

# The News

Guymon Chamber of Commerce Newsletter



## Harvest Your Success: A Small Business Guide to Fall Preparations

As summer gives way to autumn, it's time for local businesses to prepare for a new season of opportunities. Fall is more than just a change in weather; it's a critical period for small businesses to clear out old inventory, attract new customers, and lay the groundwork for a successful holiday season. By taking a proactive approach now, you can set your business up for a prosperous final quarter of the year.

## Refresh Your Storefront and Inventory

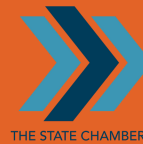
First impressions are key. Give your business a seasonal facelift to create a welcoming and festive atmosphere. Think about incorporating fall decor like pumpkins, gourds, or autumnal wreaths. For retail, this is the perfect time to clear out any remaining summer merchandise with an end-of-season sale to make room for new fall products. Customers are often looking for cozy sweaters, autumn-themed home decor, or limited-time seasonal food and beverage items.

## Update Your Marketing Strategy

Your marketing efforts should reflect the changing season. Use fall-themed imagery and language in your social media posts, email newsletters, and in-store signage. Consider running a "back-to-business" or "fall harvest" promotion. A great way to engage with the community and attract new customers is by hosting a fall-themed event. Online, make sure your website and social media profiles are updated with your current hours, contact information, and any new seasonal offerings.

(Cont. pg 2)

The Chamber is proud to partner with:



**Main Street**  
*Guymon*



Beaver County  
Chamber of Commerce

### **Prepare for the Holidays (Yes, Already!)**

September is not too early to start thinking about the end-of-year holidays. This is often the busiest and most profitable time for small businesses.

- Plan your promotions: Start brainstorming your Black Friday, Small Business Saturday, and Cyber Monday promotions.
- Check your inventory: Forecast your needs and get orders in now to avoid last-minute supply chain issues.
- Consider staffing: Evaluate your staffing needs for the holiday rush. If you'll need seasonal help, start the hiring and training process early.

By planning ahead, you can reduce stress and ensure you're ready to serve your customers when the holiday shopping season arrives.

### **Get Involved with the Chamber**

The Guymon Chamber of Commerce is here to support your business every step of the way. Let's work together to make this fall season a success!



THANK  
YOU

#### 2025 Partners

- Yajahira Beauty's Hair & Waxing Lounge
- Mr. Burger
- Southwind Marketing
- Cimarron Pharma Dispensary
- Tortilleria Velasquez
- Oakes of Mamre
- A&K Land and Cattle

THANK  
YOU

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## September Business of the Month: Regency Auto Center

Alphonso Mata has been in the car business for over two decades. He took on the full-time management of Regency Auto Center in 2017 before becoming an owner in 2019, alongside his business partner, Jesus Chuma Vega.

Regency Auto Center offers a range of services, including used car sales, car rentals, and window tinting. They are also an authorized installer of Intoxilock devices and sell Premier Portable Buildings and Legacy Car Ports.

Beyond his business, Alphonso is deeply involved in the community. He has served on the Main Street Guymon Board, the Chamber of Commerce Board, and the Guymon School Board, where one of his recent accomplishments was helping to pass the school bond to build the new third- and fourth-grade center. He currently serves on the board for PCHC.

His commitment to Guymon is clear through his support for events and organizations like Guymon Pioneer Days, school activities, Chamber events, and Kids Inc. As Alphonso puts it, "As a business owner, this community has been a huge blessing to me. I enjoy helping people and giving back."

The Chamber is proud to recognize Alphonso and Regency Auto Center as our September Business of the Month! Their dedication to both their customers and the community makes them a vital part of Guymon.



## September Business Spotlight: Precision Body Shop

Sergio Gonzalez, a Guymon native, opened Precision Body Shop in 2018 in the Adams Hardfacing Business Park. His dedication and skill quickly paid off, and by 2021, he had outgrown his initial space and moved to the shop's current location on Highway 54.

Precision Body Shop handles all types of collision work and partners with all major insurance companies. The team of six also offers window replacement and paintless dent removal.

For Sergio, the decision to open his business in Guymon was an easy one. "It was all about competition in the big city. Out here, even between body shops, we work together," he says. "We help each other out, bounce ideas off of each other, ask for advice. It is just a great community." He loves the small-town feel, where everyone feels like a neighbor.

Beyond his work, Sergio and Precision Body Shop are dedicated to supporting the community. They regularly contribute to local and school events, including Guymon Pioneer Days, Home for the Holidays, and various school sporting events. Sergio believes it's important to help the community grow and thrive, knowing that his contributions are put to good use and directly benefit Guymon.

The Chamber is proud to have members like Sergio and Precision Body Shop. Congratulations on being our September Business Spotlight!



# Things a Chamber Director ought to know...

Do you have any breakfast restaurants in town?  
Can the Chamber issue a Certificate of Free Sale?  
Who do I contact for Farmers Market?  
When is Halloween Palooza?



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



**Volunteers  
needed**

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!!**

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

**Golf Tournament  
4th of July Event  
Food Truck Weekend??  
Leadership Guymon  
Chamber Banquet  
Halloween Palooza  
Home for the Holidays  
Christmas Parade??**



**Volunteers  
needed**



## Upcoming Events

- Saturdays thru September 13-Farmers Market
- Sept 4-6-Texas County Fair
- Sept 6-Chamber Golf Tournament
- Sept 13-Pink Heals Poker Run
- Sept 23-Main Street Guymon BIG Q & A
- Sept 24-Fisch & Hitch Night Market
- Sept 25-Harwell & Cook Ribbon Cutting & Open House
- Sept 25-TCEC Annual Meeting
- Sept 27-OPSU Homecoming
- Oct 2-Shop & Dine
- Oct 4-4B Fest
- Oct 9-Chamber Banquet

## 2025 Chamber Events

- Pioneer Days-April 27 thru May 4
- Fourth of July-July 4
- Golf Tournament-September 6
- Chamber Banquet-October 9
- Halloween Palooza-October 31
- Home for the Holidays Light Festival-December



**Main Street  
Guymon**

# FARMERS MARKET

**JULY 5<sup>TH</sup> - SEPT. 13<sup>TH</sup> | 8AM TO 11AM**

In front of the courthouse going down Main Street

**Brought to you by Linda Hill Crop Insurance and the City of Guymon**

Sponsored by: **FNB**

## LUNCH & LEARN

L & L IS PROVIDED TO INSPIRE AND EDUCATE PARENTS, GUARDIANS, YOUTH SERVICE PROVIDERS, AND THE GENERAL PUBLIC ON RELEVANT TOPICS OF CONCERN.

MONTHLY ON 3 RD THURS. 12:00 PM - 1:00 PM

JUNE 19	What is PTSD?
JULY 17	App Education & Internet Safety
AUGUST 21	Bullying
SEPTEMBER 18	Suicide Awareness
OCTOBER 16	Mental Health & Medication
NOVEMBER 20	Co-Parenting after Conflict
DECEMBER 18	Self-Care

**2026 TOPICS**  
Stalking & Human Trafficking, Teen Dating Violence, Child Abuse, Managing Grief, Money Matters.

TOPICS ARE SUBJECT TO CHANGE. LUNCH & LEARN IS FREE, HOWEVER, REGISTRATION IS REQUIRED.

PANHANDLESERVICES.ORG 580.338.7082 HELP@PANHANDLESERVICES.ORG  
405 S. Main Street, Guymon, OK 73042

# NIGHT MARKET

last Wednesday of every Month  
June - September

123 N Main St  
Guymon, Oklahoma

GUYMON OK  
FISCH & HITCH  
FLOWER CO.

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!

GUYMON CHAMBER OF COMMERCE  
PRESENTS

# A NIGHT AT THE OSCARS GUYMON EDITION



October 9<sup>th</sup>, 6-8 PM  
Pickle Creek Event Center  
Corporate Tables-\$350  
Individual Tickets-\$30

**CALL TO RESERVE YOURS TODAY!!**  
**580-338-3376**