



October Newsletter

Message from the Director

Dear Chamber Members,

September was busy in all the best ways from ribbon cuttings, markets, concerts, and plenty of chances to cheer each other on.

Now October is here, and it's stacked: luncheons, festivals, coffees, galas, and more. But at the center of it all is the Jamburgeree, October 17-18.

This isn't just another weekend on the calendar! It's a Chamber-run, FREE, two-day, Athens-style celebration of who we are: The Black-Eyed Pea Capital of the World and the Home of the Hamburger.

The support pouring in already, from sponsors, volunteers, vendors, and neighbors, is proof that this festival belongs to everyone.

My hope is simple: That you'll come downtown, bring your family, and take it all in. The food, the music, the laughter, the games, the history.

This is Athens at its best and we're excited to CELEBRATE IT!

Warmly,

**Jennifer Browning
Executive Director**

WHAT'S HAPPENING?



October



MONDAY

OCT. 6

- Rotary Golf Tournament at ACC

TUESDAY

OCT. 7

- National Night Out at Kiwanis Park (5:30 - 7:30pm)

WEDNESDAY

OCT. 8

- Chamber Luncheon at Cain Center YMCA (noon)

FRIDAY

OCT. 10

- Ribbon Cutting at ETR A/C & Heating at 9 a.m.
- The Addams Family Young at Part @ SNAPA

SATURDAY

OCT. 11

- Athens, TX Farmers Mkt (9 a.m.-Noon)
 - Octoberfest @ St. John Lutheran (11 a.m. - 2 p.m.)
- Cain Center YMCA Fall Fest (5 p.m.)
 - St. Edward's Gala
- Foo Fighters Tribute Band at The Texan
 - The Addams Family Young at Part @ SNAPA

September Businesses of Month

SMALL



Get-A-Handyman

Chris and his staff deliver quality work while lending hands, dollars, and heart to our community.

Nominees: Henderson County Texas Farm Bureau, Stage Notes Academy of Performing Arts

MEDIUM



First State Bank

First State Bank supports our area in countless ways, with friendly staff and lasting community commitment.

Nominees: Allen Family Dentistry, Anderson's Gibson Pharmacy

LARGE



Veterinary Medical Center of Athens

From check-ups to emergencies, Veterinary Medical Center brings calm, compassion, and trusted care.

Nominees: UT Health, Republic Services

COMMUNITY CHAMPION



Drew Boring

Drew has a way of making everything better, with positivity, sharp ideas, and hard work.

Nominees: Deborah Deas, Kandi Jones

6

BODY LANGUAGE MISTAKES YOU MAY BE MAKING AND HOW TO FIX THEM

A presentation, meeting or negotiation can easily be ruined by an unconfident individual who are saying one thing with their mouth, but something entirely different with their body.



Rubbing your hands

Clasping your hands, rubbing them together or fidgeting with them indicates nervousness. These may give your audience the impression that you're uncomfortable and don't believe what you're saying.

Instead: Experts suggest keeping your arms to your side and in an open manner. Use your hands to deliver calculated, concise gestures in conveying your words.



Crossing your arms

This gives others the sense that you're unimpressed or something is amiss. It's a defensive position that can easily put a distance between you and your audience.

Instead: Be conscious of keeping your arms open and away from your body throughout like you're about to give someone a bear hug. This open gesture is inviting, trusting and warm, giving a sense of peace and confidence for your audience.



Avoiding eye contact

Constantly looking at the clock, at your feet, at the screen or anywhere else but at your audience will all make you appear unconfident and unprofessional.

Instead: Briefly establish eye contact to a comfortable degree with everyone when making a point. Keep it short, sincere but not too quick. Nodding your head is also a positive gesture to encourage your audience while they're speaking and shows interest on your part.



Poor Posture

Among the many attributes of body language, posture is one of those that speak the loudest. Slouched back, drooped shoulders or limped neck will all send a weak message that can easily have your audience question your professionalism.

Instead: Assume a confident posture by standing straight and keeping your shoulders firm but not rigid or tight. Keep your head high and legs strong. These will not just make you look confident on the outside but also make you feel more confident on the inside.



Annoying movements

Annoying movements. Pacing back and forth, moving your arms and legs quickly are common distractions that will not fare well when trying to present and persuade your audience in a meeting, negotiation or presentation.

Instead: Navigate the room with slow confidence. Avoid just staying in one place. Send a more positive message by slowly moving across the front or the entire crowd.



Fidgeting your legs

Fidgeting your legs. Being farthest from your brain, the legs can naturally be the hardest to control while presenting. Fidgeting with your legs or constantly readjusting your standing position will give the audience the feeling that you're uneasy and restless.

Instead: Stand confidently. Initiate calculated and controlled movements towards your audience so they think you're a seasoned veteran who has already practiced these movements several times before.



Fall into Athens Decorating Contest

Fall is in the air and Athens is ready for some fun...

We are counting on you, as well as many other Athens merchants to contribute to the pride and excitement by decorating the outside entrance of your business using a Fall theme.

On October 12th volunteers will once again festively be decorating the Courthouse lawn with pumpkins, hay, scarecrow, etc.

Keep Athens Beautiful is sponsoring a Fall into Athens decorating contest. Please consider a beautiful fall theme for your display.

All decorations should be completed by October 14th .

Judging will take place on October 15th.

Winners will be announced with pictures in Athens Review

We have added the following categories to make the contest more fun.

**The CHAMBER is
DECORATING!**

Children's Theme
Best use of a Pumpkin
Traditional Theme
Most Original Theme

ARE YOU?

**Call Keep Athens Beautiful
at 903-675-7961 to enter your display.**



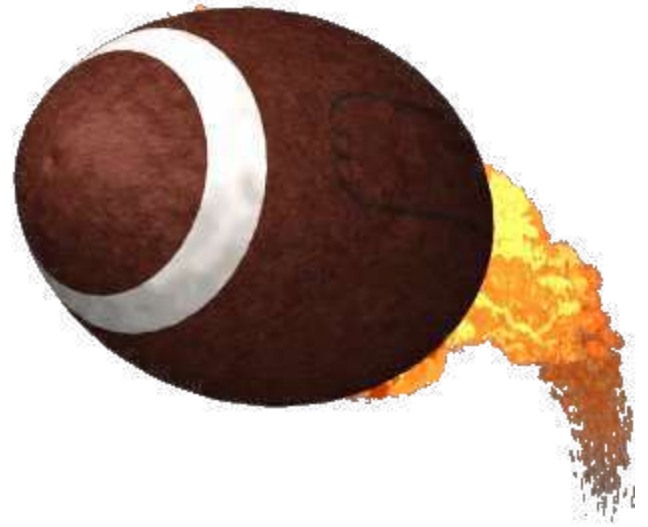
**94.5 FM
1410 AM**

The exclusive
broadcasting
home of

Athens Hornets Athletics



Listen Live Online
at Etextradio.live
Watch live on
Facebook
and Youtube
@KLVQAthens



The Radio
Broadcast home of

Malakoff Tigers Athletics

Listen Live on
KCKL 95.9 FM

Online @
www.Etextradio.live
&
Network1Sports.com





**Kiwanis
Park
October 7
5:30-7:30PM**



OCTOBER CHAMBER LUNCHEON



10.8.25 @ NOON

\$20/cash or credit

214 Loyola Dr., Athens

**Join us at The Cain Center YMCA with a
delicious lunch from Treehouse Catering**



**Steve Tanner with
ExpressPros will be
discussing
mental health in the
workplace**



Register for luncheon:

pci.jotform.com/form/252684752211153



**WIN A 3-MONTH
SERVICE MEMBERSHIP**



Thursday, Oct. 10

9am

ETR

Air Conditioning & Heating



7089 State Highway 19 S
Athens

Stage Notes Academy of Performing Arts
presents



The Addams Family

young@part®

Book by
MARSHALL BRICKMAN
and RICK ELICE

Music and Lyrics by
ANDREW LIPPA

Based on Characters
Created by
CHARLES ADDAMS

October 10-19



For Tickets, use the QR Code
or visit us at stagenotesapa.com/tickets

THE ADDAMS FAMILY Young@Part® is presented through special arrangement with
and all authorized production materials are supplied by Theatrical Rights Worldwide.
1180 Avenue of the Americas, Suite 640, New York, NY 10036

ATHENS **FARMERS** **MARKET**

ARTISAN FOOD - LOCAL FARMS



10/11

START AT 9 AM - 12 PM

JOIN US!

**110 W TYLER ST
DOWNTOWN ATHENS, TX**

ST. JOHN LUTHERAN CHURCH PRESENTS



**11am -
2pm**

OKTOBERFEST

2025

SATURDAY

11

OCTOBER

**FREE
ENTRY**



**FREE FOOD - LIVE MUSIC - COLD BEER
CIRCUS - MEDALLION HUNT - CAKE WALK**

451 LILA LANE, ATHENS, TX 75751

WWW.STJOHNATHENS.ORG

Cain Center YMCA

Fall **FEST**

**VENDORS-FOOD TRUCKS-
TRUNK OR TREAT-FUN GAMES
FREE HAY RIDES AND MORE**



**Sat. Oct. 11th
5:00pm - 7:30pm**

**214 Loyola Dr.
Athens, TX 75751**

**caincenterymca.org
903-677-4430**



marisa@caincenterymca.org



Gave The Date

**St. Edward's
7th Annual Gala**

The Wild, Wild West

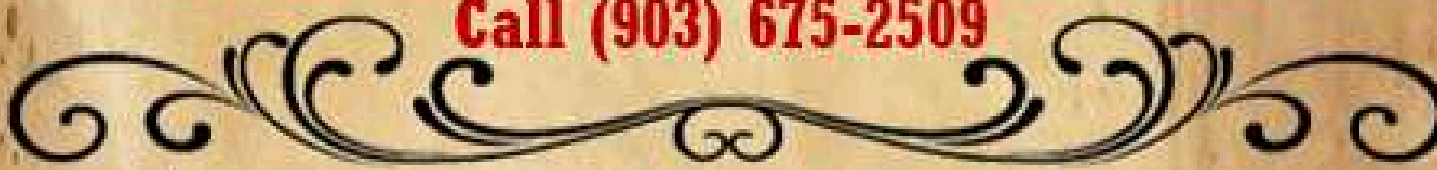
Saturday, October 11th, 2025

6PM – 10PM ♦ Tony's Event Center, Athens, TX

- ♣ Dinner ♣ Casino ♥ Dancing ♦ Cash Bar
 - ♥ Live Music, Featuring The Wesley Pruitt Band
 - ♣ Silent & Live Auctions ♦ Wine Pull ♦ & More!
-

For Sponsorship & Ticket Information

Call (903) 675-2509



FOO FIGHTERS TRIBUTE

SAT
OCT
11TH



Smoky **B**
BARBECUE

THETEXANATHENS.COM/SHOWS



5K &
Family Fun
Run

October 17 & 18

Downtown Athens

KornPop
the Clown

Multiple
Kids
Zones

Uncle Fletch
Hamburger
Cookoff

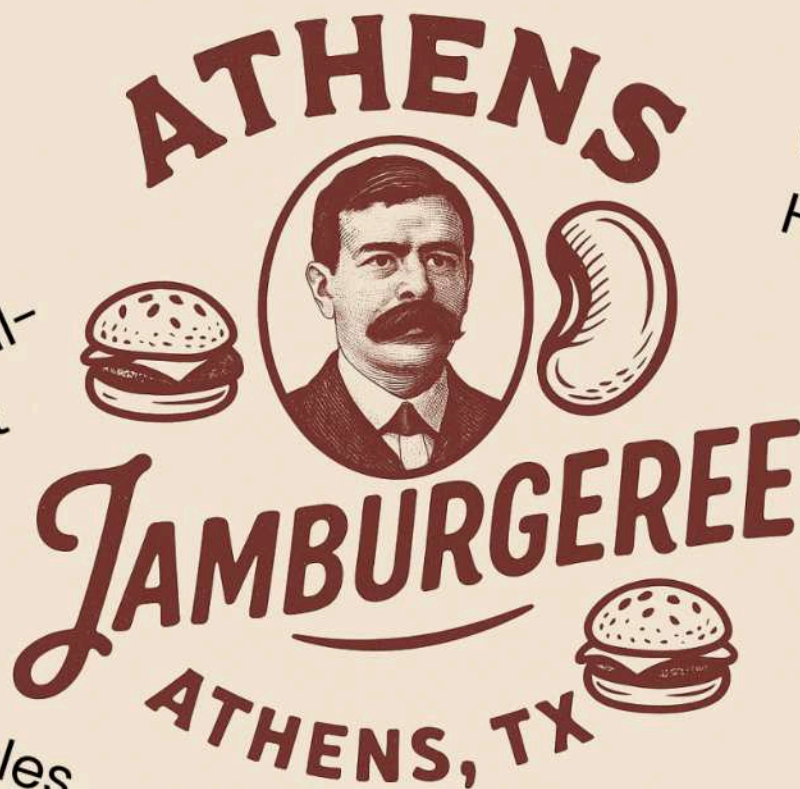
Rock-
climbing &
Gyroscope

"Barefoot
Nation" at
The Texan-
Sat. night

Games
Historical
Museum

Mooing
Competition

Decorate
pumpkins



Celebrating the
Black-eyed Pea Jamboree
& Uncle Fletch
Hamburger Festival

and more...



AthensTXChamber.org/Events

Biergarten/
Wine
Garden

Street Dance
with
Craig Howell-
Fri. night

Vendors
Inflatables

Black-eyed
Pea
Cookoff

Live
Entertainment
all day

Turtle
Races

Cornhole
Tourney

Collectibles



THANK YOU

to our

SPONSORS!



5K Family Fun Run



Premier Sponsors



Black Eyed Pea Cookoff Sponsor



Indoor Kid Event Sponsor



Hamburger Zone



Champion Sponsors



Leader Sponsors



Turtle Race Sponsors



Pumpkin Patch Sponsor



Partner Sponsors



In Kind Sponsors





HAMBURGER COOKOFF ENTRY FORM



Saturday, October 18, 2025

Deadline: Submit to Chamber by Friday, October 10, 2025

Name: _____

Phone: _____

Address: _____

Email: _____

Burger Entry:

Burger Name: _____

**\$1,400 in
CASH PRIZES!!**

Description (please write enough to describe your burger):

Please check which category you are entering:

☐

Individual

☐

Business/Team

Entry Fee for Individual is \$50 and \$100 for Business/Team

Official Cook-Off Entry Rules – 2025 Uncle Fletch Hamburger Cook-Off

Load-In and Setup:

- Contestants may load in between 12:30 p.m. and 1:30 p.m. on Saturday, October 18, 2025. Propane grills only are permitted for cooking. No charcoal or open-flame setups will be allowed.

Cooking and Submission Requirements:

- All burgers must be prepared on-site and delivered to the official judging station, located at the corner of Tyler St. and Prairieville St., between 3:00 p.m. and 3:15 p.m. on the day of the event. Each entry must include two (2) fully assembled hamburgers cut into quarters and will be blindly judged.
- A completed entry form must accompany each submission. Also, entries without a form will not be accepted. All packaging must be secure and clearly labeled and will be provided.

Judging and Awards:

- Judging will be conducted blindly by a panel of judges. Winners will be announced at 4:00 p.m. from the Main Festival Stage, located on the west side of the Henderson County Courthouse square. **Compete for the honor of taking home the coveted Golden Hamburger and \$1,400 in Cash Prizes!**

Call 903-675-5181 or email athenstxchamber@outlook.com with questions.

Thank you for competing in the historic Uncle Fletch Hamburger Cookoff!

FOR OFFICE USE ONLY: Date Received: ____ Paid: ☐ Cash ☐ Check Initials: ____



BLACK-EYED PEA COOKOFF ENTRY FORM

Saturday, October 18, 2025

Deadline: Submit to Chamber by Friday, October 10, 2025



Name: _____

Phone: _____

Address: _____

Email: _____

Dish Info:

Name of Dish: _____

**\$2,000 in
CASH PRIZES!!**

Description (please write enough to describe your dish):

Please check which category you are entering:

☐ Appetizer ☐ Salad ☐ Main Dish ☐ Sweet

Entry fee is \$20 per category - Cash or Check

Official Cook-Off Entry Rules – 2025 Black-Eyed Pea Cook-Off

Entry Submission:

- All dishes must be fully prepared in advance and delivered to the official judging station located at the back entrance of The Texan (209 E. Tyler St., Athens, TX 75751). Entries must be delivered between 11:00 a.m. and 11:30 a.m. on Saturday, October 18, 2025. Late submissions will not be accepted.

Entry Requirements:

- Each submission must include a minimum of five (5) servings of the dish. A completed entry form must accompany the dish, along with a full written recipe (lines for recipe provided on the reverse side of the entry form).

Judging Guidelines:

- Entries will be evaluated through a blind judging process in each designated category. Contestants may enter the same dish in multiple categories, provided that a separate entry (with at least five [5] servings per category) is submitted for each. Each category entry must be packaged and labeled separately.

Winners and Awards:

- Winners will be announced at 2:00 p.m. from the Main Festival Stage, located on the west side of the Henderson County Courthouse square.
- \$2,000 in cash prizes will be awarded.

Call 903-675-5181 or email athenstxchamber@outlook.com with questions.

Thank you for competing in the historic Black-Eyed Pea Cookoff!

FOR OFFICE USE ONLY: Date Received: ____ Paid: ☐ Cash ☐ Check Initials: ____

Family Fun Run & 5K

OCTOBER 18, 2025



UTHealth
Athens

Sat. October 18

8 AM Start

Cain Center YMCA
214 Loyola Dr.,
Athens



Athenstxchamber.org/Jamburgeree

Start/Finish:

Cain Center YMCA
Lower Entrance

34 min
2.5 km

Turnaround:

Robbins Rd.
Small Bridge



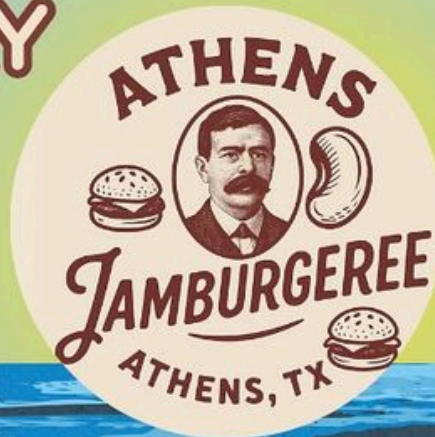
Kenny Chesney Tribute Band



SATURDAY

OCTOBER
18

Smoky **B**
BARBECUE



TheTexanAthens.com/Shows



COUNTRYSIDE
SENIOR LIVING

TV GIVEAWAY

Come take a tour of our new Memory Care and get entered into a drawing for a big screen tv. For extra entries, put a security deposit or sign a contract.

WINNER WILL BE ANNOUNCED
OCTOBER 31ST, 2025!

213 West Cayuga Drive

Athens, TX

Call for more information

903-677-1272



October

- October 16 - Coffee with the Chamber at Anderson's Gibson Pharmacy (8:30 - 9:30 AM)
- October 16 - Da Vinci Robot Launch at UT Health (3:30 - 5 PM)
- October 17 - JAMBURGEREE: Street Dance with Craig Howell (6 - 9 PM)
- October 18 - JAMBURGEREE: Black-Eyed Pea 5K/Family Fun Run: Cain Center YMCA (8 AM)
- October 18 - Athens, TX Farmers Market - Downtown (9 AM - Noon)
- October 18 - Cowboy Headquarters Community Market (9 AM - 3 PM)
- October 18 - JAMBURGEREE: Black-Eyed Pea Jamboree & Uncle Fletch Festival, Downtown Athens (10 AM - 4:30 PM)
- October 18 - Montalba Music Festival (4 - 10:30 PM)
- October 18 - JAMBURGEREE: Kenny Chesney Tribute Band "Barefoot Nation" at The Texan (7 PM)
- October 18 - Sleepless Nights Concert at Athens VFW (7:30 PM)
- October 19 - HCPAC Trunk or Treat (4 - 6 PM)
- October 22 - Senior Citizens Homecoming Dance at Athens Country Club (2 - 4 PM)
- October 25 - Athens, TX Farmers Market - Downtown (9 AM - Noon)
- October 29 - Brinson Trunk or Treat (4:30 - 6:30 PM)
- October 31 - Freelancers Halloween Mash (6:30 - 8:30 PM)
- October 31 - Halloween Costume Party at Athens VFW (7:30 PM)