



May 2020 Wrap Up

#stROngertogether

Contents:

Letter from the CEO
New Members
Upcoming Events
Social Media Sites
Board Member Highlight
Platinum Members
Membership Reminder

Letter From the CEO

One of the big things this crisis has caused everyone to do is change our "normal" routine. We have all heard the saying "new normal", and for business owners, that still is a scary thought. We are opening back up, as the state allows, but with all the precautions and safety measures, many of us are reinventing what we do. In some cases, we are working harder than we ever have before. Why? It's because most of us love what we do, and to flourish in this new era, we all have to reinvent, and change our mindset, so that our business can succeed.

As we talk about this for all of our businesses, the Chamber is no different. How do you update/reinvent a business (and even the chamber industry as a whole) that is primarily driven by events? What happens when you take away the events? Well, we have been working hard on answering that question, and to be successful, we have changed our mindset to be "engagement-driven". It is already a mindset that we have been working towards, especially with our new membership structure we started in October. As we look at the last couple months, these unprecedented times have taught us that we need to dive all the way in, not just stick out feet in. With our new mindset, we are going to be referring to this time a Chamber Evolution. A time of reinvention, of reevaluation, and of re-engagement with our members and our community.

So...what does this look like? Chamber Evolution to me is the mindset of focusing our efforts on activities that offer value to our community and our members. What is our method in accomplishing this? The 4 E's: Engage, Expand, Educate, and Events. We will Engage in more networking opportunities and more member recognition by spending more time connecting with members, and distributing more marketing material on behalf of our members. We will Expand our social media footprint, utilizing more than just Facebook, and creating relevant content for social media. Education for our members and our community is expanding, utilizing our weekly newsletters and our website

more effectively. Lastly, our Events are going to modernize, and we will work on creating new events and collaborating with our community to offer more opportunities for our members. Now, all of this sounds great, but how do we track and measure these things? We have been working a TON with our Website provider, unlocking benefits and expanded one-on-one training, and now have a feature on our website that we can track what we do for each member. Starting today, we can start tracking our "engagements", and provide members with an end of year summary of how many times we mention/promote your business, and how many people see those efforts.

These processes are coming together, but as the name suggests, Evolution is not an instant process. Melodie and I are continuing to look at these things, and find the best and most effective ways to serve our members. We want to be your "go-to" resource, and help our community grow! In this process, your help is needed also. Help us be more effective by sending us events, announcements, sales, job openings, anything that you want us to help you with! Even if it is something as simple as new hours, we want to help you get the word out! If every one were to send us one thing, it would only take each person 5 minutes. But, if we have to go looking for the content, with 175+ members, that can take...well, you get the point.

I appreciate everything you all do for our community, and I look forward to seeing you soon as we navigate this new normal!

Clinton B Woodward
III
President/CEO
Red Oak Area
Chamber



NEW MEMBERS:



Junior's BBQ
Platinum Member
(972) 617-5362

Green Funeral Home
Platinum Member
(972) 544-3230



Southern Pine Mowing
Bronze Member
(972) 979-3810

Ellis County Living Magazine
Silver Member
INFO@LIVING-MAGAZINE.COM



#weROCbusiness

Our NEW 2020 Schedule:

July 25th
Ellis County Market
Ellis County Youth Expo Center

September 12th

42nd Annual Founder's Day
Watkins Park

September 25th

Red Oak Chamber Classic Golf Tournament
Throntree Country Club

October 17th

"Great Gatsby" Annual Auction and Dinner
Red Oak Municipal Building



Check out the Chamber on Social Media!

[Facebook Page](#)

[Instagram Page](#)

[Twitter Page](#)

[YouTube Page](#)

[LinkedIn Page](#)

Board Member Highlight:

Barry Moore

Chairman of the Board
Luncheon Committee Chairman
Auction Committee
Scholarship Committee
Personnel Committee
Nominating Committee

Edward Jones Financial Advisor
(972) 576-8684

[Barry's Website](#)



Thanks for all of your support for
the Chamber!

REDOAK
AREA
CHAMBER OF COMMERCE

2020 Platinum Members

NwardJourney
Learning To Lead & Live In Integrity

FREEDOM HEATING & AIR
SALES - SERVICE - INSTALLATION
RESIDENTIAL & LIGHT COMMERCIAL

**ACCESS
SELF STORAGE
AND TRUCK RENTAL**

**WAXAHACHIE
AUTOPLEX**
waxautoplex.com

Ford Chevrolet Honda Acura Jeep Ram

BaylorScott & White
MEDICAL CENTER
WAXAHACHIE

**JUNIORS
BAR-B-Q**
EST. 1978

AH
ANIMAL HOSPITAL
OF OVILLA

GREEN
FUNERAL HOME

Medical City

BOMBARDIER

FAITH FELLOWSHIP
CHANGING LIVES

Thank you
Platinum Members
for your support!

Membership Reminder

If you have not paid your 2020 Membership, they

are Due now!

I know we are in the middle of an economic crisis,
but we have to keep operating too. We need
everyone's help with this, so that we can further
support our great community.

Please make sure you take the time and renew
your membership today!

[Chamber Luncheon and Event Calendar](#)

[Chamber Website Event Calendar](#)

2020 Board Members:

Chairman-Barry Moore, Edward Jones
Past Chair-David Johnston, Highland Meadows Church
Chair Elect-Beth Trimble, Red Oak ISD
1st Vice Chair-Henry Batson, Faith Fellowship
Treasurer-Holly Jones, InterBank
Secretary-Scott Fuller, Life School

Cherise Burnett, Now Magazine
Tammy Ayala, Prosperity Bank
Jeremy Trojacek, Chick-fil-A
Erin Spradlin, CSE Mobility and Scrubs
Arthur Pierot, Trinity Oaks Mortgage
Patty Jordan, RE/MAX Realty
Will Turner, Baylor Scott & White
Karen Finn, KJ Content Marketing
Logan Ragsdale, Red Oak Public Library

Office Staff:

Clinton B Woodward III, MBA
President/CEO

Melodie Wisdom
Administrative Assistant

