

July 2004

UPDATE



ALAMO HEIGHTS CHAMBER OF COMMERCE

South San chamber chief to speak

The long-time president of the South San Antonio Chamber of Commerce will share stories of her chamber's successes and failures at the Alamo Heights Chamber of Commerce luncheon Wednesday, July 7.

Cindy Taylor considers herself a "very passionate" chamber president, even after 14 years at South San Antonio.

Of course, the advent of Toyota's truck plant — not to mention a long-awaited book store that opened in South Park Mall in June — contributes to her passion.

Those and other developments on the

South Side lead her to proclaim, "The future is rosy."

Born and raised in Texas, Cindy Taylor graduated high school in Lubbock. Her father, an executive with the Carnation Company, transferred to various locales around the state as she was growing up.

A veteran of chamber work, Ms. Taylor began her chamber career as president of the Graham, Texas, Chamber of Commerce in 1980. She served as president of the Uvalde Area Chamber of Commerce from 1985-90, before moving to South San Antonio.

In addition to her chamber work, she serves on the board of directors of Avenidas, Inc.; the executive committee of SA, Inc.; the advisory board of the Southwestern Bell YMCA; and the steering committee of the Mitchell Lake Master Plan.

She's also a member of the San Antonio Conservation Society.

The mother of two sons, Joshua, 22, and Patrick, 15, Ms. Taylor lists one of her interests as "playing in dirt and water" — a reference to her love of gardening and of the soothing effects of bodies of water.

Members receive advice on protecting their brand

A graphic designer advised Alamo Heights Chamber of Commerce members to take steps to protect their firms' brands and explained how at the chamber's June luncheon.

Lara August, who owns ROBOT Design Studio, walked members through the process of converting their brands — logos and related materials — into uniform digital files to prevent common missteps that can alter their company image.

While it might be overkill for a small business to prepare a sophisticated style book the way most large firms do, she said it still makes sense to employ a designer to prepare their brands professionally and record them to disk.

That way, she said, as a business owner takes his or her work to one or more print shops, a sign shop and perhaps novelty advertising firms, his or her logo and accompanying text will appear identical from project to project.

A Chicago native, Ms. August provided members with checklists covering many of the considerations inherent in brand identity. From ink colors to typefaces to single- versus multi-color reproduction, the list presented a series of prompts that should be answered before



August in June

Lara August, right, displays books of typefaces as chamber Treasurer Ruth Chislett, left, and President Debbie Myers, center, look on

launching a marketing effort.

It's all a part of presenting a single company image with impact, she said. With minimal marketing budgets and a variety of vendors, she said, small businesses should take the extra precaution to protect their brands against inadvertent alteration.

Old, new members make contact



Mary Brown, left, and Lara Thompson enjoy their salads during a one-time-only Thursday luncheon at Water Street Oyster Bar



The monthly luncheon is a great place to network, as President Debbie Myers, left, and Mary Lou Elizondo demonstrate



New Members Gather

Several of the newer members of the chamber turned out for the June luncheon. Clockwise, from above left, are Michael Flores and Charles Gerdes of Huntleigh at Home; Rick Cantara of State Farm Insurance, along with board member Vivian Sayfarth, seated, and Pat Mansell; and Tammy Skrobarcek of Rennert Travel and Cecily MacDonald of Nautical Adventures, in the foreground, with Rennert's Bruce Fried and a guest in the background.

Huntleigh at Home sets open house in July

Chamber members and guests are invited to attend the open house of Huntleigh at Home on Thursday, July 15.

The firm, located at 5024 Broadway, provides medical products and equipment for home use.

The open house is scheduled for 3 p.m. to 5 p.m.

For further information, contact Micheal Flores at 826-6969.



MEMBERS CHILL AT PICANTE GRILL



Rick Birchin, Dasa Meadows and Bob Burney enjoy themselves at the June Mixer hosted by Picante Grill



Bette King, left, visits with board member Larry Stewart and his special guest, daughter Emma

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Ruth Chislett with husband Gregg



Jeff Carrell catches up with Shirley Becker

Two agents at King Realtors join the Chamber

Two agents at King Realtors have joined forces as new members of the chamber.

Please welcome:
 McClaran and Ripps at King Realtors
 5600 Broadway
 San Antonio, Texas 78209
 Contact: Kathy Ripps
 and Lynette McClaran

Phone: 861-3684 • Fax: 930-0002
 Email: kripps@swbell.net
 Email: lynnettediane@yahoo.com

Last month's listing of new members included an error. The contact persons for Massage Heights should be listed as Wayne B. or Shane L. Evans.

Edward Jones
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 Emory Jones Investment Representative
 828-2899

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— AHCC Calendar —

— July 2004 —

Monthly Luncheon

Wednesday, July 7
Water Street Oyster Bar
Networking at 11:30 a.m.;
Lunch at noon
RSVPs requested by 5 p.m.
Monday, May 3rd @ 822-7027
info2004@alamoheightschamber.org

Board Meeting

AHCC Board Meeting at
Debbie Myers' house
5:30 p.m.
Wednesday, July 14

July Mixer

Thursday, July 22
Boardwalk Bistro
5:30 p.m. to 7 p.m.

— August 2004 —

Monthly Luncheon

Wednesday, August 4
Water Street Oyster Bar
Networking at 11:30 a.m.;
Lunch at noon
RSVPs requested by 5 p.m.
Monday, August 2 @ 822-7027
or info2004@alamoheightschamber.org

Board Meeting

AHCC Board Meeting at
Debbie Myers' house
5:30 p.m.
Wednesday, August 11

August

Thursday, August 19
Alamo Barber & Beauty Supply
5:30 p.m. to 7 p.m.

Alamo Heights Chamber of Commerce

OFFICERS

Deborah Myers	President	821-6441
Jeff Carrell	Deborah Myers Real Estate President-Elect	828-9211
Ruth Chislett	Alamo Heights Chiropractic Treasurer	862-2711
Phyllis Trager	Ruth Chislett, CPA Immediate Past President Jefferson Bank	731-5701

BOARD MEMBERS

Susan Cox	PrimeTime Newspapers	453-3359
Sandra Murphy	Infinity Broadcasting	528-5160
Robert Moseley	Expressions Printing	930-2679
Larry Stewart	Tradeshow-Handouts.com	333-6422
Carol Phelps	P & V Enterprises	737-3057
Terry Negley	Car Search America	697-9180
Lara Thompson	Commerce Title	829-8991
Vivian Seyfarth	Bank of America	283-6111
Ed Zuzula	AH Office Supply	822-9671
Diane Thomas	Diane Thomas, CPA	824-8483

Chamber Coordinator • Birdie Sanchez 822-7027



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San Antonio, Texas 78209