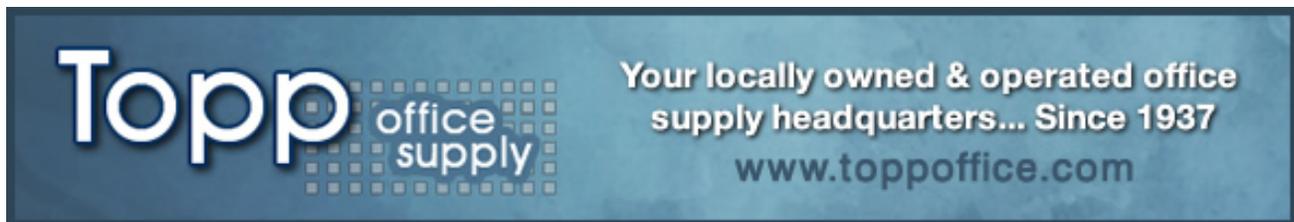


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October 6, 2015



## **New Series from Stanford School of Business: How Leaders Can Build A Great Company Culture**

**This week is article #2 in a series of nine articles from the Stanford School of Business pertaining to company culture.**

"Creating your culture is just as important as tactical parts of your business like establishing partnerships and pricing your product," believes lecturer and investor Fern Mandelbaum. How can you build and sustain a winning company culture? Read on for nine tips from Stanford alumni, faculty, and guest speakers.



**Article Two: Making Complicated Things Simple**  
**The first people you hire are critical. They help a lot with setting the culture. "A-players" bring "A-players."**  
**-Alon Cohen, Co-Founder of Houzz**

Alon Cohen, co-founder and president of Houzz, a leading platform for home remodeling and design, shares insights on being an immigrant entrepreneur in Silicon Valley, and how the drive to work hard and persevere are more essential than mere talent. Cohen explains that success rests on building products that are both useful and simplify complicated tasks.

**[Click now to listen to the pod cast!](#)**

**keep it simple.**

**Limited Seating - Register Now!**  
**Business Development - Providing WOW**  
**Customer Service**



## Thursday, October 8, 2015, 1:00 PM - 4:30 PM

Member Registration \$99  
Non Member Registration \$119

Great services makes your customers understand you care about developing a long-term relationship that means that just making a sale or solving an immediate issue. Focusing on customer service will increase repeat business, improve business reputation, set you apart from competitors, and improve employee morale. In this session you will learn:



- What customers expect and how to meet those expectations;
- Common reasons why customers are dissatisfied;
- Five customer service must-do's; and
- Specific actions your business should take immediately to provide "wow!" customer service

**Seating is limited - register now! - >**

Presented by:



Gold Sponsors:

Corner Bistro & Bakery  
Tammy Cromer-Campbell Photo/Gallery & Productions

## Live2Lead Leadership Development

Friday, October 9, 2015 from 7:30 AM to 1:00 PM

**LIVE2>>LEAD**  
Click Above to Register!

The Economic Development Pillar of the Chamber organization commits to developing leaders in order to help enhance the quality of life in our community. To that end, the Longview Chamber of Commerce and Leadership Longview sponsor **Live2Lead**: a half-day, leader development experience designed to equip you with new perspectives, practical tools and key takeaways. Learn from these world-class leadership experts, be prepared to implement a new action plan, and start leading when you get back to the office with renewed passion and commitment. Locally organized and lead by Dave Jochum, Leadership Training, Consulting and Speaking.

Program Speakers:

Intentional Living - John C. Maxwell  
Organizational Health - Pat Lencioni

Resilient and Ready - Valorie Burton  
Leadership Lessons - Kevin Turner



## Candidate Education Academy (CEA)

**Date: Wednesday, November 18, 2015**  
**Applications due: Thursday, October 22, 2015**  
**Location:**  
**Texas Association of Business**  
**1209 Nueces Street**  
**Austin, TX 78701**

The Texas Association of Business (TAB) and The Texas Prosperity Project (TP2) have developed a nonpartisan initiative distinctively designed to prepare future generations of elected leaders in Texas. **The CEA is designed to educate and inform individuals who have expressed interest in running for political office before they officially file to run for office or name a treasurer.** This nonpartisan program is geared specifically toward helping business and civic leaders who have expressed an interest in becoming a political candidate gain the education and insight on running an effective campaign and navigating the political process.

Participants will hear from experts on a broad range of topics ranging from expectations of an elected official, media, polling, campaigning, fundraising, ethics, and public policy issues.

**The CEA is limited to 15 participants from around the state of Texas. Participants will be selected through a nomination and application process.** A selection committee from TAB and TP2 will review applications, and select 15 participants. **Applications are due Thursday, October 22, 2015,** and individuals will be contacted no later than Thursday, October 29, 2015.

This is no cost; however, participants will need to pay for their own travel expenses.

**[Apply now! - >](#)**

## **Elected Officials Reception - Members Only** **Tuesday, October 27, 2015, 4:45pm - 6:30 pm**

Pinecrest Country Club  
 214 S Club Dr  
 Longview, Texas 75602

Join the Longview Chamber of Commerce and the Longview Business Advocacy Committee for a late afternoon of Blues and BBQ at our Elected Officials Reception recognizing our elected officials' hard work and support of the initiatives that benefit the federal, state and local business community. Blues and BBQ will be an afternoon of blues music, featuring Leap of Faith, with a side of smoky Texas BBQ. This relaxed event allows business leaders access to political leaders providing the opportunity to network and discuss policy issues. **The**

**Longview Chamber of Commerce's Free Enterprise Award will be presented to Texas Senator Kevin Eltife.**



**Presenting Sponsors:**

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CERTIFIED PUBLIC ACCOUNTANTS

**Atmos Energy**  
**East Texans Against Law Suit Abuse**

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**Gold Sponsors:**

**Linebarger Goggan Blair & Sampson, LLP**

**PDQ Logistics, LLC**

**U. S. Steel Tubular Products - Lone Star Tubular Operations**

**ETCOG**  
**Judge Bill Stoudt**  
**Prosperity Bank**

**New Opportunity to Promote Your Business at No Cost!**  
**Opening December 2015 - The Business Solutions Center!**

Would you like an opportunity to promote your business to other business minded people in a highly visible area? The Longview Chamber of Commerce is creating a Business Solutions Center within the Chamber Lobby. This area is available for companies' free promotional and marketing materials and will be in place December 2015. If you have a desire to promote your business through video, there are cost effective opportunities as well. Contact the Chamber at 903.237.4000.



**Ready or Not, Here Come the Holidays!**  
**Power Up Your Business with the Longview Chamber of Commerce to Shop Local Now!**

The first major shopping holiday is upon us, and although Halloween is the fourth most popular holiday for consumer spending, 40% of consumers actually start their Christmas and Hanukkah shopping well before the most SPOOK-tacular day of the year.



Use our Chamber App, **Save Local Now**, to promote your business during this major retail activity! Digital marketing is a challenge for every small business. It's our job to level the

digital playing field. Join the Chamber for exclusive access to \$LN, a **FREE** member marketing platform built to maximize your online exposure and increase sales locally!

The \$LN platform allows you to enhance your digital footprint, create content, and share that content where it really matters: online, on social and through email marketing.

EVERYTHING YOUR BUSINESS NEEDS:



**Click above for more information!**

## **Save Local Now Sponsorship Advertisement Opportunities Exponentiate Your Business Exposure!**

Native ads appear everywhere (the SLN app, the Chamber's SLN site, the SLN widget embedded on the Chamber's website, and in every category on SLN). These sell for \$280/month or \$3000 for one full year. The ad includes an image of your logo, a description of your choice, and your choice of link.



For B2B sponsors:

These banner ads appear in the Marketing Tip email that is sent out to the entire membership. Sponsorships are available for \$750 for 6 months or \$1200 for a one year subscription.

All ads - native and email - can be changed and updated monthly.

Contact the Chamber at 903.237.4000 for more information on how your business can increase their exposure.

## **DowntownLIVE! Returns for Fall 2015!**

**DowntownLIVE! is back Friday nights  
in October! October 2, 9, 16 & 23.**

Come enjoy the great music, cooler weather and camaraderie. Bring your lawn chairs and enjoy this amazing series!

Set up at 5 pm and music begins at 5:30 pm.  
Wrap up at 7:30 pm.

- Oct 9 - Lulu Vantuckett and the Black Sheep
- Oct 16 - Dagnabbit

- Oct 23 - Little Man Zac

FRIDAYS IN THE FALL

<b>OCT 2<sup>ND</sup></b>	<b>OCT 9<sup>TH</sup></b>	<b>OCT 16<sup>TH</sup></b>	<b>OCT 23<sup>RD</sup></b>
JEN AND RIO	LULU VANTUCKETT AND THE BLACK SHEEP	DAGNABBIT	LITTLE MAN ZAC



Downtown

MUSIC ON HERITAGE PLAZA **LIVES AT**

**REFRESHMENTS | LIVE MUSIC | VENDORS**

DOWNTOWN MARKET | 5:00 PM - 7:30 PM  
DOWNTOWN LIVE | 5:00 PM - 7:30 PM | MUSIC STARTS AT 5:30PM

This **FREE** event is held at Heritage Plaza, at the corner of Green and Methvin Street in downtown Longview. It will feature East Texas' finest musicians, refreshments and Downtown Market vendors.  
*Beer and wine will be available for purchase.*

CHECK US OUT ON FACEBOOK



POSTER DESIGN BY:



PRESENTED BY:



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## SAVE THE DATE

- |         |                      |                                                                                                                                                                                                    |
|---------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Oct 8   | 1:00 pm -<br>4:30 pm | <p><b>Business Development: Providing WOW Customer Service</b></p> <p><a href="#" style="color: red; text-decoration: underline;">Click now for more information - &gt;</a></p>                    |
| Oct 27  | 4:45 pm -<br>6:30 pm | <p><b>Elected Officials Reception at Pinecrest Country Club</b></p> <p><a href="#" style="color: red; text-decoration: underline;">Click now for more information - &gt;</a></p>                   |
| Nov 1-4 |                      | <p><b>InterCity Trip</b></p> <p><a href="#" style="color: red; text-decoration: underline;">Click now for more information - &gt;</a></p>                                                          |
| Nov 4   | 1:00 pm -<br>4:30 pm | <p><b>Women's Leadership: Communicating Up, Down and Across Your Organization</b></p> <p><a href="#" style="color: red; text-decoration: underline;">Click now for more information - &gt;</a></p> |
| Dec 2   | 11:30am -<br>1:00 pm | <p><b>Emerging Leaders Award Luncheon</b></p> <p><a href="#" style="color: red; text-decoration: underline;">Click now for more information - &gt;</a></p>                                         |
| Dec 9   | 4:45 pm -<br>6:30 pm | <p><b>Holiday Open House</b></p> <p><a href="#" style="color: red; text-decoration: underline;">Click now for more information - &gt;</a></p>                                                      |

## Ribbon Cuttings



Tues Oct 6	4:00 pm	<b>Massage Envy</b> 3088 N Eastman Rd, Ste 100, Longview TX 75605
Fri Oct 9	8:30 am	<b>Women's Center of East Texas - Hope's Closet</b> 2409 Gilmer Rd, Longview, TX 75604
Tues Oct 13	10:00 am	<b>East Texas Regional Airport</b> 269 Terminal Cir, Longview, TX 75603
Tues Oct 20	6:00 pm	<b>Young Professional's of Longview</b> Gerald's Social Club 106 East Tyler Ave, Longview, TX 75601
Fri Oct 23	10:00 am	<b>Boss Crane</b> 5533 FM 2087, Longview, TX 75603
	4:00 pm	<b>Wellington Grande</b> 3637 US HWY 259N Longview, TX 75640
Thur Oct 29	4:00 pm	<b>The Kitchen and Bath Showroom by NWS</b> 1227 W Marshall Ave., Longview, TX 75604
Fri Oct 30	11:00 am	<b>Applied Consultants</b> 2100 N Eastman Rd, Longview, TX 75601

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GET THE CHAMBER BUZZ!**