



**Business Today**

Official Publication of the Alice Chamber of Commerce

business

tradition

service

community

agriculture

oil & gas

growth

**Chamber, EDC hosting  
Job Fair on June 14th**

**Job Fair  
Tues, June 14th  
VFW Hall  
For more info  
call 664-3454**

The oil and gas is having a positive impact in our economic boom in South Texas.

The Alice Chamber of Commerce and the Alice Jim Wells County Economic

Development is taking advantage to assist local businesses fill their employment vacancies with a Job Fair on June 14<sup>th</sup> from 10 am - 3 pm at the VFW Hall on North Texas Blvd.

“With our upturn in our economy due in part to the Eagle Ford Shale discovery, we saw a need to help our businesses with a job fair,” Alice Chamber of Commerce Executive Director Juan Navejar said. “We are being contacted more and more from our members and non-members with requests to help them fill some job vacancies.

The Chamber and EDC is looking for businesses interested in participating in the Fair. Space will be limited to the first 50 businesses wishing to participate.

“As the demand for employees increases due to the Eagle Ford Shale activity and improving economy, the existing labor force is increasingly taxed. This demand presents a good opportunity for those looking to “move up” in their industry or for those looking to change jobs,” EDC Executive Director Dean Krucken-

**See JOB FAIR, Page 14**

**Lacks opens new doors**



**Lacks CEO Lee Aaronson addresses crowd during grand opening ceremony.**

It did not take long for the old Lacks store on Main Street to remain empty. In fact, the new Lacks store is now open, however, this new store is not the old furniture store once open in the Hub City.

The showroom is a former Lack's Stores location. Lack's, which is not affiliated with Lacks Valley, filed for Chapter 11 bankruptcy in November and subsequently liquidated all 36 stores.

Lacks Valley Stores held a grand opening of its new 35,000-square-foot store on East Main Street in Alice, on May 19th.

“It’s great to be here in Alice. In fact we have all ready surpassed what we had anticipated in sales for our first month during our soft opening of the store,” Lacks CEO Lee Aaronson said. “This was an easy choice to open a store in Alice, after all this was always been the leading store in sales under the old Lacks store.”

Lacks Valley, a Top 100 company sold nearly \$80 million in 2010 in furniture, bedding and accessories sales and expects the Alice store to add an additional \$5 million in annual sales.

**See LACKS, Page 12**

## 2011 Chamber Board of Directors

### Executive Committee

#### **Servando Garza Jr.**

President

*Coy, Rehmet & Associates*

#### **Virginia G. Menking**

Immediate Past- President, VP - EDC

*C&J Energy Services*

#### **Michael Garcia**

President Elect

*Garcia & Carvajal-Garcia, LLP*

#### **Gap Alaniz**

Treasurer,

*First Community Bank*

#### **Dee Dee Arismendez**

V.P. - Membership

*Individual*

#### **Judy Kapoor**

V.P. - Convention Visitors Bureau

*Holiday Inn Express*

#### **R. David Guerrero**

V.P. - Civic

*Jim Wells County*

#### **Juan A. Navejar Jr.**

Executive Director, V.P. - Comm & Tech.

### Board of Directors

#### **Lane Bowen**

*Seidel, Whittington & Co., P.C.*

#### **Dr. Salvador Cavazos**

*Alice ISD*

#### **Hector Hinojosa**

*City of Alice*

#### **Tony Morris**

*Alice Newspapers, Inc.*

#### **Martin Ornelas**

*Community Action*

#### **Paul Rycroft**

*Ameriprise Financial*

#### **Rene Yzaguirre**

*International Bank of Commerce*

Ex-Officio

#### **Ray De Los Santos**

*City of Alice*

### Staff

#### **Veronica Castillo**

*Administrative Assistant*

## From the President

Congratulations to the Class of 2011 whether its from high school or college, these new grads will be entering our workforce this summer. If you are hiring and seeking new personnel, join us along with the EDC at our Job Fair. This would be a great time to see who is out there that can fill your business needs. The Job Fair is Tuesday, June 14th at the VFW Hall from 10 am to 3 pm. Call the Chamber for more information as space is limited.

Speaking of summer, the hot weather is here. If you are looking to save on your electric bill contact the Chamber. Our Electric Coalition might be of some assistance to you. There is no obligation to join but it is only available to Chamber Members. The aggregate billing helps you because other Chamber members are pulled together to find the best possible rate each week. Contact Juan for more info.

Our Annual Golf Tournament was a huge success. A big THANK YOU to all our hole and ad sponsors as well as **Alice Chevrolet** for being our Hole-In-One Sponsor, **CHRISTUS Spohn** Alice for sponsoring the lunch, **Nevill Image Solutions** for the water and **Andrews Distributing** for all the hole signs.

**Servando Garza Jr,**  
**2011 Chamber Board President**

## MOVING ALICE FORWARD TOGETHER!

## From the Chamber

The South Texas heat seems to be getting hotter and with that the higher costs of keeping your business cool and not breaking your pocket book. The bottom line of running a successful business is to make all your dollars count. Cutting back unnecessary energy use keeps hard-earned money in your pocket.

Here are a couple of ideas, most of which are common sense, that may help you this summer. Whenever possible, don't use large equipment during the peak hours of 3 p.m. to 7 p.m. Turn equipment and lights off after hours. Always choose ENERGY STAR® products whenever possible. We changed our florescent light bulbs recently and have seen a decrease on our bill. Set energy-saving features on all your office equipment to put them into sleep mode when not in use.

We love our air conditions in South Texas but that is the bulk of our electric bill. Set the thermostat in your workspace to 78 degrees during work hours, and raise the setting to 85 degrees when the space is unoccupied. The energy savings can be significant - as much as 2 percent of your air conditioning costs for each one degree that you raise the thermostat. Use a programmable thermostat and make it easy to adjust the settings as well as regulate the temperature when you are closed to avoid unnecessary cooling costs. Consider a locking cover over the thermostat to avoid having employees change temperature settings. Close window blinds to shade your rooms from direct sunlight. Allow your workers to wear comfortable clothing during hot weather. It makes little sense to keep a room cold enough that workers must wear suits and coats.

To save energy, keep your exterior and freight doors closed as much as possible. Consumers frequently complain about retailers who run their air conditioning on high to keep their stores as cold as possible while leaving their doors wide open. Keep your cooling and ventilation systems tuned. Maintain a regular filter replacement and cleaning schedule. Don't forget to check ducts and pipe insulation. Replace old fluorescent lights with newer, more efficient models with electronic ballasts (such as retrofit T12 lights with magnetic ballasts to T8 lights and electronic ballasts). Replace your high-use incandescent light bulbs with compact fluorescent lights. A compact fluorescent light uses 75 percent less electricity to produce the same amount of light as an incandescent bulb. By replacing a 100-watt incandescent with an equivalent 25-watt compact fluorescent, you can save more than \$90 per bulb in electricity costs over the 10,000-hour lifetime of the compact fluorescent.

Hopefully some of these work for you and your business. We are always looking for ways to save money here, so hopefully you can as well.

**Juan A. Navejar Jr.**  
**Executive Director**

# BBB warns consumers about lawn care companies

*Consumers advised to get a contract, set clear expectations when hiring a lawn service*

As the temperature continues to warm up this spring, homeowners may consider hiring a service to rejuvenate lawns or take care of routine chores like lawn-mowing, landscaping and trimming in the coming months.

Hiring a lawn service or landscaper can ease the burdens of caring for your yard. To avoid headaches or misunderstandings, BBB advises consumers to make sure you and the lawn service have clear, written expectations for what the company will provide for the agreed-upon fees.

Over the last year, consumers filed 212 complaints against local lawn maintenance and landscaping companies. Many of the complaints centered on service issues, such as whether the company performed expected services or did unauthorized work. Other complaints were about billing issues or sales tactics. Many complaints were resolved with assistance from the BBB.

BBB offers the following advice to help consumers find a lawn care company:

- ◆ Know what you want. Lawn care companies provide many services, so it is important to decide what services and products are appropriate for your needs and budget.
- ◆ Ask around. Ask friends and family what lawn care companies they use. This is one way to determine a company's reputation and quality of service.
- ◆ Check the company out with BBB at [www.centraltx.bbb.org](http://www.centraltx.bbb.org). BBB Business Reviews provide important background on businesses, such as how long they've been in business, who owns them and how they resolve complaints.
- ◆ Ask for a lawn inspection and free estimate. Lawn care companies that quote a price without seeing your lawn cannot be sure what you need. Quality companies will only offer an estimate after they see what they are working with.
- ◆ Request a written contract. A con-

tract should clearly state the services you will receive, as well as how you will pay for it. If you are contracting for a recurring service, it should state how often the company will mow your lawn.

To check the reliability of a company and find trustworthy businesses, visit BBB.

*BBB's mission is to be the leader in advancing marketplace trust. BBB accomplishes this mission by creating a community of trustworthy businesses, setting standards for marketplace trust, encouraging and supporting best practices, celebrating marketplace role models and denouncing substandard marketplace behavior.*

*Businesses that earn BBB Accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. BBB is the preeminent resource to turn to for objective, unbiased information on businesses and charities.*

Contact BBB serving Central, Coastal, Southwest Texas and the Permian Basin at (512) 445-4748.

**Shocked by rising commercial electricity bills?** We can help. Wish you could get better rates without having to spend a lot of time dealing with a bunch of salespeople and worrying about the contract terms? **Take advantage of the Chamber's Electric Coalition.** There is no fee to have a professional find out how much your business, church or organization can save. And you are not obligated to accept an offer if you don't want to. It's **exclusive** to Chamber members, and it's **quick, easy and safe!** Contact the Chamber at 361-664-3454.

## Your First Step to Success

Customized Training Available for the South Texas Workforce



Coastal Bend College  
Alice Center

704 Coyote Trail - Alice, Texas 78332  
(361) 664-2981 - Toll Free 1-866-891-2981 - [www.coastalbend.edu](http://www.coastalbend.edu)

**Byron W. Blair, P.C.**

**Certified Public Accountant**

1315 E. Main, Suite 101  
P. O. Box 211  
Alice, Texas 78332

Office 664-6541  
Fax 664-6544  
Residence 664-4685

## Alice Ambassadors

Dee Dee Arismendez

Nettie Cornelius

Michael De Leon

Sadie Gonzalez

Melissa Jaramillo

Ernestina Maresch

Debbie Micallef

Bruce Menking

Tem Miller

Rachel Munoz

Maricela Perez

Nena Pitts (Life Member)

Elizabeth Ramirez

David Silva

Margaret Smith (Life Member)

Mellie Smithwick

Jack Walker

Clare Wonders

### Emeritus

Melva Alegria

Joe Ash

Manuel Galindo

Ralph Gomez

Pedro Jasso

Dene Murphy

Johnny Rivera

## ALICE AMBASSADORS

First let me begin by congratulating all of the Alice High School graduates along with all area and college graduates as well. We are proud of your accomplishments. We wish you the best in your future whether it's continuing your education, joining our armed forces or entering into our workforce.

The Chamber's Annual Golf Tournament was a huge success. Thanks to all who participated, helped out. Special thanks to all the hole and advertising sponsors who made this event possible. A huge thanks to CHRISTUS Spohn Alice, Alice Chevrolet, Andrews and Nevill Solutions for contributing to the event by sponsoring the food, Hole-In-One, signs and water, Without all the sponsors the Chamber events cannot be possible.

Don't forget Father's Day is this month. To all the Dads out there, you guys are special people. There are some great gift ideas from all our merchants in town. Don't forget gift cards work just as well, whether it's to a restaurant, a round of golf or just casual shopping - gift cards are easy gifts.

We are looking for new Alice Ambassadors. We are the official hosts of the Alice Chamber of Commerce. If you are a member of the Chamber and have an employee that would like to serve on our volunteer organization contact any of the Ambassadors listed on this page.

*- Nena Castillo-Pitts*

*Alice Ambassadors President*



**KUBOTA Fuller Tractor Supply held a grand opening ribbon cutting ceremony on Friday, May 20, 2011. The new business is owned by King Fuller and is located at 3310 W. Highway 44.**

**Did you know the Chamber/CVB has...Maps, brochures, phone books, info on attractions and other cities.**



# Seventeen teams compete in Chamber golf tourney

## Falfurrias team takes first place in tourney

Morning clouds and a nice southern breeze gave golfers a great day for the Annual Alice Chamber of Commerce Golf Tourney.

Seventeen teams competed in the Third Annual Summer Golf Classic held at the Alice Municipal Golf Course.

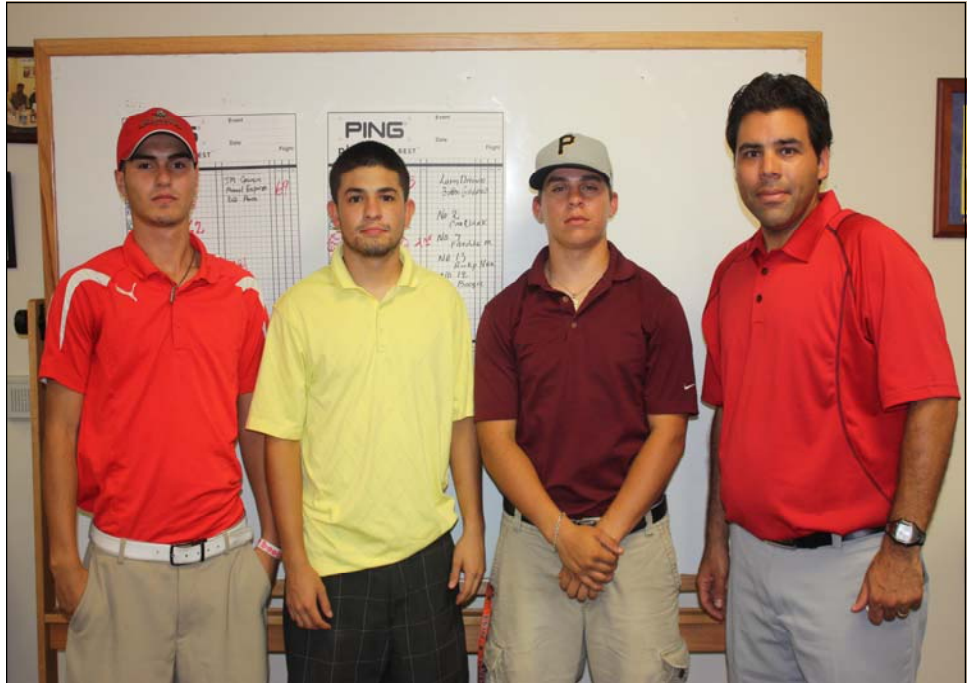
“While the tourney continues to grow we saw different players this year which included teams from San Antonio, Falfurrias, Corpus Christi and Alice,” Chamber Executive Director Juan Navejar said. “It was great to see a good turnout and to see players from out of town join us.

Players in the tourney had the chance to win a vehicle sponsored Alice Chevrolet with a hole-in-one shot on the 190-yard hole as well as prizes on other holes that included a trip, and golf equipment.

“We had a great turnout with some excellent players,” event coordinator Gap Alaniz said.

Aside the hole-in-one contest, players also participated in the Longest Drive, Closest to the Pin, Tiger Woods Shot and Inside the Circle for a chance at cash prizes and Pro One V Golf Balls.

“We did some marketing outside the



Taking first place in the Chamber Golf Tournament is Eric Garza, Ryan Regalado and Gavin Trevino. Also pictured is event co-chairperson Michael Garcia.

area that attracted new teams this year,” Navejar said. “It is always great to see more people coming to the Hub City including the Alice Municipal Golf Course.”

Winning the tourney was the Falfurrias group of Eric Garza, Ryan Regalado and Gavin Trevino. Taking second place was Mark Salazar, Mark Salazar II and J.O. Contreras. Third place were Chuck Shel-

ton, Blake Mason and Pete Villarreal.

“We’d like to thank all our hole and ad sponsors for the event. Without their assistance this tourney would not be possible,” Navejar said. “A **BIG THANK** you also to Nevill Solutions who provided the water for all our golfers, CHRISTUS Spohn Alice for the meal, Andrews Distributing for the signs and Alice Chevrolet for sponsoring the Hole-In-One.”

**why stewart?**

It's a simple question. Here are some simple answers.

Because Stewart has:

- the best people in the business
- financial strength to provide you peace of mind
- Lender Express Quote - source for lenders to prepare their GFE
- **SureClose** - 24/7 Access- View files from your home or office

**stewart title**  
border division

1708 E. Main  
Alice, Texas 78332  
(361) 668-6024  
FAX (866) 719-4621

stewart.com/borderdivision

**Carlisle Insurance**  
Since 1925

Auto Home Business Life Health

1810 E. Main Alice  
361-664-4348  
1-888-664-4349

www.carlisleins.com

**Independent Insurance Agent**

**PIA**  
NATIONAL ASSOCIATION OF PROFESSIONAL INSURANCE AGENTS

Cornerstone Member 2004

# Trooper Ochoa named Law Officer of the Year

*Appreciation dinner sponsored by Coyote Cooks, Alice Chamber of Commerce*

Texas Trooper Raul Ochoa has been instrumental in keeping drunk drivers of Texas highways. It is for this role that he was named as the Law Officer of the Year sponsored by the Coyote Cooks, Alice Chamber of Commerce and the Law Appreciation Committee at the 20<sup>th</sup> Annual Law Enforcement Appreciation Dinner.

In 2010, Texas has 1,235 alcohol-impaired driving fatalities with 185 of those fatalities 185 were caused by drivers under the age of 21.

“Trooper Ochoa is an area leader in the detection of intoxicated drivers,” Sergeant Jarrett Hardwick said of Ochoa. “Every year countless of lives are lost and many more are injured on Texas Highways due to crashes where the driver was intoxicated. That is why the detection and apprehension of intoxicated drivers is so important.”

Aside drunk drivers Trooper Ochoa is credited in the stops of illegal activity.

“Trooper Ochoa also excelled in the area of locating individuals transporting narcotics into the United States,” Sgt. Hardwick said. “By seizing illegal drug trafficking, he has deterred criminals from continuing their enterprise and saved the citizens of Texas from the destruction that



**Trooper Ochoa is presented a plaque by event coordinator James Southard.**

drugs cause.”

More than 75 enforcement officers and family members from the Alice Police Department, Texas DPS, Jim Wells County Sheriff Department, Orange Grove Police Department, U.S. Customs and Border Patrol, Premont Police Department, San Diego Police Department and Duval Sheriff’s Department.

Aside honoring Ochoa, one high school senior was awarded scholarships from the Law Enforcement Appreciation Committee.

Premont High School senior Daniel Barrera was awarded a \$1,000 scholarship presented by the family of George Frank. Barrera is the son of Trooper Israel and Dolores Barrera.

**Celebrating community spirit**



Friends, family, neighbors and local business owners are the backbone of this community. Our vibrant spirit comes alive at events like these.

**Alice Chamber, you continue to help build the spirit of our community.**

[wellsfargo.com](http://wellsfargo.com)  
© 2011 Wells Fargo Bank, N.A. All rights reserved.  
Member FDIC. 122836 02/11



**Mary Kay Cosmetics**

**Mission: To Enrich Women’s Lives with Products That Help You Look and Feel Great, and Offer an Incredible Business Opportunity.**

**Reasons to Buy...**  
Fantastic Skin Care with Great Coverage at Affordable Prices, and Excellent One on One Customer-Consultant Relationships. As well as, guidance in proper application and tips on applying makeup.

**Reasons to Join...**  
Flexibility- create your own hours  
Money- unlimited earning potential  
Be your Own Boss!  
Self-Esteem and Personal Growth:  
Having a positive support system that encourages success.

**Contact Laura Gonzalez**  
361.389.1735  
[Lauragonzalez\\_06@yahoo.com](mailto:Lauragonzalez_06@yahoo.com)

# Tourism and trade shows

Trade shows have long been seen as an important marketing tool for a large number of industries that need to exhibit their products to a specific audience. Since almost the beginning of time business people have known that trade shows offer merchants the opportunity to market their goods before huge crowds in a relatively short period of time. Trade shows can also be an important tourism and economic development generator and bring thousands of dollars into the coffers of hotels, restaurants and attractions.

From the tourism perspective, trade shows are more than mere platforms for marketing one's wares. These shows are an important part of the convention and meetings industry. Tourism industry leaders are well aware of the fact that trade shows produce not only primary business (the business that takes place on the trade show floor) but also secondary business (business that is the result of servicing the trade show participants, such as hotels and restaurants) and even tertiary business (business that comes from trade show participants returning at a later time to the trade show's host community). Many tourism leaders view trade shows as "conventions with a product to sell".

From the perspective of the tourism industry trade shows then provide a number of important challenges and opportunities. For example even a small or medium size trade show may attract as many as 10,000 people from out-of-town who will fill hotel rooms and eat at local establishments. For many of the reasons mentioned above Tourism professionals compete to gain trade show market share. They also realize that people who come to their community for trade shows may return at a later time for additional recreation and fun.

While there are great similarities between the classical convention and trade shows there are also major differences.

Trade shows often need large amounts of convention hall space, and easy access for products and trade show booths. Because trade shows have multiple events occurring at the same time, the trade show floor must be designed to allow people to hear against a cacophony of sounds and permit private conversations in a public arena. Tourism Tidbits suggests that those tourism communities that seek to attract trade shows consider some or all of the following:

**-Have both a pre-show plan and a during-show plan of action.** Many communities offer the trade show planners a set of show benefits, good lighting, easy access, security guards at the entrances and exits. Communities that also offer pre-show ad-ons including free nights at places of lodging, discount tickets to local attractions, and restaurant coupons have an additional advantage in attracting trade shows.

**- Provide clear and precise information about what services your local community can provide to and for trade show hosts, guests and participants.** Make sure that your community's information appears in a font size that is easy for most people to read. In a like manner provide information regarding secondary and tertiary site locations that is clear and not cluttered. To avoid these problems create "Trade show check lists" that can be reviewed with the tradeshow organizers prior to the start of the show.

- ◆ **Do not overestimate what you can handle.** Many communities "bite off" more than they can chew. Remember that the success of a trade show is determined not only by what takes place within the show, but also by what happens off the trade show floor
- ◆ **Use your security team as a selling tool to attract tradeshow and to encourage people to consider post-**

**trade show vacations in your community.** Trade shows are places where all sorts of merchandise are available and are soft target spots for pilferage. One way to win trade shows for your community is to demonstrate to potential trade shows hosts that there is a total security plan and that the local police department has been trained in tourism security issues.

- ◆ **Make sure that you use the fact that people are at tradeshow to promote your community.** Think of give-away bags promoting local products and services, interesting posters and regular information updates on things to do before and after trade show hours. Make sure that your community is part of the local trade show rather than merely as passive location in which the tradeshow occurs.
- ◆ **Ask yourself who is exhibiting in your community and what special needs to these exhibitors.** The best way to get brilliant results in attracting trade shows is to demonstrate that you understand what the trade shows' hosts' needs are and that you have a plan to meet their needs. Make sure you demonstrate to the trade show host that you understand who their target audience is and the message that they are trying to get across. Take the time to ask the organizers how they will define a successful show and what part the local tourism industry can play in making sure that they meet their objectives. **Remember that there are really two shows occurring at the same time.** The first is the actual trade show in which merchants are exhibiting products. The second trade show is that your community is also on exhibit. To gain brilliant results use the personal touch and a sense of caring to distinguish your community from other communities that are also seeking to attract the trade show business.

The U.S. Small Business Administration (SBA) will be available for startup or existing small businesses in Alice, Texas on Tuesday, June 7, 2011 to explain SBA's loan programs, eligibility, and free technical assistance from SCORE & SBDC. Updates resulting from the American Recovery and Reinvestment Act (Stimulus Package) will also be discussed. Individual appointments will be seen from 9:00 a.m. to 11:30 am at the Alice Chamber of Commerce, 612 East Main Street, 78333. Please call Debbie Fernandez at 361-879-0017, Ext. 302 for an appointment.

## LJWC Class gets lesson on communications

The fast paced media keeps the world up to date when it comes to disseminating ideas and thoughts is the message the Leadership class received during their last session in April.

The class met on Thursday, May 14<sup>th</sup> with their first lesson being taught by Chamber Executive Director Juan Navejar. The class learned about verbal and non-verbal communications.

“The concept is simple when dealing with people on a day-to-day basis. We watch for emotions, facial expressions and movements to make sure the listeners are receiving the message we try to share with them” Navejar told the class. “Expressions include eye movement, touching, tone of voice as well as less obvious messages such as dress, posture and spatial distance between two or more people.”

The lecture part of the lesson was followed with an exercise where non-verbal gestures were only allowed similar to charades.

Following the lesson, the class ventured to local radio station owned by Claro Communications, where they toured all three radio stations. Claro Communications operates a FM Tejano, FM Country and AM Christian stations. The class had a brief on-the air experience while visiting the radio station.

It was off to Corpus Christi following their radio tour.

The class toured Univision where they were met by news anchor Diana Castillo. The class also simulated a newscast by sitting behind the anchor news desk and reading from the teleprompter.

The class also got a first hand look on how the newscast is put together as well as how commercials and promos were made.

The class will end the year with the criminal justice session on Thursday, June 9<sup>th</sup>.



Class poses with Univision 28 news anchors Angel Covarrubias and Diana Castillo during their class visit to the station in May.





When people connect and share ideas, good things happen

Meet and network with other business people in our community. It's a great way to make personal and professional connections.

**Wells Fargo is a proud Cornerstone Member of the Alice Chamber of Commerce.**

Alice Main • 601 E. Main Street  
Alice Medical • 1910 E. Main Street

[wellsfargo.com](http://wellsfargo.com)

© 2011 Wells Fargo Bank, N.A. All rights reserved. Member FDIC. (538703\_02105)

# GRAND OPENINGS



KALI Aviation held a grand opening ceremony on Friday, May 20, 2011. They are located at the Alice International Airport



El Pollo Mex held a grand opening ceremony on Monday, May 2, 2011. They are located at 1515 W. Front.



The New You held a grand opening ceremony on Friday, May 6, 2011. They are located at 411 Flournoy Road



Lacks Home Furniture Store held a grand opening ceremony on Thursday, May 19, 2011. They are located at 1818 E. Main St.

**WAL\*MART**  
ALWAYS LOW PRICES  
*Always.*

**2701 E. Main**  
**(361) 668-0441**

**1st Community Bank**  
MEMBER F.D.I.C.

***We Make Banking Easy.***  
**ALICE - CORPUS CHRISTI - KINGSVILLE - PORTLAND**

1600 E. Main Alice



In order to accommodate entrepreneurs busy schedules the Del Mar College SBDC operates a satellite office at Coastal Bend College - Alice. The Alice office services Jim Wells, Duval, Brooks, Kleberg, Live Oak, McMullen and Kenedy counties. This office run by senior counselor Larry Ellis offers business counseling, training and procurement technical assistance to the residents and businesses of South Texas. For more information on the Small Business Development Centers and Procurement Assistance, contact Larry Ellis at 661-1119 or check out our website <http://www.delmar.edu/sbdc>

## Five tips for better deal with a credit card processor

If you have your own business, you most likely have gone through the annoying and frustrating process of choosing a credit card processor (also called a merchant account provider) in order to accept credit cards.

Since there is not a lot of information out there on how to choose a processor, a lot of business owners get ripped off with tricky rates, confusing salespeople, and contracts that are impossible to understand.

Here are some tips to help guide you in your search:

1) No cancellation fees allowed - Make sure to read the fine print from your credit card processing contract. You may be surprised to find a cancellation fee from at least \$250 to several thousand dollars. This fee is a way of guaranteeing your loyalty to the processor, regardless of your satisfaction with their service.

The good news is that getting rid of this fee

should not be a problem: most salespeople have the authority to waive it. To avoid this problem, talk to the salesperson and make sure the fee is waived in writing either in the contract or as an amendment. For a beginning business, making sure to have the no cancellation fee clause is a great hedge in case anything goes wrong.

2) Only interchange plus pricing - The bulk of the processing fee goes to Visa and Mastercard—this fee is called “interchange” and is set in stone. Interchange-plus pricing is the fairest form of pricing structure for your business, meaning that you pay the interchange fee plus a constant markup which goes to the processor as a service charge. Having this structure ensures there are no tricky fees or hidden costs, unlike tiered pricing structures.

3) Comparison shop - Research shows that the best deal can be found by comparison shopping for credit card processors—at least five. However, make sure to compare on an apples-to-apples basis, and be sure each processor knows that you are actively shopping. You can eas-

ily make your bids more competitive by leveraging the power of comparison.

4) What about PayPal? - If you’re in ecommerce, PayPal seems to be the no brainer choice for a processor. It’s an ok choice in the beginning when credit card revenues are low and your service is growing.


However, as revenue gets in the thousands it’s time to reevaluate since PayPal may be taking more of a cut for their service than a traditional merchant account provider.

5) Don’t Rent of Lease Equipment - For the most part credit card processing equipment is quite cheap now. Those little black terminals that you see in small retail stores usually cost \$100 – \$300 and a full-fledged POS system is a little more than a desktop computer, less than \$2000.

If you own your own equipment there is less chance for processors to sneak in extra profit by padding your lease payments and it also makes it easier to switch if something goes wrong in the relationship.

**The Pottery Co.**

**IMPORTED, UNIQUE HOME DÉCOR**



**708 E. MAIN STREET ALICE, TEXAS**

**361-396-0818**

**MON – FRI: 11:00 A.M. – 6:00 P.M.**

Vases, Pewter, Candles, Paintings, Lamps, & More!

Credit Cards Accepted. Layaway Plans Available.

**Prepare for Summer ENERGY Bills**

**5-6 CENT FIXED RATES!!!**

Get 'em while they are HOT

Be sure to shop for competitive bids through a professional licensed electricity broker, to ensure you're getting the best offer

There is no cost, or obligation, to get a savings comparison to your current commercial electricity rate

Call the chamber's exclusive electricity broker TODAY

**Jason O'Krent**  
(888) 822-9090 x104




**Fox|Smolen & Associates**  
ELECTRICITY PURCHASING SOLUTIONS

# Reason why employer organizations are evolving



**Connie Jackson-Laughlin**  
Unique HR Business

Five reasons why Professional Employer Organizations have evolved to become the business solution you might really need.

**Payroll Solutions** - Staff Leasing Companies now referred to as PEO's or Professional Employer Organizations bring sophisticated web payroll systems

into place streamlining your entire payroll process.

Depending on the size of your organization and or your specific accounting needs, you might find a better solution with a quality PEO. They might help offset any additional set up fees for more sophisticated time clock or software packages. So, look into a PEO before going it alone. All payroll administration is handled by the PEO. You pay as you go and the PEO takes care of quarterly reporting. Once you have partnered with a PEO, you operate off their low SUTA rate, which is factored into the fee they charge for outsourcing services. Direct Deposit or ATM pay cards are suggested as an alternative to paper payroll checks.

**Budget Solutions** - With the pay as you go method of payroll, you are paying your employees, employment taxes and workers' compensation insurance each time you cut pay. No quarterly payments will come due as the PEO is responsible for employment taxes. No longer will your run the risk of penalties should the payments be made late. In addition, no upfront premiums for workers' compensation and no end of the year audit asking for more money.

If profits are running low due to a slower work season, you won't be hit with quarterly payments or large workers' comp premium payments... no financial juggling.

**Workers' Compensation Insurance** - Employers have a legal responsibility to their employees to make the workplace safe, however accidents happen. To protect employers from lawsuits resulting from workplace accidents and to provide medical care and compensation

for lost income to employees injured in workplace accidents, in almost every state, businesses are required to have workers' compensation insurance. Workers' compensation insurance covers workers injured on the job, whether they are hurt on the workplace premises or elsewhere, or in auto accidents while on business. It also covers work-related illnesses. Which of these three categories regarding workers' compensation do you fall in? 1) Un-insured or what's called self-insured - If your business falls into this category you don't have the protection of exclusive remedy. 2) Insured - With just a few exceptions, the workers' right of recovery against the employer is limited to the benefits provided by the Workers' Compensation Act. This is called exclusive remedy. 3) Certified Self-Insured - This can provide the very best coverage. If a company can provide proof of financial security, a long-term commitment and financial guarantee this type of coverage can offer the best solution. A company that's certified self insured with local claims management could offer a better solution. Headquartered in Corpus Christi, Unique is the only PEO in Texas that offers this category of workers' compensation insurance protection.

**Keep going, it gets better! Asset Protection** - Risk mitigation is the best when you have appropriate workplace policies in place. If you are going it alone you need to ensure state and federal compli-

ance. Employment laws change frequently; call for information on what laws apply to a company your size and how to meet required compliance mandates.

A PEO supplies you with employee manuals (tailored for your specific company), job descriptions, multiple asset protecting HR solutions, workers' compensation insurance with claims management, and unemployment claims management.

Are you running a big risk? A strategically designed plan that is structured effectively will prevent losses and reduce the cost of losses that do happen while creating a safer environment for your employees.

**Freedom** - A PEO provides you with the freedom to execute your day-to-day business plan without all the HR worries. You can rest assured knowing all the bases are covered, that you are legally compliant, and that you are not afflicted from a myopic view of your business due to wrong or insufficient data supplied to you by employees not professionally trained for handling HR matters.

For a closer look at the PEO industry and to see if it's right for you and your business call or email Connie Laughlin for more information. Connie can be reached at (800) 824-8367 or at [conniel@uniquehr.com](mailto:conniel@uniquehr.com). Website: [www.uniquehr.com](http://www.uniquehr.com)



## PROSPERITY BANK

*Real bankers... not just a bank.*

**1200 E. Main**  
**Alice 664-5446**

**361-661-1580 (24-Hour Fast Line)**  
Free, Secure Internet Banking  
[www.prosperitybanktx.com](http://www.prosperitybanktx.com)



# CONVENTION AND VISITORS BUREAU

*Alice*  
T e x a s

## Convention & Visitors Bureau

Hitting the open roads this summer? The CVB can help you plan out your trip by getting brochures for you. Our information center has

Texas, City and County maps as well as phone books and travel guides. We also carry an array of brochures to various Texas destinations. If you need brochures from a certain place, we can get them for you if you plan ahead and notify us.

The Annual Fiesta Bandana fest has been postponed. The new date has not been set but organizers said possible date would be early fall.

We are seeing more traffic through our doors with people either relocating because of the economic boom or people getting ready to travel this summer.

The website continues to see many visitors 778,343 hits since October 1st. Among the targeted web pages was general information about Alice, accommodations and sites.

Applications for 2011 project funding



Members of the Texas Coastal Bend Regional Tourism listen to a talk about Ecotourism.

are now available at the Chamber of Commerce. We have made some changes in the administering of funding for event promotions.

**The CVB will no longer make checks payable to the applying entity but to the advertising agencies contracted to promote events.** They will be due 60 days prior to an event in order to receive board approval for events to be held in Alice. All requests must be presented to the Chamber board for approval before granting assistance from the CVB. Funding will be done a bit

different this year.

Aside from the application, the CVB will require a business plan and proof of insurance before awarding funding to assure we are using proper documentation of the hotel tax.

People walking through our doors are asking for information on Alice, the area or asked for phone books and maps of Alice and Texas. Some 75 Relocation/information packets were sent out in May. The promotion of Alice through the CVB is administered by the Alice Chamber of Commerce.

## LACKS, From Page 1

The store features a coffee bar and furniture, bedding, appliances and electronics departments, as well as next-day delivery out of its Alice warehouse.

“We made some modifications to the store to include its own warehouse and brought in the old sales team to make this store continue in its success,” Aaronson said. “We are proud to be in the Alice business community and look forward to working with all of you.”

Key suppliers include Fairmont Designs, Lane, La-Z-Boy, AICO, Natuzzi and Homelegance in furniture, and Simmons, Restonic, Sealy and Stearns & Foster in bedding.



## e-imaging e-mazing

The new Picture Archive Communication System (PACS) is now available at CHRISTUS Spohn Hospital Alice. This cutting edge technology allows physicians to view patients' x-ray images from the hospital, office or home computer — providing quicker results and easier physician consultations.

This leap forward in advanced imaging technology is just one of CHRISTUS Spohn's investments in the health care needs of South Texans.



# Giving to charities - who can you trust?



**PAUL RYCROFT**  
on Finance

When devastating events occur, such as the recent earthquake and tsunami that severely damaged large portions of Japan, charities tend to step up their solicitations for funding. It makes sense. When tragedy strikes, our awareness

and our empathy level tend to rise and we're in more of a mood to give generously to worthwhile causes. It is good to provide help to people in need, but it is also prudent to make certain you are giving to the most effective organizations that can really make a difference with your money.

Just as you may be careful about how you spend money on consumer goods, food items and leisure time activities, you should approach charitable giving in the same way. Here are some tips to keep in mind as you consider your charitable giving options:

Check out the charity first, if you can – as despicable as it sounds, when disasters such as an earthquake or flood occur, scam organizations with little or no charitable purpose have been known to spring up trying to collect money from unsuspecting donors. To avoid falling prey to these swindlers, give to organizations that you know and trust or that you can investigate before giving. It is easy to identify the largest organizations, but there are many others not as well-known that deserve our help. To be sure you are doing the right thing, verify the legitimacy and effectiveness of charities through websites such as Charity Navigator ([www.charitynavigator.org](http://www.charitynavigator.org)) and the Better Business Bureau ([www.bbb.org/charity](http://www.bbb.org/charity)).

Don't give out personal information to phone or email solicitors – phone solicitors will ask you to provide credit card information and sometimes even bank account information. This should be avoided. If you are convinced you want to make a donation to that specific charity, ask for a website that will allow you to do so online through a secure server. Also, do not send credit card or bank account information via email if you receive an email solicitation. The reason for the caution with both phone and email solicitations is

that scammers do have the ability to impersonate a legitimate organization as a way to steal personal information. This is most prevalent in the wake of a disaster. According to the FBI, 4,000 bogus charitable sites were identified in the wake of the earthquake in Haiti in 2010.

Realize that money is the most valuable gift – what organizations need more than anything else is cash to help them do their work. In some situations, individuals donate clothing or other items, but this can be cumbersome for the organization to manage and is not always suited to the purposes they are trying to achieve. Except when they specify differently, organizations prefer to receive money as it helps them manage their efforts most effectively.

Think about whether you want to designate a purpose for your cash – in the wake of certain tragedies, many donors are willing to give money to a charity if they know the dollars will be used specifically to assist in recovery efforts related to that event. This is fine, but if you believe in the broad work done by the organization, they may prefer that the money not be limited to a specific purpose in order to help them better utilize their resources for their overall efforts.

**Think globally and locally** - Our giving instincts naturally rise with well-publicized events like 9/11, hurricanes and earthquakes. But helpful causes exist throughout the year. Be careful not to put all of your eggs in the basket of only the

most visible charities in the wake of major crises. Try to share a portion of your own good fortune with others in need throughout the year.

Start by looking in your own community for organizations that are making a difference. Talk to friends and colleagues for recommendations. On a global scale, consider causes that appeal to you and use the websites listed above (Charity Navigator, Better Business Bureau) to determine their legitimacy and effectiveness.

You want any dollars you give to make as much of a difference as possible. Being diligent about checking out charities in advance will make you feel better, and probably boost your desire to give more in the future.

**Paul F Rycroft, CRPC®**, CPA Advisor is a financial advisor with Ameriprise Financial Services in Alice, 604 E. Second St. 668-1212 or email at [paul.f.rycroft@ampf.com](mailto:paul.f.rycroft@ampf.com) and is licensed/registered to do business with U.S. residents only in the states of Texas, Oklahoma and New Mexico.

Ameriprise Financial does not provide tax or legal advice. Consult your tax advisor or attorney.

Brokerage, investment and financial advisory services are made available through Ameriprise Financial Services, Inc. Member FINRA and SIPC. Some products and services may not be available in all jurisdictions or to all clients.



**TEXAS CHAMPION BANK**

*"Your Only Locally Owned & Operated Bank In Alice, Texas"*

Commercial	Auto/Boat	Checking	Consumer
CDs	Safe Deposit Boxes	IRAs	Mortgages

664-8789 - 668-8831(24-Hour Customer)



Member FDIC  801 N. Texas Blvd. Alice, Texas 

# CALENDAR OF EVENTS

## CASA holding training classes

Brush Country CASA will be holding free training classes to become CASA Volunteers who advocate for abused and neglected children who have been removed from their homes in Brooks, Duval, Jim Wells, Kenedy and Kleberg Counties.

The training will be 8 classes beginning Monday, June 6th and continues on Mondays and Wednesdays from 5:30 p.m. to 8:30 p.m. until June 29th at the Brush Country CASA office inside the Kingsville Chamber of Commerce 635 E. King St. Suite 110

Interested persons please contact Seana Towler at 595-7233, email: casarecruiter3853@sbcglobal.net or visit: [www.brushcountrycasa.org](http://www.brushcountrycasa.org)

## Ladies Auxiliary to hold Prize Bingo

The VFW Post 8621 Ladies Auxiliary will hold a prize Bingo from 1-4 pm on

## JOB FAIR, From Page 1

burg said. "The most difficult part of this process can be connecting the prospective employee with an employer. Thus, a job fair can provide that connection. By preparing a current resume and distributing it to employers at the job fair, the prospective employee can start the process to a brighter future."

Business should contact the Chamber to obtain a registration form. There is no cost to the business. Each business will be provided a table and chairs. Space for interviewing will also be provided.

"While we are still in the planning stages of this event, we are welcoming companies who would love to assist us," Navejar said. "We understand the needs of the employers and wish to connect them with those who are looking for job vacancies."

For more information or to participate contact the Chamber or EDC at 361-664-3454.

Sunday, June 5th at the VFW Hall. Donation is \$3 per card.

Recreation for more info at 361-668-7260.

## City of Alice holding fun run

The City of Alice will hold a Run the Runway 5K Run and 2K walk on Saturday, June 18th. Contact Alice Park and

## Library holding reading program

The Alicia Salinas Public Library is holding its summer reading program from June 14 to July 20. Registration begins June 6th for ages 3-5, 6-8 and 9-12.

**move MUSIC**  
from cricket

# Mexicana Saturday

presented by  
Cricket, Gold Buyers of Texas, Arribal & the Caller-Times

**FREE FUN FOR THE WHOLE FAMILY!**  
**First Saturday of Every Month**  
From 11am - 5pm

Live music from  
*Stephanie Urbina Jones*

jalapeno eating contest  
mariachis, folklorico dancers,  
pinatas, face painting  
and much more.

**BREWSTER STREET ICEHOUSE**  
www.BrewsterStreet.net

Logos: Public Green, Cricket, Gold Buyers of Texas, Arribal & the Caller-Times, KSAB 43.9, Caller-Times



The global resource to the energy industry.

# EnDyn

300 W. First Alice  
361-668-8311

- |                   |          |             |         |
|-------------------|----------|-------------|---------|
| Manufacturing     | Sales    | Engineering | Service |
| Technical Support | Training | Repacking   | Rental  |

[www.endyn.com](http://www.endyn.com)



Cornerstone Member 2004

# Thank You 2011 Alice Chamber of Commerce Members

AT&T - Texas	Cameron Village Apartments	Gulf Coast Federal Credit Union	Port of Corpus Christi
A&W Investments Sunset Terrace Apts.	C.A.W. Company Inc.	*Gulf Coast Livestock Market	Prodigy Child Academy
A-1 Quality Fence	Carlisle Insurance Agency	H&S Constructors, Inc.	Prosperity Bank
Acetylene Oxygen Company	Century 21 Hallmark	Halliburton Services	*Radiology Associates
*Adcity Group, LLC	Chentes Restaurant	Hampton Inn	Ramirez, Elida S.
Adcock Pipe & Supply	CHRISTUS Spohn Hospital Alice	H-E-B	Raul Ramirez - State Farm
Adventure Moonwalk & Party Rentals	Church's Fried Chicken	Hispanic Heritage Committee	Ray Vess Jewelers
Alamo Credit Recovery, LLC	Circle T Tanning	H.D. Machine & Welding	R&B Answering Service
Alamosa Animal Hospital	Clark, J. Karl	Holiday Inn Express	RC Electric
Alice Autoplex, Inc.	Claro Communications	HomeCare Medical Equip.	Rialto Jewelry
Alice Board of Realtors	Coastal Bend Blood Center	Humpal Physical Therapy & Sports Medicine	Richardson's Water Well Drilling
Alice Boys & Girls Club	Coastal Bend College	Hunter Petroleum	Right of Way Service Inc.
Alicecalendar.com	Coastal Bend Defensive Driving	International Bank of Commerce	Rios, Margot
Alice Cash & Carry	Coastal Community & Teachers Credit Union	*J&J Transportation	*Rivera, Sylvia
Alice Chevrolet Buick GMC	Community Action Corporation	Jasso Insurance	Robert Molina - State Farm Insurance
Alice Chiropractic & Wellness Center	Community Coalition for Children & Families	Jim Dean Homes	Rollies BBQ & Country Store
Alice Counseling Center	Copper Cantina	*Jim Wells Chiropractic & Rehabilitation	Rosas Funeral Home, Inc.
Alice Echo-News Journal	Cornelius, Nettie	Joe's Plumbing	Rush Truck Center, Alice
Alice Family Eye Center	Comerstone Baptist Church	Johnny's Blooming Shop	Rushing & Gonzalez
Alice Feeder Supply, Inc.	Corpus Christi Hooks	Johnson, Yvette	RSVP Events
Alice Heart Center	Counseling Resources of South Texas	Jolene's Merle Norman	Saldivar Coastal Services, Inc.
Alice Housing Authority	Covance Research Products	*Journey Trucking, LLC	*Sandpro Trucking, LLC
Alice ISD	Cowley Supply Company	K.C. Hall	Schuenemann, Josie
Alice Jim Wells EDC	Coym, Rehmert & Gutierrez Engs.	Keetch & Associates	*SGC Janitorial Services, L.L.C.
*Alice Little Miss Kickball	Cruz Drywall & Painting	L&F Distributors	Scott Bearing Company
Alice Mini Storage	CVS	La Copita Ranch	Scottish Inn
Alice Optimist Club	Dairy Burger	*Lacks	Sears Authorized Dealer Store
Alice Paint & Decorating	Dan's Processing Center, Inc.	La Hacienda Pharmacy	Seidel, Whittington & Company
Alice Pest Control, Inc.	Day, Michael & Melanae	Landmarc Field Services	SERCO of Texas, Inc.
Alice Police Officers Assoc.	Days Inn	*La Palmera Mall	Sherwin-Williams
Alice Radiator & Muffler	Del Cielo Home Health	La Quinta Inn & Suites	Small Business Dev. Center
*Alice Screen Printing	Dee Dee C. Arismendez, Ind. Contractor	Lopez Finance	Smithwick, Mellie & David
Alice Skin Care	Home Interiors	Love Chrysler Dodge Jeep	SNBL USA, Ltd.
Alice Shoe Shop	Deerwood Stevens	Luchazie's General Store & Restaurant	South TX Blood & Tissue Center
*All Temps Personnel Services	DeLaune Drilling Service	Malfunction Junction Automotive	South Texas Museum
Ameriprise Financial	Devon Energy	*Mary Kay Consultant-Laura Gonzalez	South Texas Screening - Driving School
American Cancer Society	Dixie Iron Works MSI, Ltd.	Maurices	South Texas Tamales
Andrews Distributors	Dr. Alejandro Lopez	Manpower	South Texas Shredding Inc.
Angela Saenz-Ngo	Dr. Andres Elizondo	March of Dimes	Stewart Title Company
ARAMARK	Dr. Bandeira Teixeira	Maresch, Ernestina	St. Joseph Catholic School
Apollo Towing	Dr. Gary T. Cloud, O.D.	McCoys	Star Light Limo Service
Armando Marroquin	Dr. Roel Garza & Assoc. Family Dentistry	McDonalds	State Sen. Juan "Chuy" Hinojosa
Aromatic Car/Truck Wash	Dr. Roel Valadez, DDS	McNinch, Leon CPA	Steamatic of Alice
Atkinson - Wonders	Dr. William Nisimblat, M.D.	Meridian Care of Alice	Steve Costley Advertising
*AVON - Diamantina Flores	Edward Jones	Mi Familia Adult Day Care	Subway #3
B&J Air & Pump	Edwards Furniture	Model Key Shop	*Sylvia Rivera
Baker Auto Sales	*El Capitale Steakhouse	Murdoch Welding	Texas Champion Bank
Ball-Montez Electric Co.	Elsa's Pill Box	Murphey, Dene	Texas Star
Barker, Paulette	EnDyn OMS, Inc.	NSCL	The Jigger
Bayarea Fellowship Church	*Esparza, Michael	N&S Air Conditioning	*The Pottery Company
Bedgood, R.E. & Sons	FESCO, Inc.	Neff's Plumbing Service	*The Economic Planning Group Insurance
Best Western Executive Inn	First Choice Diagnostics	*Nevill Business Machines Inc.	Third Coast Squadron
Betty Allison Realtors. Inc.	First Community Bank	New York Life Insurance	*Time Warner
Big House Burgers	First Continental Mortgage Company	New Sound Hearing Aid	Tractor Supply Company
Bordeaux Apartments	First State Bank of San Diego	Nortex Bakery & Fast Foods	Truckers Equipment
Bowden Ford	First United Methodist Church	Page Water Well Drilling	True Elite Fitness & Well
Boys & Girls Club of Alice	Flowers Machine & Welding Co.	*Paisano Mobile Home & RV Park	Tutti Frutti Delight
BriteStar	Fox Smolen & Associates	Paladium Bowl	Unique Staffing
Brush Country Bank	*Fuller Tractor Company	Panda Chinese Restaurant	United Medical Services
Brush Country Casa	Richard J. Garza, P.C.	Perez, Marisela	V.F.W. Post 8621
Brush Country Claims	*Get Wired Internet Cafe	Phoinix Global LLC	VillageProfile.com
Buckhorn Mini Storage	Gil's Catering	Picture Perfect Sanitizing	VTX Communications
Byron W. Blair, P.C.	Gilbert's Fine Jewelry	Platinum Events	Walker, Jack
C.A. Jackson, Inc.	GoComm Solutions, LLC/ Cricket Wireless	Plaza Four	Wal-Mart, Inc.
*C&J Energy Services	Goodwill of South Texas	Popeye's	Wells Fargo Bank
	Guaranty Title & Abstract		<b>*Indicates new 2011 new member</b>



**Alice Chamber of Commerce**  
**612 East Main**  
**P.O. Box 1609**

## Membership Benefits

- Two FREE classified listings in the Chamber website: [www.alicetx.org](http://www.alicetx.org)
- FREE Subscription to *Alice Business Today*, the official Chamber monthly newsletter
- Annual **Membership Directory/Buyer's Guide** listing all members, including a classified directory for member businesses
- **Advertising opportunities** in Chamber publications to promote your business
- **Membership Services** which include FREE Business Announcement/Ribbon Cutting Ceremonies, Conference Room Rentals and Mailing Lists
- **Networking Opportunities** through Chamber activities to make valuable contacts and promote your business
- **Opportunities to get involved** in the Chamber's volunteer working committees to help build a stronger economy and bright future for our community
- **Access to economic and statistical information** through the Chamber office
- **Support of a professional staff** that works fulltime for you and your fellow members

## Objectives

The following objectives have been established by the Alice Chamber of Commerce Board of Directors:

To encourage and advance the growth of existing industries and businesses.

To provide all proper assistance to any new firms, professional or individuals seeking to locate in the Alice area.

To serve as liaison with all government, civic and educational entities, and law enforcement agencies in Alice and Jim Wells County.

To increase our membership and provide quality service for our members.

To identify and assist in obtaining funding to accomplish the objectives of the Chamber of Commerce.

For more information on how to get involved and benefit as a member of the Chamber of Commerce, call (361) 664-3454, or stop by the office located at 612 E. Main, Alice, Texas.