



CHAMBER CONNECTIONS

MISSION STATEMENT

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

INSIDE THIS ISSUE:

Membership Luncheon, 2013 Corporate Sponsors	1
President's Corner	2
Royals Night, Member Market	3
Business News	4
Business Spotlight, New Membership & Renewals	5
Members in the News	6
Member Events	7
Calendar	8



APRIL MEMBERSHIP LUNCHEON

CELEBRATING THE HOME TEAM



April's monthly luncheon will be held on **Wed. April 24** at the Royals Crown Club. This luncheon is a kick-off for the beginning of the Royals season and for Raytown Night at the Royals (May 24). Speakers for the Royals luncheon will be Toby Cook, VP of Community Affairs & Publicity and Curt Nelson, Director of the Royals Hall of Fame.

Administrative Professionals Day is that day, so make a reservation for your administrative assistant to show your appreciation for all his/her hard work.

Do you have an outstanding employee who deserves a little extra recognition? Are you a huge baseball fan? Do you have what it takes to stand behind home plate in front of thousands of people and catch a baseball being thrown by our own Chair of the Board, Shawna Burns? If you do, we will be auctioning off the catch of the first pitch at the April membership luncheon. The winning bidder will come out onto the field with Chamber staff during pre-game ceremonies on May 24 (Raytown Night at the Royals). You don't want to miss out on this once in a life time opportunity!

**WHEN: Wednesday, April 24** - Networking begins at 11:00am, Lunch at 11:30am

**WHERE: Kauffman Stadium, Crown Club**

\$20.00 per person - RSVP by Monday, Apr. 22

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.

2013 RAYTOWN CORPORATE SPONSORS



Advanced Eyecare  
Blue Springs Optical





### Board of Directors

**Shawna Burns**, Chair of the Board  
Commerce Bank

**Loretha Hayden**, Chair Elect  
Lutfi's Fried Fish

**Bruce Stansberry**, Secretary/Treasurer  
Liberty Tax Service

**Pat Ertz**, Past Chair  
Public Water Supply District #2

### At Large Members

**Christopher S. Payne**  
Monopoly Acquisitions LLC

### Board Members

**Kaylie Bergman**  
Rok'it Advertising

**Pam Clark**  
Clark's Appliances

**Steve Mock**  
Mock Building Co.

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

**Patrick Searcy**  
Power On Technologies

**Peggy Sundquist**  
The UPS Store

**Derek Ward**  
KCP&L

**Michelle Williams**  
Hope Network of Raytown

**Mahesh 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

By now most of you should have received a **THINK RAYTOWN FIRST** window cling for you to proudly display in the window of your business. Some of you have even stated you are going to proudly display it on the window of your car.

As your employees and customers ask why "Think Raytown First" – be sure to let them know that if each person bought an extra item, paid for an additional service or even bought an item they normally buy outside the city limits of Raytown – think what that would do to city services, to taxes and even more importantly to that local business.

Over the next few months, I will begin to visit those businesses who are not Chamber members and ask them to proudly display the "Think Raytown First" window cling as well. The goal is to get businesses to "Think Raytown First" and then have the residents "Think Raytown First".

Be watching for basic information to be placed on the website, [www.ThinkRaytownFirst.com](http://www.ThinkRaytownFirst.com).

I would love to hear from you if you have an idea on how to grow this campaign. We need everyone in Raytown no matter if you live here, work here or just come to play here to "Think Raytown First". Additional clings are available here at the Chamber office for \$1.00 each.

If there is anything I can do, please do not hesitate to contact me. My door is always open, come by anytime!

*Vicki Turnbow, President*



Shawna Burns getting the ice ready!

Raytown  
Mavericks  
Night



## JUNE 14 & 15

**Downtown Raytown**  
63rd Street & Raytown Road

More information on  
[www.raytownchamber.com](http://www.raytownchamber.com)  
or find us on Facebook!

This family event will be held on **Friday, June 14 from 2:00 to 10:00 pm and Saturday, June 15 from 9:00 a.m. to 10:00 p.m.** Jones & Co. Carnival, food truck vendors, craft and business vendors, live entertainment, kids' activities and petting zoo, a visit from the KC Zoomobile, bingo, the annual Dachshund Dash and costume contest are already scheduled for this year. This should be a great event for the community and the businesses that are part of it!

If you are interested in being a SummerFest Sponsor, let the Chamber know or if you are interested in a vendor booth space. Raytown SummerFest is one of the community's largest events; we could not do it without **YOU!**

**SummerFest  
Presenting  
Sponsors**





# RAYTOWN NIGHT AT THE ROYALS

*ONE OF THE LARGEST COMMUNITY NIGHTS  
FOR OVER 20 YEARS!*

**FRIDAY, MAY 24, 2013      7:10 P.M.**  
 KANSAS CITY ROYALS VS. LOS ANGELES ANGELS  
 TICKETS \$ 23.00 (FIELD PLAZA SECTION—\$ 33.00 VALUE)  
 TICKETS \$ 10.00 (HY-VEE OUTFIELD SECTION—\$ 14.00 VALUE)

## BUCK NIGHT & FIREWORKS AFTER THE GAME!

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

★ Raytown Police Dept. will present  
the Color Guard

★ Businesses and groups selling  
20 or more tickets

get their name on the Royals Video Board.

**BUY YOUR TICKETS TODAY -**  
**TICKET SALES END May 8!**

A special night in memory of a  
Great Chamber Friend & Royals Committee Chair  
**CASS CASSING 1926~2013**

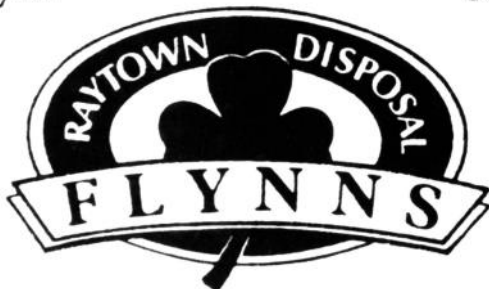


A tribute to his contributions to the Chamber & KC Royals  
will take place during the pre-game ceremonies at 6:30pm

## MEMBER MARKET

Jim Flynn

358-1211



P.O. BOX 9425

RAYTOWN, MO 64133

### Joel Lawson Advanced Wealth Strategies

Joel Lawson, CWS, RFC

Certified Wealth Strategist® - Registered Financial Consultant

Bus: 816.358.4966      Cell: 816.522.7816

[www.joellawsonwealthstrategies.com](http://www.joellawsonwealthstrategies.com)

[joel.lawson@cfdinvestments.com](mailto:joel.lawson@cfdinvestments.com)

Todd LeSage      Cell: 816.716.6067

[Todd.Lesage@cfdinvestments.com](mailto:Todd.Lesage@cfdinvestments.com)



Advisory Services are provided through Creative Financial Designs, Inc., a Registered Investment Adviser, and Securities are offered through CFD Investments, Inc., a Registered Broker/Dealer, Member FINRA/SIPC. Joel Lawson Advanced Wealth Strategies is not owned or controlled by the CFD Companies



## SPRING CLEANING YOUR SOCIAL MEDIA



1. **Review your social media goals.** What are your overall objectives for your social media efforts. Specifically: What are you trying to achieve—building your brand, increasing your audience or driving sales?  
Be specific as possible so that you can measure your results appropriately.
2. **Evaluate whether your social media audience has changed.** As social media participants change quickly, is your target market engaged?
3. **Examine what your competitors are doing on social media venues.** Who are your top players and what are they doing? What are they sharing that is successful.
4. **Determine where you want to focus your social media effort.** Based on your your goals, audience and competitors, decide where is the best place to engage.
5. **Assess your current social media presence.** Examine your content on each social media entity. Determine if this venue is successful and why or why not?
6. **Plan your content creation for social media.** Content marketing fuels social media, make sure you're creating sufficient content in appropriate formats.
7. **Establish a social media calendar for engagement and content sharing.** Do you have a schedule or routine for interacting on social media? If not, you'll find that a month goes by and no one's updated your social media presence.
8. **Integrate social media with the other elements of your marketing mix.** To make your other marketing, both online and offline more responsive, incorporate social media elements. Research shows that this is particularly effective for social media advertising.
9. **Measure your social media results.** As marketers gain experience with social media and allocate greater budget to it, it's necessary to show how their efforts yield trackable results.

Now is a great time to spring clean! This will help you achieve your business objectives

**Brenda Gustafson, APR - Public Information Office - City of Raytown - 816-737-6059**  
[www.raytown.mo.us](http://www.raytown.mo.us) - [www.facebook.com/cityofraytown](http://www.facebook.com/cityofraytown) - [www.twitter.com/cityofraytown](http://www.twitter.com/cityofraytown)

### March Morning Coffee at ...



**Raytown  
YMCA,  
10301 E. 350 Hwy.**





BUSINESS SPOTLIGHT ON...

# The Golf Doctor™

**Owner:** Dave Skitek **Address:** 11716 E. 72<sup>nd</sup> Street, Kansas City, MO 64133  
**Phone:** 816.853.7821 **E-mail:** golfdr@comcast.net **Web:** www.golfdr-kc.com  
**Founded:** 1996 **Chamber Member Since:** 1998  
**No. of employees:** 1 **Hours:** By appointment only – days/evenings/weekends

**SERVICES/PRODUCTS:** custom fit & built golf clubs, golf club repairs, lessons, and golf equipment education seminars.

**FUTURE PLANS:** Continue offering of high quality, custom golf equipment, repair services, and unbiased golf equipment education seminars.

**BUSINESS PHILOSOPHY:** Many persons assemble golf clubs, provide club repair services, and offer swing instruction, however the way a consumer can have trust and confidence in the services and products provided is if the provider has the relevant certifications or accreditations . . . like you would want to see with a board “certified” heart surgeon. I have those golf-related credentials and am a member of the BBB of Greater KC with an A+ rating. I was recognized as one of *2011 America’s Top Clubfitters* rated by *Golf Digest Magazine*.

**MY BUSINESS IS A CHAMBER MEMBER BECAUSE:** Many businesses join a chamber mostly for business networking purposes. However, it’s when businesses band and work together in a chamber that an impact can be made in the business development and vitality of a community. The latter is primarily why I joined the Raytown Area Chamber of Commerce.

**OTHER COMMENTS:** We’ve heard the statement made to chamber members of “do business with other Chamber members”. I’m not sure that patronage is very prevalent. Participation in the Chamber’s “Member2Member Program” is an excellent way to show confidence in Chamber businesses.

## CHAMBER RENEWALS

- ☺ **Steve Williams Construction, Inc. 2012** Steve Williams
- ☺ **Clark’s Appliances 1973** Pam Clark, Quentin Clark
- ☺ **Shamrock Cabinet & Fixture Corp. 1980**  
William Price, Dan Beachner, Peggy Medina
- ☺ **Metcalf Bank (KC) 1991** Aaron Neill
- ☺ **Oturia 2010** Jason Whitaker
- ☺ **Better Business Bureau of Greater KC 2006**  
David Buckley
- ☺ **Edgewood Manor Nursing Home 1989** Carole Thalken
- ☺ **Laurel Animal Hospital 1978** Loren Tucker, DVM
- ☺ **Liberty Tax Service 2004** Bruce Stansberry
- ☺ **Donald Schmitt 1992**
- ☺ **KCP&L 1979** Merley McMurry, John Engelmann,  
Michael Jackson, Emily Ross, Robin Souder, Derek Ward
- ☺ **United Consumers Credit Union 2003**  
Phil Lawson, Kyle Hudson
- ☺ **Fun House Pizza & Pub 1980** Gary Graham
- ☺ **Electrical Corporation of America 1978** Don Laffoon
- ☺ **BDS-Business Data Services 2012** Shelley White
- ☺ **ADT 2011** Matt McDonald, Norbert Love
- ☺ **Awards & T-Shirt Specialists, Inc. 2012** Angela
- ☺ **Sherwin-Williams Co. 2005** Daniel Lodes, Jessica Gates

☺ **Paradise Tanning 2006** Jim Knotts  
**Guenther Mills Keating Architects Inc. 2001**  
 Steve Guenther

☺ **Pro Foundation Technology 2009** Dennis Morgan  
**Raytown Educational Foundation 1997** Martha Cockerell

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

## NEW CHAMBER MEMBERS

### JACKSON COUNTY ECONOMIC DEVELOPMENT

**Robbie Makinen**

415 E. 12th Street  
 Kansas City, MO 64106

816-881-3333

Fax 816-881-3133

rmakinen@jacksongov.org

www.jacksongov.org

Government

Recruited by David Bower

*Welcome!*

## Our Members in the News

Congratulations to **Shirley Wurth** for being named the **Outstanding Women Leader for 2013** from the Raytown Women of Today. Shirley and her husband Dave are Lifetime Members of the Raytown Chamber among being heavily involved with other local organizations.

### DICK SMITH FORD WINS NATIONAL AWARD

Kansas City's longest standing Ford dealer, Dick Smith Ford, has been named by Ford Motor Company as a recipient of their annual President's Award. The honor recognizes dealers who make quality business practices a top priority and attain the highest levels of customer satisfaction.

According to Kenneth M. Czuby, Ford's Vice President of U.S. Marketing, Sales and Service, the President's Award is one of Ford's most coveted honors. More than 3,300 Ford and Lincoln-Mercury dealers nationwide compete for the award, but fewer than 10% are named as recipients.

Mark Smith, President of Dick Smith Ford, stated that the entire Dick Smith team was extremely proud to receive the award. "The President's Award reflects the exemplary efforts by every member of our staff and their determination to provide the highest level of customer service," Smith said. He also noted this is the second year in a row the dealership has received the prestigious award and its seventh overall. Four generations of the Smith family have worked at the dealership since its founding in 1953.

I would like to personally thank **Jason Curry and SComm** for their donation of an UbiDou communication system. "The UbiDou is a communication device that enables the deaf, hard of hearing and hearing people to communicate face-to-face when there is no communication access." Jason Curry of SComm donated the equipment at a recent Board of Aldermen meeting, to the Raytown Police Department. Chief Jim Lynch said "the UbiDou will greatly enhance the communication between the police and those hard of hearing."

**Thank you Jason Curry and SComm!**

Mayor David Bower gave Chamber members and guests an update on the State of the City. A big thank you to First Baptist Church Raytown for hosting this luncheon and to KCP&L for being the luncheon sponsor.



A big thank you to Exchange City for hosting the "Field Trip for Grownups" on March 21. Each attendee was given \$5.00 in Exchange City money to buy products or services from businesses who adopted spots. Officer Evan Hartenstein from the Raytown Police Dept. was on hand giving tickets to those who walked on the grass!



## Upcoming Member Events

The Membership Services – Retention Committee would like to invite you to a **LUNCH AND LEARN** on **Wed., April 10**. It will be held in the Hy-Vee Community Room starting promptly at 11:30 to 12:30. Registration will open at 11:15. The cost will be \$10.00 per person and will include lunch.

\*Reservations are required and due by Fri. April 5. Limited to 40 attendees.

Is your organization or company thinking of applying for a grant? Getting a grant doesn't require a Ph.D. but it does take planning and a good knowledge of what you need to impress the grant reviewers. At this lunch and learn you will:

- Learn the most common sections needed in a grant proposal
- Learn common mistakes made in writing grants
- Learn some elements that will help you stand out from others
- Learn about where to look for grants

**Presented by Brenda Gustafson, Public Information Officer, City of Raytown**

## **APRIL MORNING COFFEE**

**Mark your calendars:** This month's "Morning Coffee" will be held at **Metcalf Bank, 4668 Blue Ridge Blvd.** 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.



## **2013 LEGISLATIVE FORUMS IN RAYTOWN**

**April 26 5:30-6:30 p.m. Raytown School District Administration Building - 6608 Raytown Road**

Please join us to interact with our legislators on issues that impact the City of Raytown and our children and their education.

*Dr. Allan Markley*

*Mayor David Bower*

*Mrs. Lou Hibdon*

*Ms Shawna Burns*

Superintendent, Raytown Schools

City of Raytown

President, Raytown PTA Council

Raytown Chamber Chair

## **NEW MEMBER ORIENTATION**

Make the most of your Chamber investment by attending a New Member Orientation on **Thursday, May 2, 2013**. You will meet the staff, committee chairs and learn about Chamber resources, committees, events and opportunities available only to you as a Chamber member.

### **Agenda**

**4:00 to 4:30pm** – Networking (snacks to be provided)

**4:30 to 5:15pm** – Learn about the Chamber's Resources

**5:15 to 5:30pm** – Question and answer session

Please RSVP by calling the Chamber or send an email to: [staff@raytownchamber.com](mailto:staff@raytownchamber.com) by *Friday, April 26*.

*MEMBERSHIP SERVICES – RETENTION COMMITTEE*

## **MAY MEMBERSHIP LUNCHEON**



Dean Katerndahl with MARC (Mid-America Regional Council) will address changing demographics, its potential impacts on housing and economic development, and how MARC is helping communities address it through their Creating Sustainable Places initiative. He will present this with an emphasis on first suburbs and Raytown. Dean will include an update on some of the downtown planning done on the Rock Island corridor work as well as their sustainable code framework they are doing with the first suburbs, which includes Raytown.

**WHEN: Wednesday, May 22** - Networking begins at 11:00am, Lunch at 11:30am

**WHERE:** REAP Conference Room, 9300 E. 75th Street

\$15.00 per person - RSVP by Monday, May 20

**SPONSORED BY Bickford Senior Living**



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**

# APRIL 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p><i>Check your weekly Chamber Connections C-mail for an up-to-date calendar</i></p>	1	<p><b>12:00pm</b> Membership Srvc. -Recruitment</p>	3	4	5	6
7	8	<p><b>3:00pm</b> Raytown SummerFest Committee</p>	<p><b>11am-1pm</b> Lunch &amp; Learn Grant Writing</p>	<p><b>7:15am</b> Board of Directors Meeting</p>	12	13
14	15	<p><b>7:30am</b> Morning Coffee</p> 	17	<p><b>8:30am</b> Royals Night Committee</p>	<p><b>8:00am</b> Government Relations Open Round Table Discussions</p>	20
21	<p><b>12:00pm</b> <b>&gt;DEADLINE&lt;</b> For lunch reservations  Earth Day</p>	23	<p><b>11:30am</b> <b>MEMBERSHIP LUNCHEON</b> Administrative Professionals Day</p>	25	<p><b>8:30am</b> Membership Srvc. -Retention  <b>5:30pm</b> RQS Legislative Forum</p>	27
28	29	30				