



Welcome Pardner connects the Amarillo community

By Lisa Carr Amarillo Globe-News

Posted Apr 1, 2018 at 1:01 AM

Since 1981, Amarillo's DJ Stubben has kept the community connected to resources -- be it individuals, businesses or non-profit organizations -- through her company, Welcome Pardner.

"If anybody knows anything about anything, it's them," said Monica Chavarria, owner of the Leopard Basket. Chavarria is not only a fan of Welcome Pardner, which she says treats her like family, she is also a client.

"She's not just helpful, she's more like a godsend. I've never had a business say they're going to pray for me," she said. "It's so much more than promoting my business"

"The one-on-one networking has helped immensely. It pushed me out of my comfort zone, and gave me confidence in myself and in my business," said Daron Casler, a client and owner of KCDC Productions, a DJ service specializing in parties, event, and weddings. "When you need help marketing your business or non-profit, you call DJ. And when you need a friend, you don't have to call her because she's already there."

"Welcome Pardner is an interactive, direct-mail marketing association." Stubben said. "God owns the company and his angels run it."

With the exception of restaurants and non-profit organizations, WP offers its clients industry exclusivity, so they only have advertisers from one particular company in a genre.

"I want people to feel special and know they're not fighting their competition, but they have to be highly ethical in what they do," Stubben said.

Stubben is not the originator of the company - that was Amarillo realtor Jean Lowe - but under her direction the company has grown to become an influential resource for many in the community.

About 7,000 people, industries, businesses and non-profit organizations receive Welcome Pardner's monthly mailing of information and coupons from their business partners. Through daily e-blast, 2,500 subscribers keeping up with the community -

hearing from local police and fire agencies, seeing job postings and learning about upcoming community events.

"We mail to Amarillo, Canyon and the immediate surrounding area so ... when people are coming into town to shop or go to the doctor, they bring their packets with them - they find out what they need, where they're going to eat (and) where they're going to shop. All of this is local - we're spending local, printing local, everything we do is local," Stubben said. "The non-profits can help the for-profits, the for-profits can help the non-profits and everybody profits."

Keeping it local and using her resources in the community, since 1993 Stubben has paid non-profit organizations to stuff the envelopes that get mailed to her subscribers.

"I tithe to my community," she said "They need to make money too."

Being a woman of faith, Stubben says all of the envelopes are prayed over before they are sent out.

"By the time it gets to the post office, each envelope has been prayed over at least three times. I like that," she said. "There was a time when I was not allowed to pray and now I'm known for being a prayer warrior. To be able to pray is something that I take very seriously."

Welcome Pardner not only connects businesses but it also shines a spotlight on businesses and individuals who are seen as making an impact on the local community.

"They're usually businesses (or people who) are doing a lot of good things and nobody knows about them. That's our job, to make sure that people hear about them and that they know about them," Stubben said.

Stubben was born and reared in Amarillo. She has worked as a pianist, missionary, teacher, advertising director at Montgomery Ward, groomer, radio and television personality, and she has authored two published books -- "555 Death Row" about convicted murderer Charles Rumbaugh and a book titled "Dog Paws." With all of her titles, Stubben, who has one kidney and recently survived stage three renal failure, is a survivor and a care-taker.

"If I get a hug, that's like a high five from the angels," she said. "I just want to make people happy. Growing up, I wanted everybody happy and that's still my goal."

Other than having another movie made from her book "555 Death Row," Stubben said she has no long-term goals and is busy trying to accomplish the mundane things.

“Each day has it’s own goals,” she said. “The other stuff, God’s got it.”



SIGN UP FOR DAILY E-MAIL

Wake up to the day’s top news, delivered to your inbox

MOST POPULAR STORIES

