

CHAMBER NEWS



THE BASTROP CHAMBER OF COMMERCE MISSION STATEMENT

The mission of the Bastrop Chamber of Commerce is to improve the economy of Bastrop and thereby, the quality of life for all its citizens through economic, community, and leadership development.

WELCOME NEW MEMBERS

The Board of Directors approved the following new members at its monthly meeting. We appreciate the investment these new members have made in the chamber and we ask that you give them your support.

- Texas Tractor Country – Todd Kanz, 1563 Hwy 71 West, Cedar Creek, (512) 321-7100, <http://www.texastractorcountry.com>
- Jani-King Of Austin – Sandy Johnson, 2523 S. Lakeline Blvd., Cedar Park, (512) 335-9888, <http://www.jkaustin.us>
- 360 Painting of Austin/Bastrop – Clinton Arthur, 201 Hunters Crossing Blvd #10-169, Bastrop, (512) 522-5909, <http://Bastrop.360Painting.com>
- Architectural Installations – Steve Desaulnier, 426 A Hwy 21 W, Cedar Creek, (512) 304-5070, <http://architecturalinstallations.com/>
- Recruit Solutions – Kevin Morris, Bastrop, (888) 871-1177, <http://www.employment-connection.com>
- Woodmen Life-Bastrop Area – Tish Patterson, Bastrop, (512) 800-4426, <http://www.woodmen.org>
- Charlie Colter
- Doris Hodge
- Maurice C Cook
- Renewing Members

- Bastrop Networking Group
- Lost Pines Garden Club
- LiveAir Networks
- Prosperity Bank
- Independence Title
- Lost Pines Green Builders and Insulation
- Agilent Technologies
- DreamScapes, LLC
- LegalShield-Jimmy Ta, Independent Associate
- Southside Market & Barbeque – Bastrop
- First Baptist Church
- Sarah Loucks
- Brent Golemon
- Bastrop Gardens
- Evelyn Weilert
- Sharon Irwin
- Bluebonnet Camp-ground
- Lake Bastrop Lodge
- Molly & Leon McClure
- Dock Jackson
- Lemus Construction
- Bastrop Community Senior Center
- Goin' Postal Bastrop
- Riverwood Commons
- Capitol Wright Distributing, LLC
- Lakeside Professional Building
- Reid Sharp
- Interior Solution Services, LLC
- La Hacienda
- Coldwell Banker Green - Mills & Assoc.
- Bug Master Pest Control
- State Farm Agency - James Allen
- Ramos Restaurant #2
- Texas Boot Company
- CASA of Bastrop Fayette & Lee Counties
- Cen-Tex Family Services, Inc.
- Roy Milam Painting

Thanks to the following renewing members for continuing your investment in the Chamber. We appreciate your confidence in our ability to promote Bastrop and your business.

PRESIDENT'S REPORT DECEMBER 2015

Chamber of commerce: the basics

Misconceptions can abound regarding brands, products and even organizations like chambers of commerce. When it comes to the term "chamber of commerce," confusion and erroneous assumptions are even more likely even though almost everyone has heard of one. The lack of understanding is in part self-inflicted because chambers in various town and cities focus on different things and actually operate differently. Some chambers do economic development for their community. We do not because the city has the Bastrop Economic Development Corporation. Others offer tourism and visitor center operations. The Bastrop Chamber of Commerce has provided this service to the city and been recognized by the State of Texas for this since 1997. As of the end of this year, your local chamber is shifting away from these functions so we can truly focus and



Becki Womble

advocate for our business community in Bastrop. A local chamber of commerce is an organization of businesses seeking to further their collective interests, while advancing the community and region. Business owners in towns and cities voluntarily form these local networks to advocate on behalf of the community at large, to promote economic prosperity and for business interests. Chambers have existed in the U.S. for more than two centuries. Your Bastrop Chamber of Commerce was established in 1922. Chamber missions vary, but they all tend to focus on five primary goals: Building communities to which residents, tourists and investors are attracted; promoting those communities;

striving to ensure future prosperity via a pro-business climate; representing the unified voice of the business community; and reducing transactional friction through well-functioning networks. Chambers have other features in common; most are led by private sector employers, they are self-funded, and led by a board of directors with working committees of enthusiastic volunteers. This is very true of your Bastrop chamber. While most chambers work closely with government, they are not part of government although many consider the process of appropriately influencing elected officials to be one of their most important functions. The chamber utilizes the relationships built with local, state and federal elected officials to effect change in laws and ordinances that impact our businesses. Speaking of elected officials, we have several

elections coming up after the first of the year. Watch our email blast for information about our new initiative called Bastrop-Votes! The new website should go live before the end of the year and will have information on candidates seeking office and forums dates announced. Our goal is to Promote the Vote in Bastrop County. We envision a resource for fair, impartial and informative information for our members, voters and the general public of our community. We are proud to serve our members and the business community. Your board of directors and staff wish you a Merry Christmas and Happy New Year from the Bastrop Chamber of Commerce. Great things are yet to come for Bastrop and Bastrop County in 2016! Always working for a better community,

Becki Womble, IOM president/CEO

2016 CHAMBER LUNCHEON SCHEDULE

- Jan. 6:** Google Business View
- Feb. 3:** Social Media
- March 2:** Update from the County
- April 6:** Small Business Human Resources
- May 4:** CARTS
- June 1:** Workforce Solutions
- July:** No luncheon due to Patriotic Festival
- Aug. 3:** Chamber Trips
- Sept. 7:** Bastrop County Character Education
- Oct. 5:** Bastrop Economic Development Corporation
- Nov. 2:** First Responders Appreciation Luncheon at the Bastrop Convention Center
- December:** No luncheon due to Holiday Mixer

Schedule is pending speaker confirmations



CONTRIBUTED

Back in business

Viejo's Tacos y Tequila celebrated a grand reopening at its new location at 912 Main St. on Dec. 18.



The Bastrop Chamber of Commerce Member of the Month is...



(512) 303-2272
<http://www.casaofbastrop.org>

It is the mission of CASA of Bastrop County to provide a trained community volunteer for every abused and neglected child in our court system. The volunteer speaks for the right of each child to have a safe, permanent, loving home. We educate the community on child abuse and neglect, emphasizing the importance of nurturing, healthy families.

CASA volunteers are everyday citizens judges appoint to advocate for the safety and well-being of children who have been removed from their homes due to parental abuse and neglect. They stand up for these children and change their lives.

The Chamber of Commerce 'Member of the Month' is chosen randomly from among the past month's Chamber Membership Renewals. So keep those memberships up to date for your chance to be our 'Member of the Month'!

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CHAMBER NEWS

Google Business View on the way

Your Bastrop Chamber of Commerce is going to "roll out" a new benefit, Google Business View!

You are invited to Have Lunch with Rebranding360's President, Ray Espinoza, from 11:30 a.m. to 1 p.m. during the January Chamber of Commerce Luncheon.

The Chamber is partnering with "Google Business View" to help your business increase your internet online presence. Ray will be speaking on Google's new tool to help your customers find and see you with a click of any mobile device.

If you want potential customers and clients to see your business online in a "Big" way, a certified Google photographer can create a 360 panoramic scan of your interior and/or product line!

The cost for this virtual tour ranges from \$295 (one time investment, no monthly charge), depending on the number of photos and camera angles.

Although nearly all consumers look online for products and services, a surprising number of Bastrop's businesses do not have a strong web presence. Many businesses have inaccurate information and can be difficult to find online.

We believe this new tool will help increase your business activity and "Put Bastrop on the Map"! We hope you will be able to attend this luncheon. Please call 512-303-0558 or click the image above to reserve your spot today!

2015 BASTROP CHAMBER OF COMMERCE 'MINGLE & JINGLE' HOLIDAY MIXER



1/6/2016 - 11:15 AM to 1 PM

Hampton Inn
240 S Hasler Blvd

Google Business View

sponsored by **Ladd's Coins**

catered by **El Nueve**

monthly chamber luncheon

Registered Online www.bastropchamber.org

ANNUAL CHAMBER BANQUET
'BUILDING A BETTER BUSINESS COMMUNITY'
FEBRUARY 20TH, 2016 • 6-11 PM
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FUTURE MEMBERS - \$85.00

BASTROP CHAMBER OF COMMERCE

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