

Kimble County Chamber of Commerce

Newsletter

Tuesday, JULY 31, 2007

THIS PAST TUESDAY AND WEDNESDAY, I HAD THE PLEASURE OF ATTENDING THE "BOOTSTRAP MARKETING WORKSHOP SERIES IV" IN BASTROP, TEXAS – Having to cancel my class reservation in Brady due to illness, Monday afternoon I headed for Bastrop, Tx. First, let me say that these are wonderful workshops teaching new and innovative ways for us to draw travelers to our area. We learned about a better way to construct the surveys we ask folks to complete at our events to help us monitor their overall success. We also learned about different sources of information available through Texas Department of Parks & Wildlife, Texas Department of Transportation, and others. And a great deal of time was spent discussing the internet and the effectiveness of our individual websites. We learned that large "buttons" that say "click here" are passe' and that presenting our information in the "New Times Roman" font makes our webpage look dated. Who'd ever have dreamed there were so many ways we could inadvertently present an unfavorable image to the potential traveler, surfing the internet for their next vacation destination! We are very fortunate to have a great Webmaster, Derrick Ard, who takes great pains with our information to see that we are on the cutting edge. He is also responsible for adding the "Photo of the Week", often submitting his own photos, or even putting something in that spot just for fun. Several weeks ago, when we were all still adjusting to our new pattern of tropical rain showers in the afternoons, Derrick put a photo of an Orca whale leaping the rapids on the South Llano! The photo was just too much fun! A review of our website www.junctiontexas.net by the class instructor gained us many positive remarks and words of praise for our efforts! Another innovation for which we received praise was the Kimble County Chamber of Commerce Newsletter. There were only two entities represented tackling an emailed and delivered newsletter – us and one other. The other entity does theirs quarterly. Anyway, the instructor was "over the top" in handing out her praise and support for our efforts! On relating this to a local resident, I was asked the honest question, "Of what benefit do you consider the Chamber Newsletter?" That one made me think. My response sited our efforts to keep our membership, potential travelers, and citizens of Kimble County "clued in" on the happenings of our area, offer an additional source of information to area travelers readily available, for free, at every business in town, and to be used in conjunction with our local and area newspapers. The Chamber Newsletter is just one more vehicle added to the parade of information that passes by each of us on a daily basis, reminding us of events, both soon and in the future, and giving each of us alternatives from which to choose. With an abbreviated format, the Chamber Newsletter is like the "CliffsNotes" version of local event information. We all know that the internet is the information source these days. The Chamber feels that by posting our Newsletter on our website, we are able to reach lots of potential travelers that we wouldn't otherwise. Our website, to date, has had 81556 visitors since inception, and since March 2007, our Newsletter has been "front and center" as an option shown there. Thanks to Derrick's hard work and internet savy, "surfers" are directed to our website from many directions, increasing the number of potential travelers. And, thanks to the hard work and dedication of the front line workers at restaurants, convenience stores, motels, and other businesses in town, our Newsletter gets into the hands of many, many folks, inviting them to come and join Junction at(whatever is going on!) So, Junction and others, y'all judge our benefit. The Chamber is delighted with the response both local and not to our Newsletter. Our distribution list grows weekly, as do requests for inclusion of information. Readers are kind enough to overlook mistakes, and efforts are made to be 100% on including requested information, but sadly that doesn't always happen. So, in the words of Susan Laurson Willig, "Limited expectations yield only limited results." There is nothing limited about the expectations of your Chamber!!

BLOOD DRIVE FOR DR. STUART MCGINNEY – Please roll up your sleeves and to donate blood. Appointments are preferred, but walk-ins are welcome. Donors can call Angela at 325/446-4939 or 325/446-6124. Come on Junction put your “elbow” where your mouth is! Keep those prayers coming for our neighbor.

CONGRATULATIONS HILL COUNTRY INTEGRITY HOMES – Chamber member and supporter, Andy Phillips and Hill Country Integrity Homes, have had the honor of being selected Home Builder of the Year, Kerrville, Texas, for the 8th consecutive year! Way to go, Andy and crew!

ALL EYES ARE ON FRIDAY AND SATURDAY, AUGUST 10TH & 11TH – Preparations are underway for this to be the biggest and best Summer Classic Rodeo ever! Our Hill County Fair Association has brought a “ranch” rodeo to Kimble County and it promises to be loads of fun! Celebrating it’s 71st year, this Summer Classic will have it all...branding, steer tying, pony express races, steer loading, wild bronc saddling and riding, wild cow milking, goat dressing, and a shovel race! This will not be your typical rodeo! Then, amble on up to the dance area and boot-skoot to Jake Hooker and the Outsiders! Junction, it just doesn’t get any better than this! Tickets will be on sale at the Chamber. Adult tickets for the rodeo or dance \$8/advance, \$10/gate. Children (12 and under) \$4/advance, \$6/gate. The Lem Jones Memorial Angora Show & Sale for registered yearling bucks & does is on Friday and Saturday at the Goat Barn, Junction Fairgrounds. For information, call Teddy Holekamp at 325/446-2537 or Russell Kott 325/446-2420. Saturday morning at 10 AM, downtown is the Summer Classic Rodeo Parade. Better yet, be IN THE PARADE! Everyone is welcome. The theme is “A Century of Education” and entries are coming in daily! After the parade, graduates of Junction High School are invited to the Annual Junction Exes Reunion Luncheon. This year it will be held in the Cafeteria at the High School on College St. Jo Burt Evans and her crew graciously allowed the Kimble County Senior Citizens Center and Meals on Wheels to take over the Coke Stevenson Center for their First Annual Cowboy Show, also to be held on Saturday from 9 AM to 5 PM. And who could forget the Martin Memorial Open Car Show, Main St. at the Courthouse from 9 AM to 4 PM. Entrants could win cash prizes and there will be door prizes, too! Entry forms for the Parade, Cowboy Show, Car Show, or Exes Luncheon are available on our website www.junctiontexas.net. AND...You won’t want to miss the “Melt Down” at Hill Country Chevy (formerly Nelson Motors) on Saturday morning. At 8:30 AM on Saturday morning, Junction is invited to a Grand Opening and Ribbon Cutting at Hill Country Chevy, 401 E. College. The “Melt Down” contest is sponsored by KMBL/Revolution Radio, Junction Automotive, Let’er Buck Coffeehouse, Hill Country Sporting Goods, Cowboy Cottage, and Hill Country Chevy. Revolution’s Chuck Fitts will be on hand to register your guess as to the exact moment the block of ice will melt, releasing the James Avery Craftsman jewelry!! After the parade, General Manager Tim Bates invites everyone back over to the dealership for BBQ and all the trimmings! For you early risers, he also invites you to join in the “Blessing of the Dealership” at 7:30 that morning celebrated with local clergy and faith based organizations. And, don’t forget to look for their booth at the rodeo, and stop in to register for free oil changes for all GM vehicle owners!

FEATURED BUSINESS: HILL COUNTRY CHEVY, 401 E. COLLEGE, JUNCTION, TEXAS. Seeing a great opportunity to invest in the future of a community, provide jobs, and carry on a tradition of offering a hometown car dealership, new owners Ben Harned, James Escort, Saki Muhammad, and Haris Hanifi couldn’t pass up our own Nelson Motors, in early 2007. The ink was not yet dry when Tim Bates, General Manager, and Ben Harned were introduced to life in a small town, with members of our community stopping by to welcome them to town. Enthusiasm for the future of their new dealership is apparent even driving by the dealership with balloons catching the by-passers eye and everyone in the office and shop hard at work! There are several new management positions at Hill Country Chevy – Jimmie Harmes is Parts Manager, Carlos Smith is Service Manager, and Marla Fitts is Office Manager. Hill Country Chevy offers a full paint and body shop, and are ready to service all makes of vehicles. They have plans for the future, too, working towards in-house financing. Tim Bates, his wife, Shelly, and their four children want to be part of Junction’s future! They’re here to build “Hill Country Chevy – Your New Cheaper Dealership!” Now open Sat. 8-Noon to service or inspect your car or for sales information.

HILL COUNTRY CHEVY

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Send us your feedback at junctiontx@cebridge.net to include something next week or just to say "Hi". Your Chamber is promoting commerce and tourism and keeping you informed of events and happenings of Junction and Kimble County!

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