auto	
Charles Villeneuve Insurance	R L N	
Charmaine's Hairstyling	Rector Management	
CiCi's Pizza	Republic Plastics	
Dr. Marilyn Cooper	Dr. Phillip C. Rinn	
Dairy Queen #1	RTX Electric	
Dairy Queen #3	Sam's Cleaners	
Dale Dyess Realtors	Scheel Construction	
Design Associates	Schertz Bank & Trust	
DuBose Insurance Agency	Estrella J. Schraub	
Evergreen RV Centers	Schroeder Beverages	
Ewald Tractor Inc.	Seguin Beauty School	
Fidelity Loans	Seguin Diesel Truck Service	
Finish Line Construction Services, LLC	Seguin Fabricators, LTD	
For Your Yard	Seguin Family Medicine	
Gift & Gourmet	Seguin Gazette-Enterprise	
Gollitos Western Auto	Bill Seiler - Mickey Ferrell Realtors	
Great Clips for Hair	South Texas Blood & Tissue Ctr	
Greinke Moving, Storage & Mini Storage	Larry M. Speir, DDS	
Guadalupe Ear, Nose & Throat	State Farm Insurance, Leroy Alves	
Guadalupe Regional Home Health	Subway	
Guadalupe Regional Hospice	Sugar-N-Spice Children's Academy	
Holiday Inn	Sundance Print and Copy	
Hollub Associates, Attys at Law, PLLC	Teatro De Artes De Juan Seguin	
Home Depot	Tecni-Quip	
Huber Airpark Civic Club, LLC	Texas Big Oak, LLC	
John H. Hudson, DDS	The Country Church	
Jani King	The Tote #1	

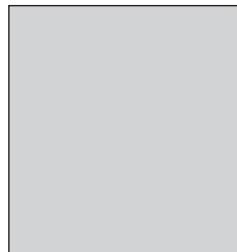
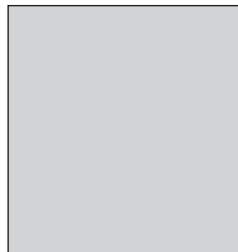
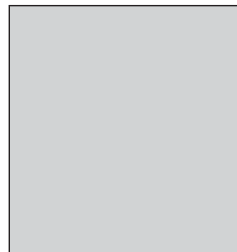
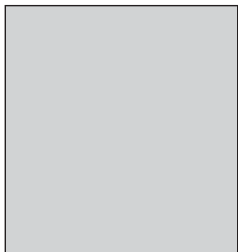
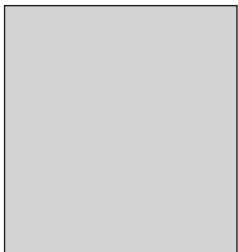
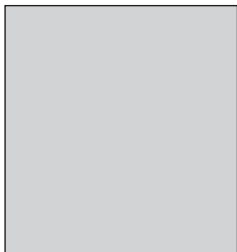
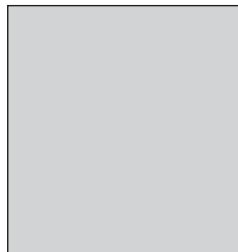
## WELCOME NEW MEMBERS

### Express Personnel Services

Hunter Borland  
109 IH 35 South  
New Braunfels, TX 78130  
830-626-2300 fax: 830-626-2301  
[www.expresspersonnel.com](http://www.expresspersonnel.com)  
Employment Agencies

### Mesquite Furniture of Texas

Michael Geer  
251 Melina Ln.  
Seguin, TX 78155  
830-303-9603  
[www.mesquitefurnitureoftexas.com](http://www.mesquitefurnitureoftexas.com)  
Custom Furniture Manufacturer





American Bank of Texas adding spots! American Bank of Texas President Bernie Mueller cuts the ribbon at the bank's new full-service location at 1539 E. Court. American Bank of Texas, NA is an independent institution that offers a wide range of business and consumer banking, mortgage, trust, and brokerage products and services. American Bank of Texas operates 15 branches through the Austin, Hill Country and San Antonio regions of Texas, with three locations in Seguin. All locations have drive-through facilities and ATMs. Pictured with Seguin Chamber Ambassadors are Vice President Diana Allen and Assistant Vice President Christina Stevens. Other branch staff are Vickie Brandenberger, Stella Leal, Laura Green, Lynsey Kelly, Rosalinda Villagomez and Christy Donegan. The eastside branch is a full-service branch offering new accounts, lending, lock boxes, deposits and check cashing. The new branch phone number is 401-1170.

Dermatology Associates erasing spots! Dr. Robert Magnon and Dr. Kim Ross hosted a ribbon cutting at Dermatology Associates, 1342 E. Walnut St. in October. The only dermatologists in Seguin, Drs. Ross and Magnon treat all skin conditions such as acne, rosacea, warts, moles, skin cancer, and psoriasis. They also offer cosmetic procedures, such as laser hair removal, microdermabrasion, chemical peels, Botox, Restylane, Perlane and Radiesse. Office hours are Monday-Thursday, 8 a.m.-5 p.m.; and Friday, 8 a.m.-noon. Phone is 372-1648 and fax is 303-2692. Pictured with the Seguin Chamber Ambassadors and Chamber President Shanta Kuhl are Dr. Ross, Henry Gross, Tanya Medina, Victoria Patlan, and Niki Mables.



Holiday Inn Express Interstate 10 and 123 Bypass are about to get a few more visitors! Ground was broken at 2801 Jay Road for a new Holiday Inn Express. Nick Patel is joined by Sam Patel, Anil Patel, Bob Patel, and Vijay Shah, along with Mayor Betty Ann Matthies, SEDC Director Ramon Lozano, SEDC Assistant Director Kate Silvas, City Council Member Bob Pees, City Manager Doug Faseler, and Seguin Chamber Ambassadors and Chamber President Shanta Kuhl.

## Taking Care of Business



Tres Hewell Mortuary The Hewell family has opened a new family-owned and operated funeral home at 165 Tor Drive. Tres Hewell was joined at the Oct. 13 ribbon cutting by his wife Melanie Hewell, and son Hunter Hewell, along with Seguin Chamber Ambassadors, Chamber President Shanta Kuhl, Mayor Betty Ann Matthies, and County Commissioner Roger Baenziger. Tres Hewell Mortuary offers funeral and cremation services. Office hours are Monday-Friday, 8 a.m.-5 p.m.; Saturday, 9 a.m.-2 p.m.; and Sunday as necessary. All chapel and visitation hours are as needed and personnel is available for family needs 24 hours a day, seven days a week. The mortuary's phone number is 830-549-5912 and the fax number is 830-849-5918.

Professional Medical Professional Medical celebrates its Seguin location with a ribbon cutting on Oct. 4. Owner bob George said the company provides medical equipment to homebound patients. Manager is Jeff Meischen and. Pictured are helen Stark, Meischen, Jim Brenner, Jill Byrum, and Larry Flores, along with Seguin Chamber Ambassadors and Chamber President Shanta Kuhl. Professional Medical has office hours of 9 a.m. to 5 p.m. and is located at 120 S. Highway 46. Phone is 303-8100 and fax is 303-8101.



First National Bank of Seguin Branch President Gene Meyers celebrates the opening of a new branch for First National Bank of Seguin, 125 S. Hwy. 16. Manager is Dianne Rangnow and Administrative Assistant is Michelle Martin. Also pictured are Wayne Thoms, Sandra Boenig, Jason Rusick, Kristi Mazzurana, Rose Marie Rader, Katie Cole, and Jeannie Infante. First National Bank is a full-service financial institution offering commercial lending, mortgage services, personal and business banking. Lobby is open Monday-Thursday, 9 a.m.-3 p.m.; Friday, 9 a.m.-5 p.m. Drive-through is open Monday-Thursday, 7:30 a.m.-5:30 p.m.; Friday, 7:30 a.m.-6 p.m.; and Saturday, 8 a.m. to noon. Their phone number is 303-1530 and fax is 303-1531.

## Shop Chamber Members First!