

MARCH 1, 2024

VOLUME 7

# The News

Guymon Chamber of Commerce Newsletter



## BROWNFIELD WORKSHOP!!

Does your community have old gas stations, unused buildings, or other potentially contaminated properties impeding future economic growth? Are you concerned these sites may be negatively impacting health and the quality of life in your neighborhoods? Do you look at these properties and wonder how you might bring them back to productive use?

You are invited to attend a free brownfields workshop on Wednesday, March 13, 2024, hosted by the Guymon Chamber of Commerce, the Oklahoma Corporation Commission's Brownfield Program, and the Kansas State University - Technical Assistance to Brownfields Program (KSU TAB). Workshop participants will learn about:

- What a brownfield is (and is not);
- OCC resources for assessment and cleanup of former service stations
- Other local, state, and federal resources available to address brownfields; and
- How to include brownfields redevelopment in community revitalization

Who should attend? Local and regional government officials, economic and community development organizations, lenders and real-estate professionals, property owners, and anyone interested in learning about brownfields and financial resources for local redevelopment. To register, go to [www.ksutab.org/events](http://www.ksutab.org/events)

## Newsletter Highlights

- Brownfield Workshop
- 2024 Chamber Members
- Things a Chamber Director ought to know...
- Business of the Month
- Spotlight of the Month
- Volunteer Opportunities
- Gun Draw Tickets on Sale!
- The Power of Fear
- Ribbon Cuttings
- Upcoming Events & Ads

**Thank you to these 2024 members who renewed or joined in February!!**

- **Business Level**

- Main Street Guymon
- Artist Incubation-All Fired Up Art Gallery
- Oakes of Mamre
- Transdev Fleet Services
- Mazzios Pizza
- Hampton inn & Suites



# Things a Chamber Director ought to know...

Is it beneficial to join the Chamber?

What can you tell me about the casino?

When can I register for the Pioneer Day Mercantile?

Where do I find the nomination form for Parade Marshall?

When is the Guymon Parade?

Who has roll off dumpsters and a salvage yard?

Have you ever typed a Historical Preservation Nomination Form?

Where is Eggs & Issues?

Does anyone in town provide services for elderly & disabled?

Who will help pay my electric bill?

What is a good date for the Lt. Governor to visit?

Where did the people from Heritage Community go?

Where can I overnight with my horses?

Can you send me a Rodeo Sponsorship Agreement?

What is the best bicycle route to Canada?

Do you use mobile stages in your productions?

Where can I find information regarding the Veteran banners downtown?

Is there HUD Housing available in Guymon?

Give us a call!! We are here to help!! 580-338-3376



**Business of the Month**  
**March 2024**  
**Vallarta's Mexican Bar & Grill**

Vallarta's Mexican Bar and Grill has been a part of the community for over 11 years. Along with the Guymon location, owners Gilberto and Maria Zavalza are partners with three other Vallarta locations.

"We opened the restaurant and then liked the town so much that we decided to move here," says Maria. "Our three girls were very young, so they have been raised here most of their life." When asked about what they enjoyed about the community, Maria said it is the small town and friendly people, but also, the chance to meet people from many different cultures and countries, and to learn about them. "We have so many people to learn from here."

Vallarta's is open seven days a week and offers a menu that includes authentic Mexican food, American food, vegetarian options and breakfast served all day, along with a full bar. The carne asada is one of their most popular dishes locally. Maria does find it interesting that favorite dishes vary at their various locations. "Here, steaks and Mexican food are popular. In some of our other locations, it is American food or vegetarian options." The restaurant takes pride in providing friendly customer service to all of its customers.

While the road construction along Highway 54 had caused some initial lag in business, Maria says that it is starting to get better. "We want to thank our customers for their support over the years and their continued support now. We appreciate each of them."

Congratulations to Vallarta's Mexican Bar and Grill as the March Business of the Month.



Mexican  
Grill & Bar



## March 2024 Business Spotlight Big R

**"They say we are a 'Firearms store that sells feed.'", an interesting tagline from James Martinez who manages the Big R Store in Guymon.**

**Big R held its grand opening in July of 2021; however, prior to that, it was a locally owned store known as Standard Supply. Standard Supply was in business in Guymon for over forty years before transitioning to the Big R chain. James has been with the business since 1996.**

**Big R is one of thirty-eight stores across the five state region. The Guymon location is the only one in Oklahoma and employs nine people. They are open seven days a week and offer a wide selection of firearms and ammunition, along with feed, pet food, tools, and other farm and ranch supplies, as well as a huge selection of clothing, hats, and boots in popular brands and styles.**

**James says that the transition to the Big R chain has been well received in the community and has brought in lots of new customers. "Our customer base used to be mainly farmers and ranchers. Now, it is everything from young to old and everything in between. It has really increased our business. The community seems to enjoy the options we provide and the new items that we have in stock."**

**Unlike most businesses along the Highway 54 construction zone, Big R has actually seen an increase in business with all of the contractors in town. "We are always busy."**

**James and his staff pride themselves on offering fantastic customer service with a smile.**

**Congratulations to Big R as our Business Spotlight for March!**

Meet some of the team:

James Martinez  
Bailey Myers  
Christie Holifield  
Nayely Licea  
Lundie Long







Some of these are not events, just suggestions. And, we are always looking for more ideas!!

**Looking for a way to get involved with the Chamber??  
Join a committee to help provide great events for our  
community!!**

**Chamber Events:**

**Pioneer Days-Parade, Rodeo, Mercantile, etc.**

**Golf Tournament**

**4th of July Event??**

**Food Truck Weekend??**

**Leadership Guymon**

**Chamber Banquet**

**Halloween Palooza**

**Christmas Parade??**



## Gun Draw Tickets for Sale

**TICKET PRICE - \$10**  
**NEED NOT BE PRESENT TO WIN**

### Pioneer Days Rodeo Gun Draw

**PROGRESSIVE GUN DRAW**

**1 DRAWING EACH MONTH JANUARY - APRIL**

**FINAL DRAWING AT SATURDAY NIGHT PIONEER DAYS RODEO PERFORMANCE**

**WINNERS WILL CHOOSE FROM AVAILABLE PRIZE LIST**

HK416 22cal. Semi-Automatic	
CZ-USA 712 G2 12 Gauge Shotgun	
Ruger Security 9 Compact with Viridian E Series Laser	
\$500 Gift Card to David Yurman	

2 Gift Cards - \$250 + \$250 Wirtz Lumber

**PROCEEDS BENEFIT GUYMON PIONEER DAYS RODEO**

**Stop by the Chamber  
Office or let the  
Chamber know and  
we will come to you!**

**PROGRESSIVE DRAW: Each ticket purchased is eligible for all five (5) drawings.**

- You must be a legal resident of the United States to obtain a ticket. Winners must be of legal age to take possession of the firearm and be able to pass the background check.
- All firearm transfers will be done through a Federal Firearms Licensed Dealer (FFL) and all applicable Federal and State laws will apply, including the state laws for the legal residence of winning ticket holders.
- Winners will be notified by phone number listed on the ticket stub.
- No substitutions for ticket holders.



Check the "Guymon Pioneer Days" and  
"Guymon Chamber of Commerce" Facebook pages for updates.

# The Power of Fear?

Hang with me for this article. It ought to pay off in the end.

One of my best friends, Dr. Jeff Baker, is a clinical psychologist. He's also a Leadercast 365 contributor. (Check out his latest course on mental health [here](#).)

Jeff and I were having dinner a few months ago, discussing what motivates people. He told me something that has stuck with me. In some ways, it's counterintuitive to so much of what I read in leadership books. He asked me what I feel the best leaders use to motivate people. I answered with something like, "Vision...showing people a preferred future." His response was a confident "No."

"Ok, so what then?" I asked.

"Fear," he replied. "People will always be more motivated by fear than aspiration."

I didn't love hearing that, but it resonated as true. I immediately thought of all the negative, fear-driven leaders who have convinced millions of people to follow them. All with awful results. I felt kind of sick, to be honest.

"Good leaders just learn to be afraid of the right things," he said.

I've thought about that almost every day since as it relates to Leadercast. I know the answer to what actually scares me. I am afraid of people following leaders who are not worth following. I worry about living in a world full of leaders who are self-centered and unable to access empathy. I worry that those I love will end up following someone who doesn't see them as a human full of potential. I worry about leaders who worship success, money or fame. I don't want to live in a world where those sorts of leaders win. The stakes, as it turns out, are sky-high.

If you've ever had a "bad" leader at work you know where it leads. The stress comes home. An awful leader at work has a ripple effect on our partners and children and friends. We spend most of our lives at work. We all deserve to follow a leader worth following.

That's why I wake up every morning to do what I do. I have a list of aspirational hopes for Leadercast, but it's the fear that really motivates me. Every human being matters. Every person deserves to be led by someone who sees the best in them and will even sacrifice for them. If enough of us believe that, then the world will start to change. If we don't, we're in trouble. So, let's be afraid of the right things.

And then let's lead so well that those fears begin to give way to our aspirations.

JOE BOYD

Leadercast CEO Joe Boyd is a storyteller and entrepreneur. Before Leadercast, Joe led Boonrise, a highly successful creative agency, and production company. He is passionate about leadership development and speaks about improvisational leadership, storydriven living, and embracing failure



Seaboard Employment  
Center



LifesPlan Physical  
Therapy

# Upcoming Events

- March 4 Academy Elementary Tour
- March 6 PSC Pancake Supper
- March 7 Shop & Dine
- March 8 Panhandle Insurance Ribbon Cutting
- March 9 Benefit Softball Tournament
- March 13 Brownfield Workshop
- March 14 Academy Elementary Tour
- March 25 NWOA Legislative Reception

All of these events & more can be found on the Event Calendar at:  
[www.guymonokchamber.com](http://www.guymonokchamber.com).

And follow us on Facebook!



**Panhandle Services  
for Children**

10 am - noon  
March 19, 21 & 22

# LOVE NOTES

Call 338-7082 to  
register your young  
people aged 12 - 18

Young people learn how to make wise  
choices about

- healthy relationships
- sexuality
- pregnancy
- partnering

They will also learn

- effective communication skills
- conflict management skills
- recognize & protect themselves  
from unhealthy relationships
- navigate technology with online  
sharing, sexting, & digital consent
- help cultivate a vision for success



**Panhandle Services  
for Children** *annual*

# PANCAKE Supper

To Go boxes  
available

Free Will  
Donation

**WED., MARCH 6, 2024**  
5:30 - 7:30 pm

**METHODIST CHURCH  
ENRICHMENT CENTER**

Corner of 6th & Quinn Streets

**SAUSAGE • PANCAKES • DRINKS**

[www.panhandleservices.org](http://www.panhandleservices.org)



*Annual Community Clean-Up*  
PROVIDED BY:

 THE CITY OF GUYMON OKLAHOMA

**SATURDAY, APRIL 13, 2024**

**TEXAS COUNTY ACTIVITY CENTER**

**TWO (2) ROLL-OFFS**  
**DUMP TRAILER FOR METAL**  
**APPLIANCE DROP-OFF**

CHECK-IN @  
**TRANSFER STATION OPEN FROM 8 AM-5 PM**  
**TIRE & APPLIANCE DROP-OFF**  
4 PER HOUSEHOLD W/ ID OR UTILITY BILL FOR PROOF

Main Street Guymon  
116 NE 5th Street  
580-338-6246

 LUNCH  
12:00PM-1:30 PM  
@ SUNSET



***Presented by Golden Mesa Casino***

**ACTIVE  
FOR  
AUTISM**



**5K RUN  
1 MILE  
WALK**

**APRIL 13  
10 AM**

**THOMPSON PARK  
EAST SIDE**

**REGISTRATION 9:30 AM • START 10:00 AM**

**\$25** Guaranteed T-shirt  
if registered by  
March 15th

**EARLY REGISTRATION**

**\$30** T-shirts available for  
purchase, limited  
supply available

**DAY OF RACE**

*Proceeds to benefit local Special Olympics participants*

For more information, please contact Araceli Martinez at: [araceli.martinez@goldenmesacasino.net](mailto:araceli.martinez@goldenmesacasino.net)

**MIDDLE OF SOMEWHERE  
SOFTBALL**

*PRESENTS*

**A BENEFIT  
SOFTBALL  
TOURNAMENT**

Jamie Hawthorne was recently diagnosed with breast cancer and has begun her fight. Jamie is one of the strongest and most uplifting women I know and I'm fortunate to be able to call her a friend. All proceeds will go to Jamie to help relieve some of the financial costs of this battle.

Let's team up for Jamie and strike out cancer!

**WHEN:** MARCH 9, 2024  
**WHERE:** SEABOARD FIELD, GUYMON, OK  
**DEADLINE TO SIGN UP:** MARCH 6, 2024  
**TEAM FEE:** \$350  
**3GG • 7M/3W • PRIZES FOR 1ST & 2ND PLACE**  
**B.Y.O.B. (BRING YOUR OWN BALLS)**  
USSSA STAMPED: 12" FOR MEN, 11" FOR WOMEN  
**RSVP TO:** SARA DECKER @ 580-527-1907





Follow us on Facebook @ Middle of Somewhere Softball

**BROWNFIELDS  
IN THE PANHANDLE  
RESOURCES  
FOR REDEVELOPMENT**

**WHEN**  
**Wednesday,**  
**March 13th, 2024**  
**9:00 AM - 3:30 PM**

**WHERE**  
**Guymon Public Library  
& Arts Center**  
1718 N Oklahoma St, Guymon, OK  
PARKING IS FREE

**FEATURING** • Oklahoma Corporation Commission •  
Kansas State University Technical Assistance to Brownfields  
Program • Oklahoma Department of Environmental Quality •  
Guymon Chamber of Commerce • Main Street Guymon •  
Guymon Economic Development Department



[WWW.KSUTAB.ORG/EVENTS](http://WWW.KSUTAB.ORG/EVENTS)

**FREE  
WORKSHOP**

**LUNCH**  
IS PROVIDED FOR  
ALL ATTENDEES

**REGISTER  
IN ADVANCE FOR  
GUARANTEED SEATING:**  
[KSUTAB.ORG/EVENTS](http://KSUTAB.ORG/EVENTS)  
REGISTRATION ALSO  
AVAILABLE ON SITE  
50 SEATS AVAILABLE

**TOOLS FOR  
GROWTH**  
LEAVE EMPOWERED TO  
CREATE ECONOMIC  
CHANGE IN YOUR  
COMMUNITY

**CONTACT**  
**Scott Nightingale**  
**KSU TAB**  
[scottnight@ksu.edu](mailto:scottnight@ksu.edu)  
785.207.6021





Guymon Pioneer Days Rodeo

DINNER, DANCE &

# DRAW DOWN

**\$3,500 cash prize!\***

SATURDAY  
APRIL 13

AT PIONEER ARENA  
HOSPITALITY CENTER  
DOORS OPEN AT 06:00PM

\*cash prize dependent on ticket sales

featuring



## THE BUSTER BLEDSOE BAND

TICKET: \$50 PER PERSON - CHIP DRAW FOR GUNS, PRIZES AND MONEY  
DINNER & BEER PROVIDED, CASH BAR - NO OUTSIDE ALCOHOL ALLOWED!  
MUST BE 21 OR OLDER & SHOW VALID ID AT THE DOOR

