

THE MANSFIELD AREA CHAMBER e-CONNECTION

There's No Business Like Your Business!

A weekly publication of Mansfield Area Chamber of Commerce, Mansfield, Texas

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2009

CHAMBER LEADERSHIP

EXECUTIVE BOARD

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Auto Doctor

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Union

Secretary
Thelma Brown,
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**Vice-Chair of Business
Growth & Development**
Vince Hrabal,

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Thank You to the Following Members for Renewing! [Walnut Creek Assisted Living and Memory Care](#); [Ropak Packaging](#); [Security One Federal Credit Union](#); [Mansfield Mortgage Company](#); [Mansfield Rotary Club](#); [Windstar Promotional Products](#); [Serenity Nail Salon & Skin Care](#); [Flowers, Etc.](#)



Name the Newsletter!

Click [HERE](#) to take a poll to vote on a newsletter name; if you have one to suggest, click [HERE](#) to send your suggestions to Sarah.



Member Development

Constant Contact Brown Bag Seminar TOMORROW, April 7



Julie Niehoff will present a free two-hour seminar on **5 Key Strategies for Effective Email Marketing**, on Tuesday, April 7 from 11:30-1:00 at the Chamber. We will talk about best practices in email marketing - what email marketing is (and isn't), why it's such a good idea and how to make it work for your business. We will also go over ways to get your messages opened, strategies for improving response and avoiding spam complaints. You will see a lot of examples of how other businesses are using email marketing to increase sales and grow their organizations. **This is a free seminar, but reservations are required - [RSVP TODAY!](#)**

Small Business Survival Techniques: Proven Strategies to Grow Your Business in Today's Market

The Mansfield Area Chamber of Commerce and ConferTel offers another webinar series beginning

Duncan Disposal

Vice-Chair of Community Involvement
Jeff Uhler, Medical Center of Arlington

Vice-Chair of Membership Development
Jackie Willett, TERM Billing

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QUICK LINKS

[April Calendar](#)

[Golf Brochure](#)

[Member Directory](#)

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GOES
HERE

April 24th. This series was developed based on the feedback received from participating members in the e-Marketing webinars and will be offered in conjunction with the e-Marketing series. The content of this series is broader in nature and will be of interest to a greater number of our members.

Get the Most from Your Website Redesign - Want to give your website a fresh look, make it user friendly, search engine friendly, create a professional image and most importantly, generate leads and/or sales? This webinar is for you. April 24, 2009, 1:00PM. [Register Now](#). Member cost \$69, non-members \$89.

Financial Management for Small Business - Managing Cash Flow - Every business person who wants to get better at managing their cash flow should [sign up for this webinar](#). You will get concrete tools and strategies to immediately improve your cash flow. April 27, 2009, 1:00PM. Member cost \$57, non-members \$74.

Business-Building Workshops



Many of you will remember Tony Ford, Kasper & Associates, from our Networking Luncheon in March. This first in a series of workshops, **High Impact/Low Cost Sales and Marketing**, participants will learn how to "Build Your Success Story" and increase sales and profits by leveraging their accomplishments, relationships, product offerings and community leadership. The workshop is \$100 and held at the Chamber, April 14, 8:30am - 12:30pm. Register by contacting [Tami](#) or [Sarah](#) at 817-473-0507. Deadline to register is April 10.

Ribbon Cuttings

All members are invited to attend ribbon cuttings. This week's ribbon cuttings are: [Life Family Church \(map\)](#), April 8th, 9 a.m.; [Mansfield Physical Medicine & Rehabilitation \(map\)](#), April 9th, 9 a.m.

[See photos of last week's ribbon cuttings at the bottom of this newsletter.](#)



Member News

St. Gregory's First Annual Springtacular!

This event is sure to be fun for the whole family! Join St. Gregory's for their First Annual Arts & Crafts Springtacular on May 2, from 8:00am - 3:00pm at [1091 Country Club Drive](#). All proceeds go toward new playground equipment for our preschool. Need artists and vendors to display their wares. [More information.](#)

Don't Win The "Sorry Charlie" Award!

Every month, at the Chamber Luncheon, a current member name is drawn from a box. This month, the prize is \$750, **but you must be present to win**. Mark your calendar for April's Luncheon, 11:00 a.m. April 23 at Walnut Creek Country Club. Click [HERE](#) to make your luncheon reservation.

Thank You!

Thank you Shannon Leonard with [qd Scrubs](#) for volunteering her time.



Events, Committees & Volunteering

Only 4 Weeks until the 2009 Chamber Golf Classic!

Don't miss your opportunity to play, volunteer or sponsor at the [2009 Texas Trust Credit Union / Mansfield Area Chamber Golf Classic](#)! This is the ONE fundraiser that the Chamber does each year, and we count on your support!



The tournament is scheduled for May 4th at the Walnut Creek Country Club. If you are interested in being a sponsor or player, please contact [Sarah](#) at the Chamber at 817-473-0507, or you can contact Danny Wilson with Texas Trust Credit Union at 972-595-1778.

[Click here](#) for sponsorship information.

Our thanks to the following sponsors: [Texas Trust Credit Union](#) (Title Sponsor); [Summit Security](#) (Men's Longest Drive); [State Farm - Steve Ernst](#) (Cup Shot Sponsor); [Mansfield News-Mirror](#) (Bag Droq Sponsor); [Mansfield Magazine](#) (Hole Sponsor); [Windstar Promotional Products](#) (Hole in One Sponsor); [Quorum](#) (Golf Towel Sponsor); [Bob Brown](#) (Tee Box Sponsor); [Nationwide Construction](#) (Registration Sponsor); [Methodist Mansfield](#) (Golf Ball Sponsor); and [J&S Air](#) (Women's Longest Drive Sponsor).

Lunch is provided courtesy of [Chick-fil-A](#) - Mansfield and dinner is sponsored by [Texas Road House](#) - Mansfield.

Pecan Festival Committee Meeting Tuesday

The [Pecan Festival](#) Committee will be meeting on Tuesday, April 7 at 4pm at the Chamber. It's not too late to get involved!

BOARD OF DIRECTORS

Danny Boyer,
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Clayton Chandler,
City of Mansfield

Vernon Newsom,
Mansfield I.S.D.

Scott Welmaker,



Candidates Forum Scheduled for April

The Government and Legislative Committee is holding the annual Candidate Forum on Thursday, April 23 during the regularly scheduled Chamber Luncheon. Opposed Candidates will be sharing their platforms, and will be involved in a Q & A session. This is a "Don't Miss" event! Click [HERE](#) to make your reservation, or call Tami at the Chamber at 817-473-0507. Do you have a question you would like to submit to the Candidates? click [HERE](#) to email Joyce Williams, or call her at 817-453-1127.

Unemployment Stimulus Money to Affect Businesses

The Texas Association of Business (TAB) is committed to rejecting \$556 million of federal stimulus money relating to unemployment insurance reform.

In exchange for taking this money, Washington is demanding a radical expansion to unemployment benefits that would cost hundreds of millions of dollars to employers across the state. The Obama Administration is tying the federal aid to widening who is eligible to receive the benefits - including now giving benefits for part-time labor.

With the support of the business community, Governor Perry wants to reject this money, because when the stimulus money is gone, Texas businesses will be picking up the tab. Unfortunately, the Texas Legislature is considering accepting the money.

SB 1569 and HB 2623 are on the way to the floors of the Senate and House. If these bills pass, hundreds of millions of dollars that could have gone to job creation would instead be used to repay the federal stimulus unemployment expansion in Texas.

Rather than accept this money, the TAB recommends that Texas overhaul its unemployment system, which has been shown to waste \$153 million dollars on fraud and overpayments each year.

[Click HERE for more information or to let your voice be heard.](#)

STAFF

Membership &
Special Events
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Tami Stringer

Accountant
Dondi Hayhurst

Newsletter Editor
Cathy Little Dannelly

fvi For Your Information

Mansfield Shred Away Day

Back by popular demand, the City of Mansfield is sponsoring a Shred Away Day, April 25, 10 a.m. - 1 p.m. at City Hall ([map](#)). Residents can bring in their important, personal documents to be shredded for free. Shredding will take place on site. Residents are encouraged to use smaller, personal shredders for small amounts of documents.

TV Recycling Program

The City of Mansfield received grant funds from the TCEQ through the NCTCOG to collect old, analog TVs for recycling. This past January we collected 55 TVs with a total weight of 4,200 lbs. That's space saved in the landfill and future cost savings. If you have an old TV that you are not going to use any more and don't know what to do with it, please call Howard Redfearn at 817-276-4240 or [email](#) to sign up to bring the TV in. Drop-off is May 9, **registration deadline May 2**. Hurry, we only have 150 spaces left.

M Women's Division

Women To Host First After Hours Event

Nothing formal nor fancy but do bring \$5 and a bottle of wine and join us **April 6** from 5 - 7 p.m. for some fun networking at Bianco's Pizza, 2771 E. Broad Street ([map](#)). Call Lezlee or Kathy at 817-794-5887. U + Pizza + Wine = Connections!

Bluebonnet Project Progress

Howard Redfearn reports the bluebonnet seeds furnished to the city parks by the Women's Division last year are beginning to fill in nicely. Please continue to provide seeds to help speed up filling the areas.

Every one is encouraged to take a walk along the linear trail between Town Park and Katherine Rose Park to enjoy the wildflower area. The parks department has been getting their own wild flower seeds and casting them along the walkway near the bluebonnets. It is coming along nicely.

Take photos while you're walking the trails and [email](#) them to us - they might be featured in the Chamber's on-line newsletter. Please Include your name and the location.

Women's Division Membership Rally

The member that brings in the most members by the end of May 2009 will win a \$250 gift card. To win members must refer a minimum of 3 people that join. If there are one or more members that qualify we will draw names from this group. 2nd Place is \$125 and 3rd Place is \$75 and 4th is \$50.

Business Partnerships

Grow Your Business with Email Marketing

The Mansfield Area Chamber of Commerce has partnered with Constant Contact®, the leading email marketing service for small businesses. Members can sign up for a free trial, or if they are existing members, they can contact Sarah to ask about up to a 25% discount on their Constant Contact billing. [Click here for details.](#)



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**PARDON
OUR ERROR!**

The Women's Division's
first BAH will be
held **April 6th, 2009**.

Entrepreneur Expo 2009 Coming Soon!

This year's event is on Wednesday, April 22 at the Fort Worth Convention Center. The Chamber will have a limited number of free tickets available on a first-come, first-serve basis. If you want to be an exhibitor, [click here](#).

Chamber Members are Saving \$\$ on Their Commercial Electricity Bills

Exclusively for Chamber members, Fox, Smolen & Associates, Inc., offers a no cost, no obligation savings comparison to your current electricity rate. Contact our electricity broker Jason O'Krent, by [clicking here](#), or call him at 888-822-9090x104.

Should you have some information that you would like us to include in this weekly e-blast, call Sarah at 817-473-0507 or [click here](#) to email her.

Advertisement and announcements must be received by the Thursday prior to Monday's blast.

Advertisements start at \$25; announcements listed as space is available.



Ribbon Cuttings

Click on the image below for a larger view.



Dirty Dawgz