



Professional Development

The Emergency Medical Technician Program at Los Fresnos High School is seeking donations to help the students with transportation and meals to take the exam in Edinburg, Texas on May 18th. For more info or to donate contact 233-4488

Upcoming Events

- Chamber General Meeting May 22, 2012 at The Los Fresnos Inn & Suites- 12:00 noon.
- Los Fresnos High School Graduation 2012- June 2nd
- HSB Camp- June 21-23rd register online at www.HSBCAMPS.com
- July 4th Park Festival and Park celebration

NOW OPEN

- Los Fresnos Whipple Road Pavillion- Now available to rent. Contact Hector Liendo 434-9129

WELCOME NEW MEMBERS

Gracia Chiropractic & Wellness Clinic
Rental World
Sun Loan



Los Fresnos Chamber of Commerce

WWW.LOSFRESNOSCHAMBER.COM



203 N. Arroyo Blvd.-Los Fresnos, TX-78566

ISSUE

05

MAY 2012

MONTHLY JOURNAL OF BUSINESS AND COMMUNITY INFORMATION



What are QR Codes?



Los Fresnos Chamber of Commerce

QR codes (also known as square codes) are similar to the barcodes used by retailers to track price and inventory products at the point of sale. The difference is the amount of data a QR code can hold or share.

QR codes are two-dimensional (2D) matrix barcodes that can hold thousands of alphanumeric characters of information.

When you scan or read a QR code with your iPhone, Android or other camera-enabled Smartphone, you can link to digital content, URL's or Web pages and activate a number

Announcing Change In Summer General Meetings

This month our General Meeting will be held at the Los Fresnos Inn and Suites. We will have the General Membership be the speakers for our meeting. Ministries, Clubs, Non-Profit organizations and businesses will be given the opportunity to provide information to the chamber members about summer events, programs, camps or care they have to offer for the community. Knowledge of these events, programs, clubs and services help keep locals here to spend their dollars in our community. The General meeting this month is on Tuesday, May 22nd at 12:00 noon. Lunch will be provided by Subway and plates are 6.50.

This Summer, the Chamber will make changes to the location of the General Meetings. For the months of June, July and August. The Chamber meetings will be held at a local Restaurant. Many of our Restaurant business owners have expressed their thoughts of having our meetings at their location. If you are a local restaurant business

We would like to remind you that there are only 3 months so contact us as soon as possible to schedule your restaurant.

On another note, The Chamber would love to hear from it's members. We are preparing to schedule our speakers for the remaining six months of the year. At our past General meetings we have had Financial Advisors, Education Administrators, County and Local officials speak. The Speakers have all provided you with valuable information or a business professional educational program designed to give you knowledge that will affect your business and help you to grow it. If you would like to hear about a Topic or know a speaker who would like to do a presentation, that can relate or advise our fellow business members through a chamber general meeting please contact the Chamber office. As you know our main priority is to help you and all our business members. So Share, Communicate and Network. Together we can be successful.

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What are QR Codes?

(Continued)

of phone functions including email, IM and SMS; and connect the mobile device to a web browser .

How QR Codes Can Grow your business?

Quick Response codes (QR codes) are expected to achieve widespread use this year – and for good reason. Consumers want immediate access to what is important and QR codes are being used to make that happen.

For businesses and consumers, the ability of QR codes to connect people with each other and to multimedia digital content is very useful .

creating your QR code. Is a simple process of entering the data into a QR code generator. It takes just a few minutes. A Simple one to use is Kaywa.com. After creating your own business QR code. Check out this Month's Tech Tips and get that Business growing!



What first-time Business Owners Really need to know.

Traits that helped the successful business owner thrive.

As you read through these tips, check off the traits you have mastered. Learn and Practice the traits needed and find your business grow to success.

Do what you enjoy. Make sure you like and believe in the product or service you provide. Your heart needs to be into your work.

Have a business plan. The plan is to guide you from point A to point Z. You can use this to measure your success and builds habits that every business owner should develop, implement, and maintain. Plan everything.

Manage your money wisely. all home business owners must become wise money managers to ensure that the cash keeps flowing and the bills get paid. There are two aspects to wise money management.

1. The money you receive from clients in exchange for your goods and services

1. (income)
2. The money you spend on inventory, supplies, wages and other items required to keep your business operating. (expenses)

Remember it's all about the customer. Your business is all about your customers, or clients, period. Your small

business is not about the products or services that you sell. Your small business is not about the prices

that you charge for your goods and services, nor is it about your competition and how to beat them. Everything you do in business must be customer focused, including your policies, warranties, payment options, operating hours, presentations, advertising and promotional campaigns and website. Get to Know and retain your customers.

Be known as an expert.

It only stands to reason that the more you become known for your expertise in your business, the more people will seek you out to tap into your expertise, creating more selling and referral opportunities.

Have a competitive advantage

“Becoming a new IT manager means you must actively take the reins”

Think about the one aspect or combination of aspects that is going to

separate your business from your competition? Will it be better service, a longer warranty, better selection, longer business hours, more flexible payment options, lowest price, personalized service, better customer service, better return and exchange policies or a combination of several of



Solutions to Grow Your Business

these?

Invest in yourself.

Education is an ongoing process and there are usually ways to do things better, in less time, with less effort. Top entrepreneurs never stop investing in the most powerful, effective and best business and marketing tool at their immediate disposal-- themselves.

Get involved.

Always go out of your way to get involved in the

community that supports your business. You can do this in many ways, such as pitching in to help local charities or the food bank, becoming involved in organizing community events, and getting involved in local politics. You can join associations and clubs that concentrate on programs and policies designed to improve the the local community. It's a fact that people like to do business with people they

know, like and respect, and with people who do things to help them as members of the community. There is more:

- **Master the art of negotiations.**
- **Get and stay organized.**
- **Take time off.**
- **Limit the number of hats you wear.**
- **Follow-up constantly.**

This Month's Q&A Technology Tips

Q: Where can I use my QR code?

Where:

- **The Back and Front of your business card**
- **Your Brochures and other Marketing materials**
- **On your Store front window**
- **On business Trucks and Trailers**
- **Product tags and packaging**
- **Point of Sale Receipts**
- **On your emails**
- **Your letterheads**



THINK AHEAD Teacher Welcome Back Bags, Already?

The Chamber wants to remind you that it's time to prepare an order for your promotional items to put in our Welcome back bags. Our goal last year was to assemble 650 bags we established around 500. We received approximately 30 back and they were used throughout the years to new members and were available to new residents to the area. It is important to think about the school teacher and how she/he will use your promotional item. Some of our biggest hits last year were, bottled waters, highlighters and teachers love coupons.

Working with that QR Code And my Phone

Search your phone apps for a QR reader. Download that application once you have it downloaded practice scanning the LFCC QR code to the left and check out how it works. Once you get this QR thing down your gonna want to scan them all.