

BizStream

AMARILLO BUSINESS NEWS ON TAP

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Visitor Council names new vice president

Dan Quandt has been promoted to vice president of the Amarillo Convention & Visitor Council, effective immediately.

“Dan has made a strong, positive impression in Amarillo in just 14 months. So, his promotion at the Amarillo Convention & Visitor Council is another step in the right direction for Amarillo’s bright future,” said Gary Molberg, president of the Amarillo Chamber of Commerce.

Quandt started as executive director of the Amarillo CVC on Oct. 22, 2012. Quandt serves on numerous local, state, regional and national boards and committees.

“I am thrilled to be the Amarillo Convention & Visitor Council’s new vice president. With the outstanding staff at the CVC, there is no doubt that only positive things are to come for Amarillo,” Quandt said.

A North Dakota native and a graduate of the University of North Dakota, he has more than 30 years experience in the tourism industry, holding positions in South Padre Island; Lincoln, Neb., and Grand Forks, N.D.

The Amarillo CVC is the premier marketer of Amarillo.

Its mission is to increase hotel and attraction visitors by promoting the Amarillo area as a unique destination.

Source: Amarillo Convention & Visitor Council

Technical Solutions helps automotive dealers

Technical Solutions, an industry leader in unified communications, has developed a unique program that is changing the way in which automotive dealers operate, increase employee productivity and bolster

customer service.

Technical Solutions has identified several technologies that make employees more productive and streamline operations.

One example is the functionality offered by Automatic Call Distribution. ACD phone systems distribute incoming calls to a specific group of terminals that agents, salespeople, customer service, parts departments or administrative staff use.

ACD systems are often found in offices that handle large volumes of incoming phone calls from callers who have a specific need at the earliest opportunity.

This significantly reduces the amount of time that a customer has to wait on hold.

Another example is the functionality offered by the “Find Me, Follow Me” feature.

“Find Me” refers to the ability to receive incoming calls at any location. “Follow Me” refers to the ability to receive calls at any number of designated phones, whether ringing all at once, or in sequence.

Source: Technical Solutions

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James Avery updates website

James Avery, a family-owned jewelry retailer, launched its newly redesigned website, www.jamesavery.com.

The new website includes high-resolution product images, improved navigation with better sorting and refinement options, enhanced engraving program with jewelry preview and updated “create your own” tools that make it easy for shoppers to attach charms to bracelets and other items.

A few other new features that make shopping easier online include guest



checkout, a simplified wish list and the ability to shop by collections, themes and occasions.

James Avery has also launched a new mobile website at m.jamesavery.com. Visitors will have the ability to browse and shop online, locate the nearest store and check the status of an order.

Nationwide, the company operates 69 stores. Customers can learn more about James Avery and find their nearest store location by visiting www.jamesavery.com/store locations.

Source: James Avery Jewelry

Gold's Gym hires marketer

TAG Business Strategies, a local and search Internet marketing company, announced the addition of Gold's Gym Puckett in Amarillo to its portfolio of clients.

Gold's Gym Puckett has joined Gold's Gym Amarillo and retained TAG's online marketing services to promote health clubs and their amenities. Both gym locations have the latest cardio and strength-training equipment and offer a free seven-day trial membership.

"We're very proud of the initial model we created for Gold's Gym in Amarillo and the success it has had in driving new customers and increasing social media interaction for them," said Bill Konstand, CEO of TAG. "We're looking forward to

offering the same results, visibility and market leadership positioning to other growing businesses in the greater Amarillo area."

Source: TAG Business Strategies

TravelCenters boosts offerings

TravelCenters of America, operator of the TA and Petro Stopping Centers travel center brands, has introduced World Blends Coffee Co., with premium whole-bean blends ground on-site just before brewing.

World Blends Coffee is available exclusively at TA and Petro and includes four varieties:

- House Blend, chosen for its rich, robust flavor

- Dark Sky Café Blend, chosen for its extra measure of caffeine

- Red Sky, a South American medium-bodied coffee

- High Mountain Arabica, a full-bodied dark roast

"The coffee in our restaurants and travel stores was good before, but the new fresh-ground, whole-bean blends take our quality offering to another level," said John Ponczoch, senior vice president of food marketing and operations for TravelCenters.

Source: TravelCenters of America

Geico focuses on distracted driving

Geico is asking students to speak up against distracted driving through

two contests, a music video contest and T-shirt design contest.

Each contest allows students to use creative skills while spreading awareness about the dangers of distracted driving.

High school students, grades 9-12, can create their own music video using one of Geico's soundtracks and adding their own original lyrics. The Geico music tracks can be downloaded from the Geico Music Video Contest website.

All students in first through 12th grade can submit a T-shirt design that depicts how to prevent distracted driving. The design can be hand-drawn or computer-generated and showcase any or all forms of distractions, such as texting and talking on the phone, eating, grooming and adjusting the radio or GPS system while driving. Designs can also be submitted online through the Geico T-shirt Design Contest website.

Judges will select one national music video

winner, who will win a \$1,500 cash prize, and one national T-shirt design winner, who will receive a \$500 cash prize. Additional cash prizes also will be awarded to finalists.

The deadline for submissions is Jan. 24. For more information about guidelines, contest rules and submission, visit www.geicosafetycontest.com.

For information about distracted driving, visit www.distraction.gov or

www.iihs.org.

Source: GEICO

BizStream is an AGN Media blog of submitted news from Amarillo businesses. Follow the flow at amarillo.com. Send your news to business@amarillo.com.



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