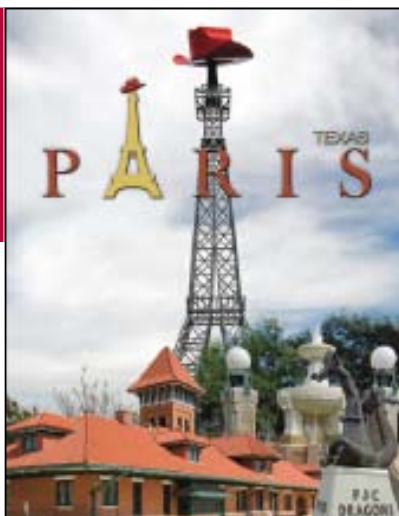


# Lamar County Chamber of Commerce

Timely Information And A Good Mix Of Fun From Your Chamber

## News from the Chamber President



### How You Become a “Shortcut”

By Pete Kampfer

It may be hard to believe but it is true: today, if you are not a “Shortcut” to something or someone in business, you will be perceived as disposable and you will be replaced. The opposite is true as well. If you or your organization can serve as a Shortcut, colleagues and/or customers will use your services without hesitation. Why? Shortcuts offer efficiency, bring new insights into key subject matters, and broker new deals.

It stands to reason in this economy that money is being spent more frugally. Nevertheless, money is still being spent to achieve the goals they need to meet. Therefore, they are looking for the Shortcut that can position them for a goal achievement quickly. To understand how to become a Shortcut, all you need to do is look at the Shortcuts you use yourself. Think of the person in your office to whom you go for a particular task—the one who goes above and beyond. That’s a Shortcut. They have created a “brand you buy” because every time you go to them they provide what you need faster, smarter, more creatively and with more positive energy than you could do on your own. Here is how you can become a Shortcut and increase your influence and value.

First, assess need. If clients and colleagues need something, they use Shortcuts for particular tasks when they have a lack of:

1. Time
2. Talent
3. Desire for the task

They will come to you (as you go to your Shortcuts) because you are the “category killer” in your particular area, and when someone thinks about that category, they think of you.

Next, you have to be an efficient resource that helps them reach their specific goal. Therefore, the next part of the formula is when, as a Shortcut, you make someone’s life:

4. Easier, because they don’t have to do the legwork
5. Better, because the quality of their life goes up, or they look good to those they wish to impress
6. More money, because they just make more money

Finally, you need an appropriate attitude. The world is filled with subject matter experts who do what you do as well and sometimes better. A differentiator will be how you make the client/colleague feel when they receive your service or product.

### Five Quick Tips to Be a Shortcut:

1. Find your area of expertise. It should give you a good deal of passion. Read at least an article or chapter a day in that area. In 12 months, you will be smarter than most about that topic.



Pete Kampfer  
President/CEO

## Wise Words

"Things may come to those who wait, but only the things left by those who hustle."  
— Abraham Lincoln

### Industry Update

Workforce Solutions Northeast Texas is partnering with the Texarkana Chamber of Commerce, Texarkana College and JCM Industries to host the 2009 Regional Manufacturing Summit of Northeast Texas on Wednesday, July 8. The summit will be held from 9 a.m. to 3 p.m. at the Truman Arnold Student Center located on the campus of Texarkana College, 2500 N. Robison Road. This year’s annual summit will bring together business, education and community leaders from throughout the Northeast Texas region to discuss the issues facing the manufacturing industry. This year’s keynote speaker will be Dr. Bill Bellows. Dr. Bellows will present “Enterprise Thinking: Integrating Thinking and Action for the New Economy,” which will focus on exploring the potential of “better thinking” and continuous investments into products, services and processes. Registration is free, however seating is limited and reservations are required. For reservations or more information, please contact Amy Poe with Workforce Solutions by calling 903-794-9490 ext. 112 or email amy.poe@twc.state.tx.us. This year’s event is made possible through the support of these regional organizations: AEP SWPCO; Mount Pleasant Industrial Foundation; Paris EDC; Paris Junior College; Red River Redevelopment Authority; Titus Regional Medical Center; and Sulphur Springs/Hopkins County EDC.

## Lamar County Chamber of Commerce

1125 Bonham St.

Paris, TX 75460

903 784-2501

www.paristexas.com

# Lamar County Chamber of Commerce

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2. Ask co-workers what they think you are best at. It may surprise you.
3. Find a mentor in your area of expertise and learn as much from them as possible.
4. Learn about emotional intelligence (EI). Get your EI measured and then work on improving it.
5. Daily, do something that makes someone else successful. You will become magnetic and more successful.

Look around; the Shortcuts are not just surviving, they are thriving. I hope that the Chamber is Shortcut for you!

## Remember when....



## Welcome New Chamber Member

The Print Shop  
124 West Cherry  
Paris, TX 75460  
903.785.7717



**HAPPY BIRTHDAY, AMERICA!!**

## Calendar at a glance

### JULY

- July 1 Red River Valley Veterans Memorial Committee Meeting 1:30, Celebrate America Meeting 4:00
- July 2 KPB Board Meeting 4:00
- July 3 Offices Closed to Observe Independence Day
- July 7 Leadership Board Meeting 4:30
- July 10 Denison Oxygen/Matheson Tri-Gas Ribbon Cutting 10:00
- July 15 Industrial Managers Noon
- July 18 Tour de Paris 25th Anniversary 8:00
- July 28 Executive Committee 3:00, Board of Directors 4:00

**Be sure to check out our online calendar at [www.paristexas.com](http://www.paristexas.com) for more community and Chamber events!**

## Economic Indicators for Paris and Lamar County:

Total labor force—city	12,346
Total employment—city	11,440
% unemployed—city	7.3
Total labor force—county	24,598
Total employment—county	22,956
% unemployed—county	6.7
Water (# of accounts)	10,082
Electric (Lamar Electric Coop)	7,612
Total construction value	507,450.00
Commercial construction value	129,500.00
# commercial permits	6
Residential construction value	315,065.00
# residential permits	16
Sales tax receipts**	417,904.88

\*\*indicates \$.01 sales tax only

# Lamar County Chamber of Commerce

## Leadership

A good boss is one who makes his men think they have more ability than they have, so they consistently do better work than they thought they could. - Charles E. Wilson



### Star-Spangled Fruit Tart

#### Ingredients:

- 1 tube (18 oz) refrigerated sugar cookie dough, softened
- 1 package (8 oz) cream cheese, softened
- 1/4 cup sugar
- 1/2 teaspoon almond extract
- 1 cup fresh blueberries
- 1 cup fresh raspberries
- 1 cup halved fresh strawberries

#### Directions:

Press cookie dough onto an ungreased 12-in. pizza pan. Bake at 350° for 10-15 minutes or until golden brown. Cool on a wire rack.

In a small bowl, beat the cream cheese, sugar and extract until smooth. Spread over crust. In center of tart, arrange berries in the shape of a star; add a berry border. Refrigerate until serving. Yield: 16 servings.

## Character

Character: Gentleness

Showing consideration and personal concern for others.

“Kind words can be short and easy to speak, but their echoes are truly endless.”  
- Mother Teresa

## 25th Anniversary of Tour de Paris!



Becky Semple  
Tourism Director

To celebrate the 25th Anniversary of the Tour de Paris Bicycle Rally we are adding a lot of special features to this year's ride. The new start location -- Love Civic Center will have balloons lining the official start area. As the riders get closer to the Plaza, people will be holding flags along both sides of the street to welcome each rider. The 100k route has been changed to avoid road construction in the county. Riders will enter Red River County for a short distance, then turn about for the return ride back to the Civic Center. There is still plenty of time to submit your registration. Visit [www.tourdeparis.com](http://www.tourdeparis.com) today to complete the registration online. If bike riding is not your forte, but you still

want to be involved, we've got plenty of room for volunteers. Call Judy at 903-784-2501 to find out how you can get involved.

The rest of July is shaping up like this:

- Get out your classic car and head on down to the Square on July 3rd. Beginning at 6 p.m. is the first Cruisin' Night on the Plaza. Plenty of classic cars will be parked around the square and there will be classic tunes playing for all to enjoy. Come out and admire the classics!
- Also on the 3rd at 8 p.m. is the Annual Paris Municipal Band Concert and Fireworks display at Noyse Stadium. This Independence Day tradition is fun for the whole family and you won't want to miss it. You can continue your Independence Day celebration on July 4th at the Celebrate America Parade Downtown at 10 a.m.
- Get your rodeo shoes on and get ready to celebrate the 50th Annual Paris Rodeo! This event kicks off with the Rodeo Parade Saturday, July 25th at 10:00 am on the plaza. For entry information call Runt Owens at 903-739-5245 or Randy Pratt at 903-785-3931. The fun continues at the Rodeo Street Dance on the plaza at 8:00 p.m. The rodeo competition will be held July 29th through August 1st. For ticket locations and other information visit [www.parisrodeo.org](http://www.parisrodeo.org).
- There will be a gun and knife show at Love Civic Center on July 25th and 26th. At the show, you can buy a raffle ticket for a chance to win a rifle, with proceeds benefitting the Valley of the Caddo Museum and Cultural Center.
- Finally, Paris will welcome an Electric Antique Car Club on July 27th through 31st. This group, bringing cars from as early as 1910, will be touring Paris so keep an eye out for these unique automobiles. Members of this group are coming to Paris from as far away as Michigan and Wisconsin, so be sure to make them feel welcome!

We are taking applications for the 9th Annual Festival of Pumpkins to be held October 24th. Vendor and Concessionaire applications are available on our website [www.paristexas.com](http://www.paristexas.com). Just click on the Festival of Pumpkins news article from the home page. We are seeking corporate sponsors for this event as well. If this interests you, contact Mindy Moree or Shannon Barrentine at 903.784.6964 for more details.

I hope to see you out and about having fun in Paris this summer!

--Becky Semple

# Red Coats Around Town



Legacy Hospice Ribbon Cutting



Whitney Tate's Mosaics & Gifts Ribbon Cutting



1st Annual Red River Valley Music Festival



Transportation Museum Live @ 5

## Chamber Membership Renewals

First United Methodist Church  
La Familia Mexican Restaurant  
J & L Asphalt Paving  
Reddell's Glass & Metal  
Always Welcome  
Dr. Jim Brunett  
Lamar Self-Storage  
Screen Graphics  
Texas Optical  
YWCA  
Cooper Propane  
Management Awards  
National Hardware & Supply  
Techsys Chassis  
Advanced Heart Care  
Pierson & Fendley Insurance

Keith Green, DDS  
A Piece of Cake  
New Generation Baptist Church  
Smith Carpets  
Dr. Arthur Tijerina  
Lamar County Cellular, Inc.  
Paris Body Works  
Spanish Oaks Apartments  
We Pack Logistics, LP  
Texas Tumbling  
Side Street Antiques  
Buttons & Bows Day Care  
Norment & Landers Insurance  
Anytime Fitness  
Lee Crawford, DDS  
Charles Waldrum

## Support the Trolley de Paris Project - Buy a Raffle Ticket Today!



- Grand Prize: Howard Miller Grandfather Clock, donated by Gary Brown of Uptown Properties, retail value \$7000
- 2nd Prize: 2009 Deluxe American Ash Stratocaster Electric Guitar, retail value of \$2200
- 3rd Prize: A shopping spree at various retail locations throughout Paris, retail value over \$1000

Tickets are \$5 each or 5 for \$20!

Drawing to be held in October 2009.

Need not be present to win. All proceeds will go towards the purchase of the Trolley de Paris.



### Chamber Executive Board

Pike Burkhart, Chairman

Pete Kampfer, President/CEO

Kenny Dority, Chairman Elect

Renee Harvey, Past Chair

Dr. Pam Anglin, VP Finance

Jon Landers, VP Business & Community Development

### Chamber Staff

Mindy Moree, Chamber Director

Becky Semple, Tourism Director

Shannon Barrentine, Community Development Specialist

Rachel Schory, Economic Development Specialist

Judy Daniel, Secretary/Receptionist



1125 Bonham Street  
Paris, Texas 75460

### Civic Club Schedule

Breakfast Optimist Club

903.784.5329

Saturday 8 a.m., Sirloin Stockade

Kiwanis Club of Paris

903.982.5967

Tuesday 12 Noon, PJC Ballroom

Paris Founders Lions Club

903.785.0017

Thursday 12 Noon, PJC Ballroom

Greater Paris Rotary

903.737.2041

Monday 12 Noon, PJC Ballroom

Rotary Club of Paris

903.785.9070

Friday 12 Noon, PJC Ballroom

Kiwanianne Club

903.739.2844

Every 2nd Monday, First Baptist