

Raytown  
Area

CHAMBER OF COMMERCE



WWW.RAYTOWNCHAMBER.COM

JANUARY 2014

CHAMBER  
CONNECTIONS

MISSION  
STATEMENT

The Raytown Area Chamber of Commerce supports our business community to enhance the quality of life for our citizens.

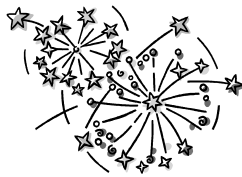
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**JANUARY MEMBERSHIP LUNCHEON**

*2013 Chamber Celebration*



**WHEN: Wednesday, January 22, 2014**

- Networking begins at 11:00am, Lunch at 11:30am

**WHERE: Four Points by Sheraton**

4011 Blue Ridge Cutoff, across from stadiums



Shawna Burns, Immediate Past Chair of the Board, will honor the 2013 Board of Directors. A sincere thank you to the outgoing Board Member, Peggy Sundquist, The UPS Store. You all have made a huge impact on the Raytown Chamber and the community in which you have served. The annual Chamber awards will be presented to the **BUSINESS OF THE YEAR, CHAMBER PERSON OF THE YEAR AND VOLUNTEER OF THE YEAR**. The Current Chair of the Board will relay her plan for this year during this program as well.

Please join us at this annual celebration of the Raytown Chamber. We encourage you to invite your family, friends, employees or colleagues. This is a great opportunity to thank the board of directors and officers for their voluntary service to the betterment of the Chamber and the Raytown community.

**\$20.00 per person** cash/check/credit at the door - **RSVP by Monday, Jan. 23**

**SPONSORED BY:**



**LUNCHEON RSVP POLICY**

- Reservations *must* be made by NOON on the Monday before luncheon.
- After the deadline, there will be a \$3.00 extra charge.
- No shows will be invoiced with a \$2.00 fee added.

**2014 RAYTOWN CORPORATE SPONSORS**



*Advanced Eyecare*  
**Blue Springs Optical**

COMCAST  
BUSINESS





### Board of Directors

**Loretha Hayden**, Chair of the Board  
Lutfi's Fried Fish

**Mark Smith**, Chair Elect  
Dick Smith Ford

**Michelle Williams**, Secretary/Treasurer  
Hope Network of Raytown

**Shawna Burns**, Past Chair  
Commerce Bank

### At Large Members

**Jeff Hirst**  
Four Points by Sheraton

**Meshelle Bishop**  
Cornerstone Home Improvement

**Christopher S. Payne**  
Monopoly Acquisitions LLC

### Board Members

**Kaylie Baker**  
Rok'it Advertising

**Pam Clark**  
Clark's Appliances

**Pat Ertz**  
Public Water Supply Dist. #2

**Steve Mock**  
Mock Building Co.

**Andy Powelson**  
PBI Industries Inc.-McDonald's

**Rene Purtee**  
Arvest Bank

**Patrick Searcy**  
Power On Technologies

**Bruce Stansberry**  
Liberty Tax Service

**Derek Ward**  
KCP&L

**Maresh Sharma**, Liaison  
City of Raytown

**Dr. Allan Markley**, Liaison  
Raytown Quality Schools

**Steve Guenther**, Liaison  
Raytown Main Street Assoc.

### Staff

**Vicki Turnbow**, President  
president@raytownchamber.com

**Kyle Phillips**, Operations Manager  
kphillips@raytownchamber.com

## PRESIDENT'S CORNER

2014 will be a building year for the Chamber. Loretha Hayden, Chair of the Board has challenged each member to Each One .... Reach One. We will look to increase membership by more than half between March 1 and May 30. Rene Purtee with Arvest Bank has agreed to help me put together a great membership drive. As you all know, membership is the backbone to the success of our Chamber. Take a look at who you do business with here in Raytown and ask them to join the Chamber if they have not already done so. All current members who bring in a new member (additional location, individual or business) will be eligible for cash and prizes throughout March, April and May. Grand prizes will be handed out at the June membership luncheon. Be watching for information to come through email, your monthly newsletter and at the monthly luncheons in regards to the membership drive. Only you the current member can talk about the benefits you receive personally and professional from your involvement with the Chamber.

During the last half of 2013, the Board of Directors looked at the Chamber's largest fundraiser, Raytown SummerFest. They reviewed the income and expenses, the yearlong commitment to the organizing of the event, the number of volunteers needed, the community's participation and of course the amount of space needed for the event itself. After a long and hard process, the Board decided to take a year off from planning festivals and look to see if there is another local organization the Chamber can partner with to have an event to raise additional income. The Chamber could continue to put on an event to make money, but without the support of the community, it would not be considered a success.

So, over the next few months, staff will meet with various organizations to assess what amount of time will be put towards community events whether the Chamber is the one in charge and partnering with another group. I look forward to continuing to be your President and will work hard to provide you with the best member benefits any Chamber can provide. We will continue to Think Raytown First with the hopes of building a stronger community and an even stronger Chamber.

My door is always open, come by anytime! *Vicki Turnbow, President*

### **CHAMBER BOARD SUPPORTS RENEWAL OF CURRENT SALES TAX FOR THE CITY OF RAYTOWN**

The Raytown Area Chamber of Commerce Board of Directors voted on December 12, 2013 at their monthly Board of Directors meeting to support the renewal of the current ½ cent Transportation Sales Tax and the renewal of the current 3/8 cent Capital Improvement Sales Tax. The Board recognizes the substantial road maintenance and infrastructure improvements and secured police cars, ambulances, snow vehicles, salt barn, animal control vehicles and other capital equipment items necessary to provide services to the residents of Raytown that have been realized by this tax. In order to continue the progress brought about by the existing sales tax receipts, the Board supports both issues to be presented on the April 1, 2014 ballot.

### **UPDATED STRATEGIC PLAN**

The updated Strategic Plan Summary and detailed documents were approved at the Raytown Area Chamber of Commerce Board Retreat on December 12. If you would like to receive a copy of the summary page or all the documents, please contact the Chamber office.

## Letter from the Chamber Chair...

Dear Chamber Members,

The mission statement of the Raytown Area Chamber of Commerce is it “supports our business community to enhance the quality of life for our citizens”. We have had many challenges in 2013, but we also saw some expansion and economic growth. As we look to 2014, our focus will be on growing our Chamber and supporting our business community.

In September 2013, we had round table discussions in which we invited every member to meet and share ideas on what the Chamber can do to make 2014 a year of growth for the Chamber, the Raytown Community and for your business. We received some great ideas and feedback. We plan to take many of those ideas into consideration as we move into 2014 and in keeping with the Raytown Area Chamber of Commerce’s Strategic Plan. Suggestions from the membership survey will also be taken in consideration. Three hundred thirty-six members were sent the membership survey and 81 responded. Seventy members said the number 1 purpose of the Chamber was to promote the business community and the number 2 purpose was to provide networking/referral opportunities.

As we enter into the fourth year of our Strategic Plan, we see that we have three areas of focus: Community Engagement, Government Relations & Advocacy; Membership Services which include Membership & Business Retention & Recruitment. In order to remain strong, we have got to grow our Chamber which again, will be a focus for 2014. We ask that as you make your purchases that you explore Raytown and “Think Raytown First”.

As your 2014 Chair, I would like each of you to consider what the Raytown Chamber has to offer you and your business:

- A great referral source for and from Chamber members
- Good marketing opportunities
- Educational opportunities through luncheon speakers, seminars, lunch & learns
- Access to elected officials
- Diverse networking opportunities
- Exposure and support of businesses through ribbon cuttings, grand openings
- An excellent & knowledgeable Staff

If you are a current member of the Raytown Chamber of Commerce my challenge to you for 2014 is to get involved in making OUR Chamber bigger and stronger. I challenge you to bring in one new member....Yes..... **EACH ONE - REACH ONE.....** If each member recruits just one business, our Chamber will double in size. It is my belief that as a Business Owner you have an obligation to be involved in the community you’ve chosen. Come grow with us. Help us grow OUR Raytown Area Chamber of Commerce!

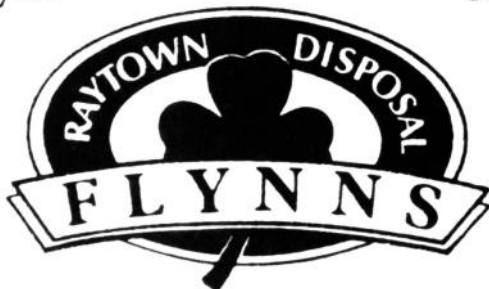
Thank you,

Loretha Hayden, 2014 Chair of the Board, Lutfi’s Fried Fish

## MEMBER MARKET

Jim Flynn

358-1211



P.O. BOX 9425

RAYTOWN, MO 64133

**Market your business to more than  
400 Chamber Members in the  
CHAMBER CONNECTIONS.**

Business Card or 1/4 Page Space Available  
3 months or 1 year Run

All marketing must be black & white.  
All marketing must be prepaid.

**Contact the Chamber for more information.**

*You may also insert a full page brochure in the newsletter  
or buy a set of address labels to do a personal mailing.*

## MONTHLY SOCIAL MEDIA TIP

Search Engine Optimization (SEO) is essential in your online marketing plan. It is the process of improving the volume and quality of traffic that a website gets by making it easier for the right people to find a website when they do an online search. 75% of users never scroll past the first page. It basically works off of key words that are typed in sometimes referred to as meta tags, meta phrases.

### Some terms that you may hear while talking about SEO:

**Organic placement** – the customer finds your site without an ad

**Keywords(Meta tags)** – the words that your customer typically types in to find what they are looking for on a site.

**Content Development** – articles, blog posts, press releases, videos, images found on your site

**Off-Page Optimization** – factors that have an effect on your site listing that are not controlled by you or the coding on your page. Examples include things such as link popularity and page rank.

**Black Hat SEO** – tricks used to manipulate rankings often in unethical manners.

**White Hat SEO** – accepted practices used to get higher placement

### Consider these statistics:

1. Content marketing rocks. Marketing Sherpa reports distribution lead to a 2,000% increase in blog traffic and a 40% increase in revenue.
2. 70% of the links search users click on are organic.
3. 70-80% of users ignore the paid ads, focusing on the organic results.
4. Search and e-mail are the top two internet activities.
5. A study by Outbrain shows that search is the #1 driver of traffic to content sites, beating social media by more than 300%

An article from Entrepreneur magazine, *How To Create A Successful Local SEO Strategy* will give you a good start. You can reach the article at [www.entrepreneur.com/article/230036](http://www.entrepreneur.com/article/230036).

**Brenda Gustafson, Public Information Office, City of Raytown**



### BUSINESS SPOTLIGHT ON...

**Address:** 801 W. 47<sup>th</sup> St., Kansas City, MO 64112

**Phone:** 816-472-4289 **Fax:** 816-472-6623

**Email:** [webmaster@uwgkc.org](mailto:webmaster@uwgkc.org) **Website:** [www.unitedwaygkc.org](http://www.unitedwaygkc.org)

**Founded:** 1918 **Chamber member since:** 1995

**Number of employees:** 61 fulltime and 26 part-time

**Hours of operation:** 8 a.m. to 5 p.m. Monday through Friday.

**Business Philosophy:** United Way of Greater Kansas City improves lives by mobilizing the caring power of Greater Kansas City. Our focus is on the building blocks for a good life: Education, Income and Health.

**Services/Products:** Investing in United Way can be made through workplace campaigns or individual giving. Our affinity groups for leadership giving include Young Leaders Society, Women's Leadership Council, African American Leadership Initiative and Tocqueville Society. Our initiatives focus on education, income and health and include Quality Matters, which champions and advances quality out-of-school time opportunities; Decade of Difference, which increases the financial stability of at-risk youth and young adults during that critical transition decade of ages 16 to 26; and United Way 2-1-1, a 24-hour information referral service. In addition, we strategically invest in about 300 proven programs in education, income and health at about 150 partner agencies.

**Our Business is a Chamber Member Because:** United Way of Greater Kansas City initiatives and partner agency programs work to improve lives throughout Eastern Jackson County and Raytown. In Raytown, we fund a Success By 6 Resource Center at New Trails Early Childhood Center and our partner agencies include Raytown Emergency Assistance Program and Shepherd's Center of Raytown.

# LIVE UNITED

United  
Way



United Way of  
Greater Kansas City



**EACH ONE → REACH ONE**

# MEMBERSHIP DRIVE DATES: March 1 through May 30, 2014

- ➔ **Co-Chairs:** Rene Purtee, Arvest Bank & Vicki Turnbow, Chamber President
- ➔ New Member Packets will be emailed out to each current member sometime in January through Constant Contact. Please forward this packet to anyone you feel would be a great Chamber member. Printed packets will be available for pickup at the Chamber office.
- ➔ The current Chamber member who brings in the most new members will receive **\$500 Cash**; the second most **\$250** and the third most **\$100**. Each member that brings in one member will be put into a drawing to receive one of three \$50.00 cash prizes. These will be announced at the June 25 membership luncheon.
- ➔ On March 26 – all who brought in a member in March will be in a drawing for a gift (to be determined);  
On April 23 – all who brought in a member in April will be in a drawing for a gift (to be determined);  
On May 28 – all who brought in a member in May will be in a drawing for a gift (to be determined).
- ➔ Each application received will be dated and if the recruited by space is left blank, staff will contact the company to see who they were recruited by. To be eligible for the cash prizes, the application and check for the full membership dues must be received before end of business May 30.

**Help us grow OUR Raytown Area Chamber of Commerce!**

## CHAMBER RENEWALS

**The Irish Pub House 2007** April Harrington  
**CommunityAmerica Credit Union 2009**  
 Marie Brown  
**Clarice Titus 2003**  
 ☺ **Heartland Cremation & Burial Society**  
**1994** Andrew Loos  
**USA800, Inc. 1978** Tom Davis, David LaBatt  
 ☺ **Truman Heartland Community Foundation**  
**1996** Phillip J. Hanson  
 ☺ **Courier Printing 1990** Thomas Lankford  
**UMB Bank 1994** Louie Scimeca  
 ☺ **Lane Avenue Baptist Church 2012**  
 Pastor Jerry Applegate  
 ☺ **Southeast Enterprises, Inc. 1995**  
 DeeAnn Stock, Megan Gurera, Sheryl Wilson  
**Rok'it Advertising 1990** Kaylie Baker  
 ☺ **CarStar Collision of Raytown 1999**  
 Ron Glenn  
**Brywood Centre - Tri-Land Properties, Inc.**  
**2010** Heather D. Johnson  
**McIntosh Heating & Cooling 1993** Jeff Mann

**Two Rivers Behavioral Health System 2013**  
 Mike Seitz, Susan Fitzpatrick  
**Williams Orthodontics 1976** Zachary T. Williams, DDS, MS

☺ *We would like to thank  
our members who gave 110%.*

## NEW CHAMBER MEMBERS

**WING STOP**  
**Jason Scheer**  
 11825 US 40 Hwy. Ste. C  
 Independence MO 64055  
 816-535-3964  
 Jason@thescheerbrothers.com  
 www.wingstop.com  
 Restaurant  
 Recruited by self

*Welcome!*

## Our Members in the News

### December Morning Coffee at ...



**Raytown Chamber  
Happy Holidays!**



The Raytown Police Department will host the **CITIZEN'S ACADEMY** each Wednesday evening from 5:30 - 8:30 PM, beginning January 29-March 5th at Raytown Mid Continent Library, 6131 Raytown Rd . Learn from those that do the work. Classes include SWAT, Crime Analysis, Domestic Violence, Patrol Operations and more. Must complete an application and basic background check before acceptance. Contact 816-737-6018 for more information or Marilyn Fleming, [flemingm@raytownpolice.org](mailto:flemingm@raytownpolice.org).

# RAYTOWN NIGHT WITH THE MAVERICKS



**MARCH 21, 2014 7:05PM**

MISSOURI MAVERICKS VS. QUAD CITY MALLARDS

TICKETS \$ 16.00 (TERRACE SECTION—\$ 19.00 VALUE)

TICKETS \$ 24.00 (RINKSIDE SECTION—\$ 26.00 VALUE)

**Available only at the Chamber office \*Offer not available at the Box Office**

GATES OPEN AT 5:30PM

HAPPY HOUR-5:30-6:30 DISCOUNTED REFRESHMENTS!

**Don't miss the fun and excitement — join your community for a great evening!**

**BUY YOUR TICKETS TODAY! TICKET SALES END March 14!**

Effective January 1, 2014, the Raytown Area Chamber of Commerce will no longer be able to accept **American Express** for payment. If you should have any questions on this decision, please do not hesitate to contact Vicki Turnbow at the Chamber office.

## Upcoming Member Events

### **JANUARY MORNING COFFEE NETWORKING**

The next "Morning Coffee" will be held at **The Bordner Event Center, 11950 E. 350 Highway**. Come by anytime between **7:30 to 8:30 a.m.** to have a cup of coffee and network with other businesses within the community. An added bonus will be to see the business who has agreed to host the Morning Coffee and find out what they can offer to you.



### **FEBRUARY AFTER HOURS NETWORKING**



This year we have added **After Hours Networking on the first Thursday of the month**: The first event will be held at **CareSpot, 9490 E. 350 Highway**. Come by anytime between **4:30 to 5:30 p.m.** to have a refreshment and network with other businesses within the community. An added bonus will be to see the business who has agreed to host the After Hours and find out what they can offer to you.

**Feb. 6**

### **FEBRUARY MEMBERSHIP LUNCHEON**

STATE OF THE CITY ADDRESS

**Mayor David Bower**

**WHEN: Wednesday, February 26, 2014**

**WHERE: First Baptist Church of Raytown, 10500 E. 350 Highway**  
\$20.00 per person - RSVP by Monday, Feb. 24

**LUNCHEON SPONSORED BY KCP&L**



**2014 MLK  
Celebration**

*in Raytown!*

**January 19, 2014 at 3:00 p.m.**  
**at Graceway (5460 Blue Ridge Cut-Off)**

*Celebrate Dr. King's legacy,  
build community & help others!*

*Featuring* Mayor David Bower, speakers Carey Casey (Center for Fathering) and Dr. Jacqueline Wood (UMKC), a Community Choir, and the MLK Today Essay Contest!

**For Info:** Call 816-353-2296 or visit us on Facebook  
([www.facebook.com/RaytownMLKCelebration](http://www.facebook.com/RaytownMLKCelebration))  
or Twitter (#RaytownMLK).



## **OPERATION THANK YOU!**

The Board of Directors will be personally delivering the **2014 Community Profile and Membership Directory** starting January 10.

This is a way for us to say thank you for your membership and continued support. If you would like to help with Operation Thank You please let us know by January 8. This is a great way to introduce yourselves to your fellow Chamber members.





5909 RAYTOWN TRAFFICWAY  
RAYTOWN, MO 64133-3860




816-353-8500 FAX 816-353-8525  
www.raytownchamber.com

RETURN SERVICE REQUESTED

Prsrtd Stnd  
U.S. Postage Paid  
Permit # 2316  
Kansas City MO 64133

**DATED MATERIAL**

# JANUARY 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Chamber office CLOSED	2	3	4
5	6	7 11:30am Mbr. Serv.- Recruitment	8	9 7:15am Board of Directors Meeting	10	11
12	13	14 	15	16	17 8:00am Government Relations Committee	18
19 3pm MLK Celebration	20 	21 ←← Mon. 12:00pm >>DEADLINE<< For lunch reservations	22 11:30am <b>MEMBERSHIP LUNCHEON</b>	23	24 8:30am Membership/Business Retention	25
26	27	28	29	30	31	Check your weekly Chamber Connections C-mail for an up-to-date calendar