



The Lubbock

Business Network



Vol. 19 No. 4

The Newsletter from the Lubbock Chamber of Commerce

April 2011



Taking Care of OUR STARS

Total Resource Campaign 2011

TRC Members Work Toward Goal

So far, volunteers with the Chamber's Total Resource Campaign have raised more than \$70,000 toward our goal of \$350,000!

Led by Linda Gaither with WestMark REALTORS, the campaign is an eight-week blitz of Chamber member volunteers encouraging businesses to get involved and make connections while assisting them with choosing

options best suited to meet the organization's marketing needs.

During the Total Resource Campaign, members will choose from a "menu" of Chamber programs, products and services in which to invest for the remainder of 2011 and through 2012.

Once the member is contacted through the TRC, they will not be contacted for these programs again, which streamlines the process for both the business and the Chamber. The company only has to commit once, which is beneficial for budgetary planning.

"This is good for business in Lubbock because when you are involved in your Chamber, everyone wins," Gaither said. "The Chamber works tirelessly to strengthen, promote and serve their member businesses, and they provide so many opportunities for the members to reap those benefits. Being a member of the Chamber has helped my business grow, and those gains turn over numerous times in our economy."

To learn more about the Total Resource Campaign, call the Chamber at (806) 761-7000 or visit www.lubbockchamber.com.

Lubbock Innovators Award Luncheon:

"Promoting Lubbock as a Superior Place to do Business"

"Entrepreneurs and researchers and innovators want to be around each other. They want to feed off the shared creative energy. They want access to a shared talent pool. They want to build relationships. So if a local community is able to plant that seed- if it's able to create the climate for innovation and build a critical mass- then private investment will follow. Innovation will follow. Jobs will follow."
- U.S. Economic Development Administration Secretary John Fernandez

The Lubbock Innovators Award Luncheon will recognize members of the Lubbock Chamber of Commerce for innovation in technology,

superior business practices and contribution to the marketplace. These awards will acknowledge unique contributions and advancements, promoting Lubbock as a superior place to do business.

Dr. Seshadri Ramkumar, Associate Professor with the Institute of Environmental and Human Health at Texas Tech University will receive the "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 industry.

Betenbough Homes will receive the "Superior Business Practices Award" for their development of a Trade Partner website. This
(See **Award Luncheon**, Page 3)



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



Bill Hartsfield
PRESIDENT/CEO

April CALENDAR OF EVENTS

- 4** Ground Breaking for American Museum of Agriculture
2 p.m. – Northwest Corner of E. Broadway and Canyon Lakes Drive
[Hispanic Business Development Committee](#)
4 p.m. – LCOC
- 5** [Café y Pan Dulce](#)
7:30 a.m. – Caprock Home Health Services, 8806 University
[Leadership Lubbock Committee](#)
11 a.m. – LCOC
- 6** [New Century Leadership – Economics Day](#)
- 7** [Agriculture Committee](#)
7:30 a.m. – LCOC
[Lubbock Innovators Award Luncheon](#)
11:30 a.m. – Scottish Rite Center, 1101 70th
[Community Prayer Lunch Committee](#)
4 p.m. – LCOC
[Golf Classic Committee](#)
4 p.m. – WestMark REALTORS, 4105 84th
[Business After Hours – Las Brisas Southwest Steakhouse](#)
5:30-7 p.m. – 4701 112th
- 8** [Focus Lubbock – Arts & Entertainment Day “Mind Capture” Seminar](#)
8:30-10:30 a.m.; Wells Fargo Center, 1500 Broadway, 2nd Floor (San Jacinto Room)
[Legislative Affairs Committee](#)
9:30 a.m. – LCOC
- 12** [Leadership Lubbock – Arts & Education Day Ribbon Cutting for All Smiles Dental Center](#)
Noon – 4819 Avenue Q

(See **April**, Page 7)

Chamber’s D.C. Fly-In to Feature High-Profile Speakers

The Lubbock Chamber of Commerce will host their annual D.C. Fly-In on May 22-25, and for the first time ever, the Fly-In will be held in conjunction with the U.S. Chamber of Commerce’s Small Business Summit.

The purpose of the trip is to meet with key elected officials, voice public policy concerns, participate in important issue briefings and events and hear from high-profile speakers including Christopher Gardner, Owner & CEO of Gardner Rich LLC and author of “The Pursuit of Happiness”; Gen. Stanley McChrystal, Former Commander, U.S. and international forces in Afghanistan; Tim Westergren, Founder and Chief Strategist for Pandora; and Thomas J. Donahue, President and CEO of the U.S. Chamber of Commerce. Participants also will experience an exclusive Pentagon visit and briefing.

As an added bonus, this year’s D.C. Fly-In Participants can take advantage of B2B National Procurement Opportunities, featuring procurement officers from government agencies & Fortune 500 companies! Appointments are required and other criteria apply.

Registration fee is \$350/person and does not include travel to Washington, D.C. or lodging. The fee includes most meals and registration for the Small Business Summit. The Chamber has secured a block of rooms at the headquarters of the U.S. Small Business Summit, the Omni Shoreham Hotel, at a rate of \$239/night, but room supply is limited.

Registration deadline is Monday, April 4. For more information on the D.C. Fly-In or to secure your lodging, please contact Norma Ritz Johnson, VP-Legislative Affairs, at (806) 761-7000 or norma.johnson@lubbockbiz.org.

Innovators Award Luncheon

(From Page 1)

hub of information allows Trade Partners website access to view specific job orders 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 roster with photos for Betenbough Homes’ contacts.

Also honored at the luncheon will be [V-tech Environmental Services](#) and [Carpet Tech](#). They were among 72 companies selected across the United States by the U.S. Chamber of Commerce as Blue Ribbon Award Winners and will be recognized at the America’s Small Business Summit in Washington, D.C. May 23-25, 2011.

The Awards Luncheon will be held Thursday, April 7, from 11:45 a.m.-1 p.m. at the Scottish Rite Center, located at 1101 70th Street. [Click here for event sponsorship information.](#)

Tickets to the luncheon are \$30 for members and \$40 for prospective members. [Click here to register online](#) for the luncheon, or call the Chamber at (806) 761-7000.

Current sponsors include [American State Bank](#), [Reese Technology Center](#), [Betenbough Homes](#), [Plains Cotton Growers](#) and the [West Texas Coalition for Innovation and Commercialization](#).

For more information, contact Robin Raney, VP of Business Development at robin.raney@lubbockbiz.org.



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