



The Lubbock

Business Network



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The Newsletter from the Lubbock Chamber of Commerce

May 2011

“Xchange Ideas, Xplore Solutions” is the theme of the 2011 Lubbock Business Expo, proudly presented by the Chamber and Signs On The Go, on Thursday, May 12, at the Lubbock Memorial Civic Center.

The day starts with a ribbon cutting at 9 a.m. and the show ends with the close of most exhibits at 5 p.m., followed by a Business After Hours sponsored by Visit Lubbock. A list of exhibitors is included in this newsletter. For more information, visit www.lubbockbusinessexpo.com.

In 2010, more than 7,000 people attended the Expo, the Chamber’s crown jewel event for business-to-business and business-to-general public networking. This year, almost 200 companies will exhibit. Exhibitors and attendees alike enjoy the enthusiastic, business-friendly atmosphere of the Expo and say they have done weeks’ and months’ worth of business in that single day.

“This is the largest business-to-business trade show on the South Plains,” said Jim

LUBBOCK CHAMBER OF COMMERCE



Gerlt, 2011 Expo chairman. “You will not want to miss this event, it is an incredible opportunity to meet and greet exhibitors and attendees alike in a comfortable, energizing atmosphere!”

Chamber members will receive complimentary tickets to the Expo in the mail, and complimentary tickets will also be available at the Chamber during regular business hours until noon Wednesday, May 11. Tickets will be sold at the door for \$5.

“Restaurant Row” will return this year after a successful launch in 2010 with a dedicated

section in the Pedestrian Mall available for food service vendors.

Please be sure to thank your 2011 Expo Committee Chairman, Jim Gerlt, Bacon Heights Baptist Church and Co-Chairwoman Kathy Timms, Bates-Wells Promotional Products. “It takes a small army to produce such a large event and it would not be possible without our dedicated hardworking volunteer committee and the Ambassador’s,” added Kathy Timms.

Current sponsors include: presenting sponsor,



Workforce Solutions South Plains, RD Thomas, KLBK, KAMC, Fox Talk 950, Suddenlink, Advanced Graphix, Benchmark Business Solutions, Bodyworks, Covenant Health System, Chick-fil-A at South Plains Crossing, FirstCare Health Plans, Action Printing, Lamar Outdoor Advertising, Lubbock Power and Light, Caprock Home Health Services, Copy Craft Printers, Dion’s, Hogland Office Equipment, Resthaven Funeral Home and Memorial Park, Switch I.T. Support, WesTex Document, Childress Photographic Group, Edward Jones, Humana, Laser Magic, Ranch at Dove Tree, Rix Funeral Directors, Sam’s Club and Starbucks.

(See **Expo 2011**, Page 3)



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Meghan Gandy, M.S., R.D., L.D.
DIRECTOR OF WELLNESS



Bill Hartsfield
PRESIDENT/CEO

Lubbock Chamber of Commerce unveils 'Lubbock Innovators Awards' at April 7th Luncheon

Michael Shaffer, Committee Chairman of the Chamber's Business Development Committee announced, "The Lubbock Innovators Award is a project designed to recognize members of the Lubbock Chamber of Commerce for innovation in technology, superior business practices and contributions to the marketplace, acknowledging unique contributions and advancements, and promoting Lubbock as a superior place to do business."

Presented by Todd Reno, Director of Business Development for Reese Technology, Dr. Seshadri Ramkumar, Associate Professor with the Institute of Environmental and Human Health at Texas Tech University was awarded the 2011 "Innovation in Technology Award" for his invention of Fibertect®, a nonwoven fabric, made of cotton and carbon that soaks up fifteen times its weight in oil and can hold toxic vapors.

The U.S. Cotton Grower's Cotton Incorporated recognized Fibertect®, as one of the top seven cotton innovations in 2010. This dry decontamination wipe has proven effective in cleaning up chemical warfare agents and toxic chemicals and was also evaluated for oil spill applications in the Gulf of Mexico. Additional applications are emerging within the filtration, oil and natural gas industries.

Presented by Steve Anderson, Executive Director of the West Texas Coalition for Innovation and Commercialization, Betenbough Homes was awarded the 2011 Lubbock Innovators Award for "Superior Business Practices" for their development of a Trade Partner website.

Betenbough Homes has a large number of Trade Partners, commonly known as subcontractors, that collectively work together to build homes. Due to the multiple contact avenues and the large amount of information that is processed, the Betenbough Homes' IT team created a Trade Partner website to serve as a hub of information for the Trade Partners. Trade Partners can access the website through an account login to view their specific job or-



ders for each home under construction, floor plan drawings, construction reports, supply change orders, the dynamic building schedule, upcoming payments for jobs completed, a record of previous payments, and a phone number roster with photos for Betenbough Homes' contacts.

Keynote Speaker Tony Rubleski, the President of Mind Capture Group delivered a message designed to help people 'Capture' more minds and profits through innovation. Tony focuses on referral, retention and repeat marketing strategies for a wide range

of industries including real estate, insurance, telecom, casinos, retail, direct sales, banking to a wide range of entrepreneurs and sales teams. A highly sought after speaker and agent of change, his live seminars continue to receive rave reviews from meeting planners coast to coast.

Mind Capture: How to Awaken Your Entrepreneurial Genius in a Time of Great Economic Change was the topic of his third book and well as the April 8th seminar hosted by the Lubbock Chamber of Commerce and TownePlace Suites.

Atmos Energy Receives Award

Atmos Energy recently received the 2011 Southern Gas Association Community Service Award.

The SGA Community Service Awards recognizes the most effective service and/or outreach program that improves the community. Atmos' winning program was the Extreme Makeover Home Edition/Remember Alex Brown Foundation.

Atmos Energy helped in the building process of the Extreme Makeover home for the Brown family, who lost their daughter, Alex, in an automobile accident that involved texting and driving.

The Brown family started the Remember

Alex Brown Foundation and educate people on the dangers of texting and driving.

Atmos Energy crews installed the natural gas yard line to serve the home as well as helped dig the ditches for the other utilities. Volunteers helped in the makeover and Atmos provided the Brown family with all new appliances.

Atmos continues to support the Brown family in educating everyone about the dangers of texting and driving in hopes of preventing accidents like this from happening again. Congratulations to all of the Atmos employees that have taken the pledge to not Text and Drive.



American Museum of Agriculture Fundraiser

The American Museum of Agriculture will host An Evening with Bob Phillips, the Texas Country reporter, on Thursday, May 5, at the Lubbock Memorial Civic Center. Doors open at 7 p.m.

Tickets are \$75 each which include admission to the event, a prime rib dinner, live music, and door prizes. All proceeds benefit the American Museum of Agriculture.

For more information, visit http://www.agriculturehistory.org/bob_phillips.php.

