



November 2020 Wrap Up

#stROngertogether

Contents:

Letter from the CEO
TSTC/Bombardier Apprenticeship Program
Platinum Members

Letter From the CEO

Re-inventing the wheel...a statement that all business owners are very familiar with. It is such a popular concept, there are even leadership books bearing the same name. I think John Maxwell says it best:

It seems like so many people try to go it alone these days. They figure things out on their own, from how to solve problems to how to grow as a person. However, because of that, they spend a lot of time "reinventing the wheel" and learning from their own personal experiences - of both success and failure.

Now, we all know that reinvention is vital to a business, I certainly agree with that statement wholeheartedly. But to what end? What does our current performance tell us? Are we fixing something bad and making it better? Or are we taking something great and pushing the envelope higher?

As an example, over the past few months many of you have been noticing several changes with our emails. The plan was to find an option that would help our newsletter reach more members. Previously, I had heard from a few members that told me their company's Email service blocked Constant Contact. So... we began exploring. What did we find out? Looking at the analytics, Constant Contact performed the best out of every option we tried. When we looked at the analytics from a broader perspective, we found out that on average, our emails were beating the industry average by over 10%! Needless to say, we are back to Constant Contact, and will be working to improve in other areas that need more attention.

Change can be a good thing and is necessary. But there are times when you get caught up in your surroundings, and you sometimes miss the mark. Whether it be a new way to do something, or a new service that you offer, there seems to always be something new to learn and do. When you take a look at your business, there is a core set of beliefs/tasks/responsibilities that defines who you are as a business, and you soon discover that these "other things" should be used if they can support your

purpose, and improve your business.

For those who were able to attend, the topic for our November Luncheon was describing our year, then highlighting plans for next year. Multiple times, I mentioned that we need to get back to the basics. What does this mean? It means that we need to get back to our Pre-COVID mindset and be more active in our community. Connecting with our businesses is vital to what we do here in the chamber, and we need to get back to that. To me, I believe that the Chamber President position is one of the most important, non-elected positions in the city, and I need to be more present in all that we do, both as a Chamber and as a community.

As we enter into the holiday season, there is so much going on in our lives, both personally and professionally. Take some time this month and go the extra mile. That could mean several different things. Spending more time with the ones you care about, giving more, sharing more, etc. Let us finish up this difficult year on a high note, so we have something to build on for 2021.

Clinton B Woodward
III
President/CEO
Red Oak Area
Chamber



BOMBARDIER

AVIATION APPRENTICESHIP PROGRAM



BOMBARDIER



YOUR AVIATION CAREER AWAITS
BECOME A STRUCTURAL ASSEMBLER AFTER TRAINING
BE PART OF THE BOMBARDIER FAMILY!

- PAID TRAINING
 - 90-DAY CLASSROOM TRAINING AT TSTC
 - 90-DAY ON THE JOB TRAINING AT BOMBARDIER, RED OAK
- MUST BE ABLE TO:
 - DEMONSTRATE TOOL AWARENESS
 - PASS AN ENGLISH READING TEST
 - PASS MANUAL DEXTERITY TEST
 - HAVE FLEXIBLE SCHEDULE (AM OR PM CLASSES)
- MUST BE MECHANICALLY INCLINED AND HAVE A GREAT ATTITUDE
- **NEXT GROUP STARTS FEBRUARY, 2021**

SIGN UP: 469-559-0229 - TBRUMFIELD@JSGINC.COM

NO WALK-INS

SCHEDULE APPTS: BY 12/16/20

TSTC, RED OAK
119 N Lowrance Rd,
Red Oak, TX 75154



Thank you
Platinum Members
for your support!

[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

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

