



**Become a Member  
of the  
Nacogdoches County Chamber of Commerce**

**Join the organization that works  
for local business!**

Being active in the local chamber of commerce is an effective business strategy. It communicates to consumers that a company uses good business practices, is reputable, cares about its customers and is involved in its community.

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*“The Real Value of Joining a Local Chamber of Commerce”  
- a research study by The Schapiro Group*



## Top 5 Reasons to Join

### **Increase Connections**

Establish and strengthen connections with business leaders, community partners and customers.

### **Expand Influence**

Work with decision makers to move forward in industry development, education and innovation.

### **Advocate**

Maintain alliances at the local, state and federal levels, communicating current issues and focusing on workforce development and education.

### **Access Resources**

Find the right tools to reach goals and stay on the cutting edge.

### **Lead**

Participate in leadership development, volunteerism, educational development, regional cooperation and economic development.

“A little known fact is the impact local chamber have on ‘the business side of business.’ Among these positive impacts are increased consumer confidence and patronage both of which are critical to business success.”

- Aaron Cox, CEO of the Texas Chamber of Commerce Executives



## Chamber members receive these benefits...

**Recognition and Prestige** - join an important, well-known business organization that carries leadership and influence in the community. The decal you display in the businesses as well as the membership web badge on a website is a “silent salesperson,” telling your customers that you are well established, in good standing and worthy of doing business with them.

**Exposure to buyers and clients** - All Chamber members are listed in the Nacogdoches Guide & Chamber Directory. Every member of the Chamber is listed in the Chamber’s publication that reaches thousands. Members are included in an alphabetical listing and by category. New residents, visitors, businesses, SFA faculty, staff, students and families and more use the guide as a resource for finding services and products. All new members immediately receive a **webpage in the online membership directory at [www. Nacogdoches.org](http://www.Nacogdoches.org)**, giving members the opportunity to: edit the listing with description of products and services; add Hot Deals; post job openings; add Member to Member Deals; post links to social media sites; and add hours of operation, driving directions and additional representatives.

**Networking Opportunities** - include Alive After Five Mixers, Monthly Fourth Friday Luncheons, Annual Meeting & Awards Banquet, Lone Star Legislative Summit, greeting new businesses at Ribbon Cuttings.

**Direct Business Referrals** - Chamber members are referred first when someone phones or emails and asks about where to get goods and services in Nacogdoches. Your business will be listed on the Chamber website online directory- <http://www.nacogdoches.org/> - with links to your website and social media pages.

**Publicity for Your Business** - All Chamber business-level members are offered the opportunity to hold a **Ribbon Cutting** at the business location or at the Chamber of Commerce, 2516 North St. A Ribbon Cutting will bring awareness to a business and its products and services through the pre-event promotion, introduction to the attendees at the event and the photo published in The Daily Sentinel (a \$120 value). In addition to the Ribbon Cutting photo, The Daily Sentinel offers new business members six (6), free 2 column by 4 inch ads to run over the course of 3 weeks on Sundays and Wednesdays (a \$510 value). New members are recognized at Fourth Friday Luncheon, the Chamber’s monthly membership meetings.

**Timely information, active involvement** - Every month you will receive the Chamber’s monthly newsletter, the eGuide, and you will be mailed notices and invitations to special events, seminars and forums.

**Discover more benefits as you discover more about the Chamber!**



## Know Your Chamber

The Nacogdoches County Chamber of Commerce is a one-stop information and resource center for newcomers, visitors, locals, businesses and people seeking information and guidance.

The Chamber is a 501(c)(6) not-for-profit organization of business people and community leaders who have joined together for the purpose of promoting civic, commercial and economic progress in our community through the following efforts:

**Mission Statement** - Create an environment where business can succeed.

**Vision Statement** - Leading Nacogdoches to be the ideal place to live, work, play and do business.

### Nationally Recognized Achievement

Accreditation with the United States Chamber of Commerce is the only program of its kind that defines excellence in chamber planning and recognizes chambers for outstanding contributions toward positive change in their communities. The purpose of the U.S. Chamber's Accreditation Program is to facilitate continuing excellence in the chamber industry and to foster a pro-business environment across America.

There are over 850 chambers that have participated in the program since 1964. Currently, 199 chambers carry this distinction. With approximately 7,000 chambers in the United States, Accreditation with the U.S. Chamber of Commerce is a prestigious honor that distinguishes the high quality, expertise, and strong leadership displayed by Accredited state and local chambers of commerce.

By earning accreditation, a chamber shows its dedication to:

- Reviewing, improving, and promoting strong business practices
- Recognizing leadership and outstanding contributions to the community
- Supporting the principles of free enterprise and promoting pro-growth policies at federal, state, and local levels.
- Establishing best practices and staying in-step with industry changes



The Nacogdoches County Chamber of Commerce earned a 4-star accreditation from the US Chamber of Commerce.

2516 North St., Nacogdoches TX 75965 - 936-560-5533





## The Chamber's 4 Divisions & Committees, Projects, Events

### Membership Services

2016-2017 Vice Chairman Ray Mitchum, M&S Pharmacy

- Ambassadors
- Operation Thank You!
- Alive After Five
- Past Presidents & Chairs
- Fourth Friday Luncheon

### Business Development

2016-2017 Vice Chairman Grady Cashion, Oncor Electric

- Agribusiness
- Small Business Development
- Chairman's Circle
- Shop Nac First

### Community Development

2016-2017 Vice Chairman Ted Smith, Agent - State Farm Insurance

- Education
- SFA-Chamber Connection
- Government Affairs
- Retirement Marketing
- Leadership Nacogdoches

### Special Projects & Fundraisers

2016-2017 Vice Chairman Claire Robbins, Manpower Group

- Blueberry Golf Bash
- Texas Blueberry Festival
- nacogdoches.org
- Total Resource Campaign
- New Resident Resources

*When a customer thinks more favorably of a company because the company is highly involved in its local Chamber of Commerce, it is because he or she infers that the company is trustworthy and cares about its customers.*

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## Board of Directors 2016-2017

Leading the Chamber in its mission and to complete its goals

### Executive Board Members

Scarlett Sloane Long, Chairman	Smith & Partners Financial Services, LLC	(936) 560-9993
Rusty Rust, Past Chairman	Commercial Bank of Texas, N.A.	(936) 715-4180
Scott Waller, Chairman Elect	XETX Business Solutions, Inc.	(936) 569-1992
Polly Etta Sunda, Treasurer	Axley & Rode, LLP	(936) 569-9518
Grady Cashion, Vice Chair Business Dev.	Oncor Electric Delivery	(936) 633-2240
Ray Mitchum, Vice Chair Membership Svs.	M & S Pharmacy	(936) 564-7373
Ted H. Smith, Vice Chair Community Dev.	State Farm Insurance	(936) 553-8388
Claire Robbins, Vice Chair Special Projects & Fundraisers	Manpower Group	(936) 559-1220

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### Board Members

Liana Berry	Azleway Children's Services	(936) 205-5641
R.J. Bohac	Charles Pool Real Estate, Inc.	(936) 205-5035
Todd A. Brown	SFASU Dept. of Economics and Finance	(936) 468-1783
David Carrizales	Etech	(936) 462-4667
Travis Cotton	Texas Farm Products	(936) 564-3711
Katy Crawford	Nacogdoches Memorial Hospital	(936) 564-4611
Nicole Crews	Eaton Cooper Power Systems, Inc.	(936) 569-9422
Philip Koovakada	NMC Health Network	(936) 568-3165
LaTika Lawson	BancorpSouth	(936) 552-3233
John McLaren	The Fredonia Hotel & Convention Center	(936) 564-1234
Kinnie Reina	Burke	(936) 633-5620
J. Bradley Reynolds	Curtis & Clark Energy Services	(936) 564-2123
Lindsey Vardeman	Heritage Land Bank	(936) 564-8271

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### Chamber Staff

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