

MAY
2015



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Convention & Visitors Bureau

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2nd Annual Small Business Forum – June 3

Do you want to learn how to do more business faster and more efficiently? To bring you valuable information on this and other business topics, the Washington County and Burleson County Chambers are co-hosting the **2nd Annual Small Business Forum** on Wednesday, June 3, at the Blinn College Student Center Banquet Room. The doors will open at 8 a.m. with forum speakers set to begin at 8:30 a.m.

This Forum is a half-day event designed to provide local small business owners and entrepreneurs an opportunity to gain knowledge and contacts to grow in today's changing economy.

Plan to attend to hear **Adam Boyd** of Sandler Sales Training present how to "Close More Business in Less Time." Adam works with individuals and teams to improve sales and client acquisition. Also on the program is **Jake Russell** of Magnolia Realty, featured on HGTV's "Fixer Upper" show. He is a graduate of Baylor University-Hankamer School of Business. Jake will talk about "Making Money with LinkedIn,"

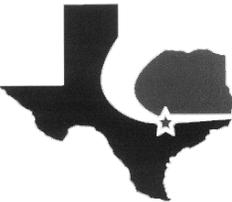


the social networking site designed specifically for the business community.

Charlie Adams, an Assurance Senior Manager in the Private Company Services practice of PricewaterhouseCoopers, will speak about Generational Differences in the Workplace, an issue

Thanks to these Headline Sponsors for making this 2nd Annual Forum possible:





affecting all managers and supervisors. Charlie is a proud member of the Fightin' Texas Aggie Class of 2002.

There will also be an Oil & Gas Industry update from **Todd Staples**, former Texas Commissioner of Agriculture and current president of the Texas Oil & Gas Trade

Association.

There will be exhibits showcasing service providers, plus networking opportunities with other business owners in the region. A buffet lunch catered by Nathan's Barbecue is included. The event

FORUM continued on page 2

First Administrative Professionals' Day Luncheon a success

Along with Premier Sponsor Coldwell Banker Properties Unlimited, the Chamber would like to thank the additional sponsors who made this event possible: Superior Sponsors - Baylor Scott & White and Dona Lynn's Unique Gifts; Elite Sponsors - Appel Ford, BBVA Compass and Design II.



Pictured from left, **Shae Janner**, **Julie Ziglar Norman**, **Carol Jensen** and **Carolyn Matejowsky**. Norman and Jensen grew up together riding horses. Matejowsky gave the invocation and a wonderful introduction of the speaker.

See more photos Page 4

BUSINESS AFTER HOURS MIX, MINGLE, MAKE CONNECTIONS!

HOSTED BY:

Blinn College Foundation, Brenham Wholesale Grocery & Texas Commercial Waste

Blinn Foundation-Whigham House

706 College Ave., Brenham

Thursday, May 21 from 5-7 p.m.

Enjoy great **networking** and **refreshments!**
Bring plenty of business cards to share with other members.
Free for Chamber members and all employees!

Special beverages provided by Mike Hopkins Distributing

Learn more about Blinn College Foundation
www.blinn.edu/foundation,

Brenham Wholesale Grocery www.bwgroc.com, and
Texas Commercial Waste www.texascommercialwaste.com.

Ribbon Cuttings



New Member

Lara & Associates Insurance

Owner: Rocia L. Rodriguez
2626 Hwy 36 South, Brenham



Expansion of Services

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Owner: Jonathan Mitchell
1306 North Park Street, Brenham



New Member

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112 S. Park Street, Brenham



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Forum
Continued from page 1

will culminate with the presentation of the **2015 Small Business of the Year** awards.

Tickets are \$49 per person until May 27. Thank you to these **Headline Sponsors: Bluebonnet Electric, Brenham National Bank and Citizens State Bank.**

Corporate Sponsor tables are available for \$490. Benefits include a reserved table for 8 plus your company name displayed at the event, online, and included on the printed program.

Ticket prices go up after May 27. Space is limited, so make plans now and call 979-836-3695 to reserve your tickets or tables with a credit card. You can also stop by the Washington County Chamber office in Brenham, the Burleson County Chamber office in Caldwell, or send an email to events@brenhamtexas.com.

Washington County Chamber of Commerce

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- TEXAS ASSOCIATION OF BUSINESS
- TEXAS CHAMBER OF COMMERCE EXECUTIVES
- TEXAS ASSOC. OF CONVENTION & VISITOR BUREAUS
- U.S. CHAMBER OF COMMERCE

Ideas on Customer Service: Some New and Some Old (but still valid)

Note: This is Part One of a Two-part Series
DR. PETER TARLOW

Hospitality, and the hospitality industry, have been around a long time. The Western tradition goes back to the time of Abraham and his receiving of the three angels (messengers).

The term hospitality is also related to the term for hospital. We derive the terms hospital, hotel, and hospitality all from the same Latin word, "hospes", meaning stranger or foreigner. In all cases it was the job of the hotel and hospi-

tal to take care of the other, to show the stranger kindness and consideration.

It is that same principle that acts as the organizing principle around the concept of customer service. Customer service is all about doing more than the expected, the little something extra that turns frowns into smiles and creates a sense of not merely doing a job but of being proud of one's job. Unfortunately, in too many parts of the tourism industry we have forgotten that our job is hospitality. No matter what type of day we have had, good service dictates that we leave our personal problems at the door, put a smile

on our faces and go out of our way to put the customer's needs first.

To help you accomplish these goals, we present you with the following ideas.

-Customer service begins with people who care about people. It begins with caring. Hire people who care. If an employee hates to smile and seeks efficiency over friendliness, that person will probably not provide good customer service. Customer service starts where the customer ser-

SERVICE continued on page 4

Business Spotlights

Brenham Clinic introduces Early Literacy Program

Reach Out and Read® is a nonprofit organization that trains and supports medical providers who give books to children and advice to parents about the importance of reading aloud. The organization builds on the unique relationship between parents

and medical providers to develop essential early literacy skills in young children.

Join Brenham Clinic as this exciting program is launched here in our community. During regular pediatric checkups, Reach Out and Read physicians will give new,

developmentally appropriate books to children ages 6 months to 5 years and educate parents on the significance of early childhood literacy.

The launch will be held on May 28 at 5:00 p.m. at the Brenham Clinic located at 600

North Park Street. There will be celebrity readers, kid's activities, snacks, the dedication of the Rybarski family reading room and more! Go dressed as your favorite literary character for a chance to win a new bicycle.

Please RSVP to 979-830-0540.

2015 Global Leadership Summit at Champion Fellowship

Champion Fellowship is excited to be a host site for the 2015 Global Leadership Summit on August 6-7. The Summit is a two-day, world-class leadership event expected to impact 260,000 people in 875 cities and 120 countries this year. Put on by the Willow Creek Association and streamed live from their campus near Chicago to over 375 premier host sites, the Summit will feature a first-class speaker line-up, including Bill Hybels, founder and senior pastor of

Willow Creek Community Church, Jim Collins, nationally acclaimed business thinker and best-selling author, Ed Catmull, co-founder of Pixar Animation Studios and president of Walt Disney Animation Studios, and more.

Whether you are leading in a church, school, business, or home, the Global Leadership Summit will help you grow and embrace your grander vision--the reason God called you to lead.

Join Champion Fellowship and other leaders in the community on August 6-7 for vision, inspiration, and practical skills you can immediately apply. Early Bird registration deadlines are on May 19 and June 23. For details and to register, visit the GLS2015 page at www.championfellowship.org. Contact Champion Fellowship at 979-277-9090 or sarahchelf@championfellowship.org with questions.

Renewing Chamber Members

April 1-30

Thanks to the following members for continuing your investment in the Chamber. You are long-term "partners" in our mission to promote and preserve this great community, and we appreciate your confidence in the Chamber's ability to promote your business.

- Botts Title Company — 43 years
- RR Donnelley — 42 years
- Brenham Fine Arts League — 37 years
- Harvey's Water Wells — 36 years
- SuddenLink Cable — 36 years
- R & S Leasing — 33 years
- Texas Farm Credit — 32 years
- H. E. B. Grocery Store — 30 years
- KTTX 106.1 / KWHI 1280 — 30 years
- LaRoche Chevrolet-Cadillac-GMC-Buick — 30 years
- Medical Arts Drug Company — 30 years
- Creekside Veterinary Service — 29 years
- Brenham Monument Company — 28 years
- Must Be Heaven — 28 years
- Brenham Community Education — 27 years
- Coldwell Banker Properties Unlimited — 27 years
- Buddy's Appliance — 25 years
- Collier Construction LLC — 25 years
- JH Faske Jewelers — 25 years
- Prime Properties-Mary Bonner Ragland — 24 years
- Keith Twiggs — 23 years
- Moore Supply Company/
Bath & Kitchen Showplace — 23 years
- Bluebonnet Petroleum — 22 years
- Chappell Hill Sausage Co. — 22 years
- Mayor Milton Tate — 22 years
- Brenham Christian Academy — 20 years
- Whataburger Restaurant — 20 years
- Kolkhorst Petroleum Co. — 18 years
- Nancy's Antiques — 18 years

- Texas Cotton Gin Museum — 18 years
- Camp For All — 17 years
- Hodde & Hodde Land Surveying — 17 years
- UPS Store — 17 years
- Entec Pest Management — 16 years
- First Baptist Church & School — 16 years
- Washington County Peace Officers Assoc. — 15 years
- Independence Historical Society — 14 years
- Salem Lutheran Church — 14 years
- Faith Mission/Higgins Branch — 13 years
- LeRoy Schroeder Contractor — 12 years
- Professional Communications — 12 years
- Luther Hueske, County Commissioner — 10 years
- Subway Sandwiches & Salads — 10 years
- Joseph H. "Hal" Machat — 9 years
- Neal Financial Group — 9 years
- Subway Sandwiches & Salads — 9 years
- Anne and Don Kinney — 8 years
- BT Longhorn Steak House — 8 years
- Jerry Olson Design — 8 years
- Knights Inn — 8 years
- St. John Lutheran Church of Prairie Hill — 8 years
- Royers Round Top Cafe — 7 years
- Sealand Seafood & Steak — 7 years
- Buffalo Creek Bellville — 6 years
- Cutright & Allen Architects — 6 years
- G & L Services — 6 years
- Redeemer Church — 6 years
- St. Mary's Catholic Church — 6 years
- Philips Veterinary Hospital — 5 years

- Stanpac USA — 5 years
- St. Joseph Family Medicine-Brenham -
Presidential Member** — 4 years
- The Gerke Law Firm PLLC — 3 years
- Keep Washington County Beautiful — 3 years
- Max Mini Storage — 3 years
- RAM Optical — 3 years
- Westbrook Storage — 3 years
- America's Best Value Inn — 1 year
- Blahuta Advertising — 1 year
- Chappell Hill Cultural Heritage Group — 1 year
- Jack T. Carr — 1 year
- Rocky Creek RV Rentals — 1 year

New Chamber Member

SMILE KEEPERS

Owner: Dr. Sumeet Sharma
 224 US Hwy. 290 West
 Brenham, Texas 77833
 Phone: 979-830-5022
smilekeeperstx@gmail.com
Dentists

First Administrative Professionals' Day Luncheon a success



The turnout for this first-ever event was great with almost 150 in attendance.



Julie Ziglar Norman, daughter of Zig Ziglar, shared stories of "growing up Ziglar" and how to "be the best you."



Coldwell Banker Properties Unlimited was the Premier Sponsor of the event. They had a colorful exhibit space with fun give-aways and door prizes. Each guest walked away with a goodie bag with items from all event sponsors.

Service

Continued from page 3

vice manual leaves off. It is about doing the right thing and not the most efficient thing. It is about showing people that you care, even when it's a hassle. When hiring people in a customer service position, look for people who like to take charge and prefer to work with others than by themselves.

- Customer service is hard; if you do not make it a core value, then it will slip away. Core values mean that it is the service that counts more than the regulation. When customer service is a core value, employees go the extra mile, knowing that the reward for their action is not extra pay, but a sense of transforming someone's day from a bad day into an unforgettably wonderful day. Good customer service then is an intrinsic value within your business. You cannot teach it but rather have to live it. That means that customer service starts with bosses

SERVICE *continued on page 8*

YPO News

YPO Happy Hour

Washington County's Young Professionals Organization, the YPO, is an organization launched by the Chamber designed for employees in Washington County looking to build relationships and raise leaders within the community.

The organization is free and open to anyone who lives or works in Washington County and is between the ages of 21-45. Monthly social events are held. The next happy hour event will be on May 14 at the Brenham Gun and Rod Club from 5-7pm. Join the group for a little friendly competition, adult beverages and a great time!

Thanks to these volunteers who have been coordinating the YPO in 2015:

2015 Directors

Patrick Ratcliff - President

Darren Huckert - Development

Grant Stotz & Kim O'Neill - Media

Frank Castro - Membership

Jennifer Phillips - Networking

For more information about the Washington County YPO, send your contact information to youngpros@brenhamtexas.com or check out the Facebook page: www.Facebook.com/YPOwashingtoncounty.

Thank you to our Chairman's Circle members ...



Brenham National Bank



Brenham Clinic



SCOTT & WHITE Healthcare

Now part of Baylor Scott & White Health

NOT AFFILIATED WITH BAYLOR COLLEGE OF MEDICINE

Thank you to our Presidential Level members ...

Leadership Lessons in Emergency Management

The April session of the Leadership Washington County program started off as a “disaster” at the Brenham Fire Department! The class met in the Emergency Operations Center (EOC) where firefighter Brian Scheffer gave a detailed overview of the operations of this city department. Scheffer discussed plans for disaster situations and how they prepare for conditions such as tornadoes, hurricanes, fires, etc.

After a briefing on emergency preparedness, the class participated in a mock emergency drill. Everyone was informed that an “emergency” had oc-

curred in Brenham. Separated into two groups, they had to work together during the drill to figure out how to solve the problem. The group experienced what it might feel like to be in that type of emergency situation and felt the importance of working together as a team to “save lives.” The Brenham Fire Department has been operating since 1867 and will celebrate 150 years in 2017.

After an action-packed morning, the group headed out to the Washington County EMS station on Hwy. 290. The class was greeted by Amy Klussmann,

Compliance Captain. She explained what the EMS does, its history, and how they transport and care for patients. Klussmann also informed the class about things EMS does that the public might not be aware of such as education on public health issues and new innovations. Klussmann gave a tour of the “down-time” room, kitchen, dorms, weight room, the ambulances and the water rescue raft.

The Leadership class has one more session on May 14 focusing on Economic Development, then a graduation banquet will be held on May 27.

Our thanks go to all of the individuals and businesses who have spoken to, inspired, and motivated the Leadership Class of 2015 over the past several months. The program is a great success because of all the community support that is received.

Plans are underway for the next class to form in July. All alumni in the community are invited to get involved and help plan and coordinate sessions next year. Please contact Jane Hinze or Page Michel if you are interested in being a session facilitator for 2015-16.



Ronald Bentke helps guide the disaster team.



At the EOC working on handling the mock disaster.



Brian Scheffer explains how the jaws of life work to get people out of a wrecked vehicle.



Amy Klussmann demonstrates how LUCAS CPR works.



The class hears about the different ambulances and rescue vehicles.



A water rescue raft that is used at Lake Somerville, on the Brazos River, etc.

Washington County Blue Blazers

The Blue Blazers is a club with 15 members and 40 years of tradition. They support the mission of the Washington County Chamber. The volunteers in the club act as official greeters and hosts of our community. Their activities include monthly meetings, greeting at Chamber functions, recruiting new Chamber members, and conducting ribbon cuttings and grand openings.

Darlene Denman
Washington County Chamber

Joyce Dickschat
Brenham National Bank

Wendy Frazier
BBVA Compass Bank

Eddie Harrison
Retired-Brenham Municipal Judge

Chris Jackson
City of Brenham Police Department

Tammy Jaster
City of Brenham-Blue Bell Aquatic Center

Florence Julian
Blue Bell Creameries

Brice Milliorn
Edward Jones Investments

Michelle Panko
Barking Ranch Pet Resort

Linda Pipes
Retired-School Teacher

Kathy Randermann
KTTX 106.1/KWHI 1280

Christy Schlottmann
Allstate Insurance

Randy Weidemann
Van Dyke Rankin & Company)

Barbara Wilganowski
Spherion Staffing)

Kristie Wensel
Brenham State Supported Living Center

Tourism News

Celebrating Travel & Tourism Week

At a time when other industries in the community are facing downturns, it is important to recognize the positive impact that tourism makes on the local economy and join forces to promote a robust spring and summer season.

The Washington County Chamber-CVB celebrated Texas Travel & Tourism Week May 2-10 with proclamations from both the City of Brenham and the Washington County Commissioners Court.



Chamber-CVB staff members Jenny Mills, Lu Hollander, Judy Hyman and Page Michel accept a proclamation recognizing Texas Travel & Tourism Week from Brenham Mayor Milton Tate.



At the County Commissioners Court, staffers Lu Hollander and Jenny Mills received a proclamation from Commissioner Joy Fuchs (front left) with Commissioners Zeb Heckmann, Luther Hueske and Kirk Hanath in the back row.



At May's Tourism Tuesday event (pictured left to right), Chamber president Page Michel, Barbara Segal from Lillian Farms, and Ollie Schiller from Brenham Fine Arts League listen to Evonne Sturm detailing the League's upcoming activities. Looking on are Randy Rogers from R Place at Old Washington and Holly Gaskamp with Unity Theatre.



Tourism Tuesday bi-monthly meetings draw partners from tourism-related businesses who attend to hear about CVB activities and share their upcoming programs and events. Pictured here are Chamber-CVB staff members Lu Hollander, Jenny Mills and Judy Hyman previewing two promotional videos as part of their presentation.

Unity Theatre presents "Chapter Two"

Widower George meets Jennie, a divorced soap opera actress, and they must discover not when, but how they can start Chapter Two of their lives.

Unity Theatre is located at 300 Church St. in Brenham. Performances run from Thursday, May 28 through Sunday, June 14. Performance times on Thursdays are 7:30 p.m., Friday and Saturdays at 8 p.m. and Sundays at 4 p.m. Tickets are \$27 and for more information call 979-830-1460 or visit www.UnityBrenham.org.

Farmers Market

Centered on a restored railroad warehouse, Home Sweet Farms features local farmers and artisans, free pony cart rides, street food, live music and more. The farmer's market is held every Sunday from 11am to 4pm, located at 307 S Park Street in downtown Brenham. For more information call 979-530-7994 or visit www.homesweetfarm.com.

Living History

Travel back in time to try your hand at writing with a quill pen and sign a copy of the Texas Declaration of Independence. Visit with militia soldiers traveling through town or try your hand at some early Texas games on Living History Saturday, May 16, from 10am to 4pm at Washington on the Brazos State Park.

The following weekend, head back out to Barrington Living History Farm, located inside Washington on the Brazos State Park, to learn how to grow heirloom vegetables and flowers as they did in the mid 19th century. Learn about companion planting as a natural pesticide, organic farming, and seed saving on Saturday, May 23, and Sunday, May 24, from 10am to 4pm. Admission fees apply. Dress appropriately for the season and be prepared for the weather as the event will take place in an 1850s period setting with some portions outdoors.

For more information about these events, call 936-878-2214 or visit www.birthplaceoftexas.com.

Round Top Music Festival

Young musicians study and perform in a series of orchestra and chamber music concerts with renowned faculty, conductors and soloists. Listen to talented musicians on Saturday, June 6, at 3:30pm and the Texas Festival Orchestra that same day at 7:30 p.m. Round Top Festival Institute is located at 248 Jaster Rd. For more information call 979-249-3129 or visit www.festivalhill.org.

Movies In the Park

This event brings families and children of all ages together for a fun evening of entertainment. Bring blankets and lawn chairs on Thursday, June 4, to enjoy "Dolphin Tale 2". The movie will start 10 minutes after sunset at the Blue Bell Aquatic Center located at 1800 E. Tom Green in Brenham. Concessions will be available for purchase. For more information call 979-337-7250.



Judy Hyman greets representatives from 11 state-wide Travel Information Centers during the annual "Travel Fair" conference in Wichita Falls. It provides CVBs and attractions around the state an opportunity to educate and thank TIC staff for their efforts promoting travel throughout Texas.

Working for YOU!

As a Chamber member, your promotional information is seen by thousands of people every month.

WALK-INS

Visitor Center
April 2015 — 1,419

HQ Building
April 2015 — 901

WEBSITE

www.BrenhamTexas.com

Unique Visitors
April 2015 — 11,236

Total Pages
April 2015 — 21,760

WEBSITE

www.VisitBrenhamTexas.com

Unique Visitors
April 2015 — 30,207

Total Pages
April 2015 — 90,351

**Facebook.com/
Brenham.Texas**

What's Happening in May

May 15-17, 22-24, 29-31

“Things Unseen” Art Show & Exhibit

Debut of Back Lot Gallery with artist Joyce McCown of MoonShadow Press presenting black and white photography with colorful threads revealing things unseen in the world around us. Exhibit runs until June 1, 308 S. Park St, Downtown Brenham (www.facebook.com/backlotgallery, 979-836-7393).

May 15, 22, 29

Wine Down Fridays

“Wine Down” on the deck at Pleasant Hill Winery and watch the sunset with wines and cheese, every Friday in March, April and May starting at 3pm. Last call is at sunset. Cheeseboards available, gift shop open. RSVP not necessary, no admission fee, 1441 Salem Road, Brenham (www.pleasanthillwinery.com).

May 15

The Grateful Geezers at Buffalo Creek

Doors open 5pm, music 7-11pm, 10827 Hwy. 36 S., between Bellville and Sealy, no cover charge, food available from Farm to Market Produce Company, assortment of cigars, beer, wine, sangria, soft drinks. (www.buffalocreekbellville.com, 979-865-0702).

May 15, 22, 29

Live Music at Nathan's BBQ

Entertainment varies, check website or Facebook. 6-9pm, Cajun specials, 1307 Prairie Lea, Brenham (www.nathanbbq.com).

May 15-16, 22-23, 29-30

Live Music at The Stone Cellar

Live bands, pizza and drinks every weekend. Acts include Black Cat Choir, Tubie & The Touchtones, Tres Dux, Jack the Sax, Aaron Gross, Eugene Eugene and more. Friday and Saturday 11-7pm; Sunday 5-8pm; some Saturdays 3-6pm; 550 N Hwy 237, Round Top (www.stonecellarwines.com).

May 15-16, 19, 21-23, 26, 28-30

Live Music at

The Kenney Store

Live music by varying artists every Tuesday, Thursday, Friday & Saturday nights. Go early for dinner and stay late for live music and dancing. Most nights are free, but occasional cover charges, 811 Loop 497 South (www.TheKenneyStore.com).

May 15-16

CHL Class

CHL shooting session Friday, 3-6pm, Shooting Range FM 390, classroom session Saturday, 8am-2pm, Salam Vol. Fire Station (Finney Clay, 979-836-0986).

May 16

Living History Saturday

See details on page 6. Travel back in time where a nation was born in 1836 at Washington-on-the-Brazos State Park (936-878-2214).

May 16, 23, 30

Live Music at Home Sweet Farm

Visit the new biergarten every Saturday night for live music, craft beer, wine and fun in a relaxing outdoor environment. Musical acts change weekly. Biergarten and market opens at 6pm, music starts at 8pm, 307 S. Park Street, Downtown Brenham, free admission.

May 16-17, 23-24, 30-31

Antique Carousel Rides

The Antique Carousel at Fireman's Park will be open to the public Saturday and Sundays March-October, 11am-4pm, 902 N. Park St., \$1 per rider.

May 17, 24, 31

Farmers Market

At Home Sweet Farm, 307 S. Park St, Downtown Brenham, local farmers, artisans, craftsman, live music, street food and free pony cart rides, 11am-4pm (www.homesweetfarm.com).

May 18, 25

Oil Painting at

Brenham Fine Arts League

Frances Macaulay's ongoing classes Monday mornings, 9:30am-12:30pm, \$45, Downtown Art Gallery, 113 W. Alamo, Brenham (979-251-7522, evonnealfrod@comcast.net).

May 18, 21, 25, 28

Play in the Clay

One night make your own pieces then return a second night to decorate/glaze, \$80 per person for 2 classes, includes clay, decorating/glazes and two firings. Class times Mondays and Thursdays 7-9pm. Arrangements can be made for other nights, BYOB, Bluebonnet Pottery, 12341 LBJ Dr., Brenham, (www.BluebonnetPottery.com, 979-289-3765).

May 19

The Global Leadership Summit-Super Early Bird Deadline

Hosted by Champion Fellowship, streaming live from Chicago, 8:30am-4:30pm on August 6-7. Take advantage of the Super Early Bird rate, (visit the GLS2015 page at www.championfellowship.org, 979-277-9090).

May 19

“Wake Up, Washington County!”

Networking Breakfast

Hosted at Whataburger, free for Chamber Members, 7:45am, 2801 Highway 36 S., Brenham.

May 19, 26, June 2

Oil painting class at

Brenham Fine Arts League

Patsy Supak's oil painting classes emphasize strength of color and composition. Ongoing classes, 10am-1pm, Downtown Art Gallery, 113 W. Alamo St., call for more details (979-836-4278).

May 19

Disney's “Peter Pan, Jr.”

St. Paul's Christian Day School presents 3rd and 4th grade classes, 7-9pm, Blinn College O'Donnell Performing Arts Center, 600 Blinn Blvd, Brenham, free admission.

May 20

Ribbon Cutting -

Red Fern Woodworks & Renovations

Join the Ribbon Cutting to welcome this new member, 1000 E. Blue Bell Rd., Brenham, 2:30pm.

May 21

Business After Hours at Blinn Foundation

Make new connections at Business After Hours, sponsored by Blinn Foundation, Brenham Wholesale Grocery, Texas Commercial Waste. Free for Chamber members and employees. Blinn College Foundation, 706 College Avenue, Brenham, 5-7pm.

May 21

Bluebonnet Opry

Friends of the Bluebonnet Opry featuring Duijka Bros, Al Sulak, Shane Lala, and Bluebonnet Opry House Band. Doors open at 5:30pm, Silver Wings Ballroom, 4100 Hwy. 105, Brenham (www.friendsofbluebonnetopry.org).

May 23, 24

Food from the Farm

Learn how to grow heirloom vegetables and flowers as they did in the mid19th century. Learn about companion planting as a natural pesticide, organic farming, and seed saving. Barrington Living History Farm, Washington on the Brazos, 10am-4pm, \$5 adults, \$3 kids (www.wheretexasbecametexas.org).

May 23

Music Makes a Celebration

Discover music that inspired celebration and recreation in the 19th century Texas with the program “Music Makes a Celebration,” presented by Homestead Strings at Fanthorp Inn. Presentations will be ongoing throughout the day and will last approximately 35-40 minutes. Open to all ages but children must be accompanied by an adult. Washington on the Brazos, 11am-3pm, \$5 suggested donation. (www.wheretexasbecametexas.org).

May 25

7th Annual Memorial Day Observance

Musical tributes, student essay readings and more. Keynote speaker Joel Romo. Remember, Reflect, Honor. Bring your lawn chairs and enjoy a morning of celebration. The Chappell Hill Community Cemetery, 5455 Sample Lane, Chappell Hill, 9-10:30am, free admission.

May 27

Ribbon Cutting -

American Overhead Door Co.

Please join us for a Ribbon Cutting for

this New Member, 7405 Hwy. 36 N., Brenham, 9am.

May 28 - June 14

Unity Theatre's “Chapter Two”

A romantic comedy by Neil Simon. Performances Thursdays 7:30pm, Fridays and Saturdays 8pm, Sundays 4pm, Unity Theatre, 300 Church St., Downtown Brenham (www.unitybrenham.org).

May 28

Ribbon Cutting - Brenham Clinic

Dedication of Rybarski Reading Room, introduction of Reach Out and Read Program, and special recognition of Dr. Draehn's 25 years of Service as Brenham ISD School Board Member, 5-6pm, Brenham Clinic, 600 N. Park. St., Brenham.

May 29

6th Annual Drive to be Great 2015 Charity Golf Tournament

Valmont Industries of Brenham hosts this tournament with 100% of the net proceeds going to Boys & Girls Club of Washington County. The event includes lunch, dinner, door prizes, raffle, contests and more, check in 10-11:30am, lunch 11-11:45am, Shotgun start at noon, Brenham Country Club, 4107 Hwy 105 E., Brenham (contact Rhea Krol, 979-277-3343 or Melissa McCune, 979-277-9383).

May 30

Walk with a Doc

Walking program for those interested in a healthier lifestyle. Held the fourth Sat. every month through December, 9-10am, Hohlt Park, meet at amphitheater. Opens with volunteer doctor and short discussion on popular health topic, followed by 30-45 minutes of walking, finishing up walkers can have blood pressure checked, get water, fresh fruit, and a healthy snack. Free.

May 30

Wine Tasting & Garden Tour

A fundraising event for Chappell Hill Garden Club, proceeds go to scholarships, beautification, reseeding of bluebonnets. Sample wines from local wineries, enjoy music by Cypress Ramblers, auction, vendors, food available (not included in entry fee), 11am-3pm, Gold Heart Ranch, \$25 through May 15, \$30 after, tickets can be purchased at Bluebonnet House, 5095 Main Street, Chappell Hill (979-536-2254, 713-562-6191, bluebonnethouse@msn.com, www.chgardenclub.org).

May 30

Farm to Market Dinner

Enjoy a seasonal farm fresh multi-course meal prepared by Chef Brian and Amanda Light of Ronin Cooking. Dine family style at the community table in the restored railroad warehouse in his-

Service

Continued from page 4

and managers showing that they care about their employees.

- Empower Employees. There are some hotel chains where no matter what one requests the answer seems to be “no” or “I don’t know.” There are other hotel chains where employees are encouraged to make on-the-spot decisions and have been provided with personal employee budgets to turn frowns into smiles. This basic principle that customer service starts with front line employees functions not only in hotels, but even in places where one would least expect it. For example, a number of police departments provide their on-line officers with credit cards to use to help a lost child, or lessen the impact of a tragedy. Empowering employees to make customers happy may cost a bit more money, but the company will more than make up for the loss in free word-of-mouth advertising and positive return visits.

-Teach employees that their job is to create memories. Tourism is all about the creation of memories. Every employee in the world of travel and tourism can either create a positive or negative experience. Unfortunately, too many of our employees fear that if they provide extra service, if they go the extra mile, then their supervisors will chastise them for having overstepped their bounds. This sense of employee fear is then transferred to the customer with: “I am sorry, but I cannot do that.”

-Solicit your own feedback. Most travelers and visitors rarely give accurate feedback, but most tourism managers know reality. Take the time to sit back and think what annoyed you the most when you got poor service. List the last 10 times you received poor service and then list the last 10 times that you received outstanding customer service. Your reflections and introspections may be as valuable as the questionnaires that we ask customers to fill out. Ask yourself questions such as: what actions or lack

of actions made me angry? What words or body language impacted the way I felt? What do I remember about an incident that took place a year ago?

-Do not solicit feedback that you do not intend to use. It has now become commonplace for every hotel and airline to ask for feedback after every visit. Customers are coming to realize that (1) no one seems to care what one writes on these computerized feed-back requests, (2) they take a great deal of time and (3) they are merely for the benefit of the business. Often the computerized models insist on information that the customer does not want to give and in too many cases these “feedback” requests only serve to reinforce an already negative experience.

-If you are going to ask for feedback, have a plan. Plan to individualize the data and if the feedback is both negative and valuable, have a plan to turn the negative into something positive. The bottom line is that simply asking for feedback is not customer service but rather it is service that the customer gives to the business. What is true of computers is even more true of random, unsolicited telephone calls. There is nothing that will make an already angry customer even angrier than to call him or her at the dinner hour to gain information that only serves to help the company. If you are going to use cold calling, then make sure that your call center personnel have the power to fix a problem or provide compensation.

- Send a thank you note rather than responding to a complaint. Many customers today are so used to being taken for granted that a thank you note, just for using the product or service, changes the entire way that people think about your hospitality business. Customer service comes from doing the “little things” right and by so doing, people come to feel a sense that they are part of your business.

- Get the CEO Involved in Customer Support. Many people believe that CEOs either do not care or are too busy

to care. The CEO does not have to answer every letter, but having the CEO spend a bit of time to call customers, to answer a few valid complaints or even to invite people to meet him/her at the corporate headquarters can change the entire image of a business or even a convention and visitors bureau. What is true of large cities and corporations is also true for smaller towns and business that want to build a loyal customer base.

"Wake Up, Washington County!" Networking Breakfast

Hosted by



WHATABURGER

2801 Hwy. 36 S.

Brenham

Tuesday, May 19
Starts at 7:45 a.m.

Enjoy breakfast and a chance to network with other local businesses and organizations. It's a great way to inform them about your products and services and learn what's new in the community.

Everyone gets a chance to give a 30-second "commercial" about their business/organization. Be sure to bring plenty of business cards and brochures for sharing. Free admission for Chamber members.

Calendar

Continued from page 7

toric downtown Brenham. The menu will be sourced within 50 miles and the story of your food given by Chef Brian and Farmer Brad of Home Sweet Farm, 6:30-8:30pm, \$65 purchase online, Home Sweet Farm Market, 307 S. Park St., Downtown Brenham (www.homesweetfarm.com).

A few June Events...

June 1-30

Smiles For Life and Adam's Angels

LaRoche Dentistry is joining Smiles For Life campaign and offering to whiten your teeth. The proceeds will help Brenham's Local charity Adam's Angels and children charities around the world (LaRocheSmiles.com, 979-836-5666).

June 1-2

Food Manager Certification Class

Texas A&M AgriLife Extension Service, Washington County, is offering a professional food manager certification training course, \$125 June 1-2 in Brenham. Cost includes training, materials, and a national food manager certification examination, valid for five years. Registration deadline is May 18. For more information call Tanya McGonagill at 979-277-6212 or Sally Garrett at 979-968-5831 (washington.agrilife.org).

June 2

Ribbon Cutting - Standards Health

Please join us for a Ribbon Cutting to welcome this new member, 214 E. Main St., Brenham, 11am (www.standardshomehealth.com).

June 3

2nd Annual Small Business Forum

In addition to announcing the “Small Business of the Year” awards, there will be a leading-edge speakers focusing on sales and marketing success, beneficial to every organization of every size, 8:30am-1pm, Blinn College Student Center, \$49 until May 27 (\$69 after and at the door), \$490 for reserved table for 8 (call 979-836-3695)

June 4

FLOATS-N-FLICKS - DOLPHIN TALE 2

City of Brenham Community Services department presents “Dolphin Tale”. Bring your floats and lawn chairs to the Blue Bell Aquatic Center. Gates open at 7pm, movie begins 10 minutes after sunset. A free family event. Conces-

sions available for purchase (www.cityofbrenham.org/parks).

June 5

Advanced QuickBooks Workshop

All-day advanced-level course. Registration and payment required by 5pm on Thursday, June 4, \$100, Blinn College, Bob Bullock Bldg, 1000 College Ave., Brenham (Carol Doersom, 979-830-4137).

June 6

Round Top Music Festival

Opening Concert. Tickets available online. Free parking, picnic areas, drinks available, Festival Hill, 248 Jaster Rd., Round Top (www.festivalhill.org, 979-249-3129).



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