

Raytown
Area

CHAMBER OF COMMERCE



WWW.RAYTOWNCHAMBER.COM

NOVEMBER 2013

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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NOVEMBER MEMBERSHIP LUNCHEON



**SHOULD I
EVEN CARE?**

**Presented by Brenda Gustafson,
City of Raytown**

Today, social media is not cutting edge, it is mainstream. The social media world is big and grows bigger every day. Currently, over 1/3 of all the people in the world use some form of social media. This presentation will tackle some important questions

like....Why should I care about social media? What is social media? What's new in social media? Why should my business use social media? How do I get started?

About our speaker: Brenda Gustafson is currently the public information officer for the City of Raytown. She is accredited with the Public Relations Society of America and has her MBA from Webster University. Her previous work has included state-wide and local election campaigns, health care and public education. Previously, she was the managing partner of One Move Ahead, a national consulting firm in Portland, Oregon. Her and her husband, Don moved back to the Kansas City area a little over a year ago.

WHEN: Wednesday, November 20 - Networking begins at 11:00am, Lunch at 11:30am

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

\$15.00 per person - RSVP by Monday, Nov. 18

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

**COMCAST
BUSINESS**



**GARRISON
& ASSOCIATES Inc.**



Board of Directors

Shawna Burns, Chair of the Board
Commerce Bank

Loretha Hayden, Chair Elect
Lutfi's Fried Fish

Bruce Stansberry, Secretary/Treasurer
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Pat Ertz, Past Chair
Public Water Supply District #2

At Large Members

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Monopoly Acquisitions LLC

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Rok'it Advertising

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Mock Building Co.

Andy Powelson
PBI Industries Inc.-McDonald's

Patrick Searcy
Power On Technologies

Peggy Sundquist
The UPS Store

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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

In looking towards 2014, the Chamber Board is currently working on the budget for both the Chamber and the Building Foundation. At the time of printing this newsletter, a survey had been sent out to the membership. Thank you to those who responded – the results will be shared at some point in the near future and the answers hopefully will help us in determining some additional goals or changes for 2014.

One of the goals will be to increase membership with a large membership drive in the spring. We will be reaching out to ALL of our members in the hopes of building our membership. Rene Purtee with Arvest Bank has agreed to Co-Chair this membership drive with me so watch for updated information over the next coming months.

At the November 14 Board Retreat the Board of Directors will be reviewing the Strategic Plan originally approved in September 2011 and helping to finalize the membership drive. They will be discussing the next three years and determine if the document as approved needs any changes or updates. The Board Retreat is being held in the one of the meeting rooms at Extreme Karting and we thank them for allowing us to use of the room and to Hy-Vee for providing breakfast.

Each day we are faced with challenges both personally and professionally, remember to take each day, assess the situation and breath. Reach out to those who you think can help either by lending an ear, providing a suggestion or even to help you take your challenge to the next level. Remember if there is something you think the Chamber can help you with, do not hesitate to contact me.

My door is always open, come by anytime.

Vicki Turnbow, President



Good News Travels Fast - and YOUR Chamber can make it go faster!

The Raytown Area Chamber of Commerce loves to get the word out, especially when it's about one of our members. Remember to send us your press releases or good news, so we can help you get the good news out.

What you can send us:

- > Awards
- > Expansions, Relocations and Spinoffs
- > Mentions in National or Industry Media
- > Promotions and New Hires
- > Community Leadership
- > Major New Products or Projects
- > Philanthropic Efforts

If you have someone on staff who handles publicity, or maybe you are that someone - be sure to add Staff@RaytownChamber.com to the mailing list and send any of your company's news our way. We'll be reaching out every few months to see if there is anything we can add to the newsletter, include it on Facebook or Twitter and share with the local media.

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.



DECEMBER MORNING COFFEE

Mark your calendars: **Tues., Dec. 17** - this month's "Morning Coffee" will be a special **HOLIDAY CELEBRATION** held at the Raytown Area Chamber of Commerce, 5909 Raytown Trafficway. 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 let us thank you for your membership over the past year!

So stop by and start spreading some holiday cheer!



2014 RAYTOWN CORPORATE SPONSORSHIP

Is your business looking for additional: **EXPOSURE? VISIBILITY? CHAMBER RECOGNITION?**

Have you noticed the Raytown Corporate Sponsors this year? Here are some facts about the exposure, visibility and recognition you can get by being a 2014 Raytown Corporate Sponsor. By the end of this year:

1. The Raytown Corporate Sponsors will be included in over **35,000 emails** to Chamber members. (All logos can be clicked on and a link takes you to the company website.)
2. Our records show **over 17,000 people** were exposed to the Raytown Corporate Sponsor ad located on each page of the Chamber's website (a link is provided to each company website).
3. We will have sent out **4800 printed newsletters** with the Raytown Corporate Sponsor logos proudly displayed on the front page.
4. Your listing in the Membership Directory has a special heading, "Raytown Corporate Sponsor". Over **1250 directories** will be distributed this year.
5. The Raytown Corporate Sponsor logos are included in the luncheon power point presentation each month in front over **1000 people**.
6. The Raytown Corporate Sponsor sign is **prominently displayed** in the Chamber office.

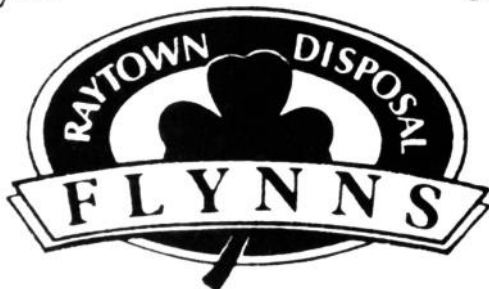
This could be a wise investment for your business to participate in for 2014 and **this opportunity is only available to 5 businesses**. Upon acceptance, a 2014 Raytown Corporate Sponsorship Agreement form will be sent out for your signature. If you are interested, please contact me at president@raytownchamber.com or by calling 816-353-8500.

Vicki A. Turnbow, President

MEMBER MARKET

Jim Flynn

358-1211



P.O. BOX 9425

RAYTOWN, MO 64133

Joel Lawson Advanced Wealth Strategies

Joel Lawson, CWS, RFC

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SHOP LOCAL SATURDAY

Nov. 23, 2013

Shop Local All Day Long All across the Kansas City Area Global Entrepreneurship Week Finale

Main Street merchants are the backbone of our downtown areas and the foundation of our communities. Did you know what happens when you shop local?

1. **More money is kept in the community** because locally owned businesses tend to purchase more often

from other local businesses. It also contributes to our tax base—and to city services.

2. **Nonprofits receive greater support:** local business owners tend to donate more to local charities than non-local owners.

3. **Unique businesses create character and prosperity.**

4. **Environmental impact is reduced.** Before it reaches a store, most food in the U.S. is picked up a week in advance. Your carrot travelled 1,838 miles to become part of your meal. And because local businesses usually set up shop in town centers rather than on the fringe, they contribute less to sprawl, congestion, habitat loss and pollution.

5. **Most new jobs are supplied by local business.** Check out the converse: National chain often bring loss of employment. The opening of a major big box retailer reduced retail employment by an average of 150 jobs in the county of its location.

That's why we invite you to join the growing Shop Local movement. From **7 a.m. to 7 p.m., Saturday, Nov. 23**, enjoy your hometown restaurants, shop in your Main Street marketplace and support Kansas City area small business and entrepreneurship.

Not sure where to start?

Visit our Shop Local Kansas City page and find more than 200 locally owned, independent companies, searchable by your zip code or type of business. www.kcsourcelink.com/shop-local

Shop Local. Share Local. Snack Local (our treat!)

Share the fun by posting and tagging photos directly on our Facebook page, or share them to Instagram or Twitter with the hashtag **#ShopLocalKC**. Throughout the day, we'll be scouring the socials looking for six hardworking shoppers who need a little refreshment and one diligent shop-goer who needs something a little more substantial. (Look for a reply from KCSOURCELINK, and be sure to respond fast.)

The final event of GEW-KC 2013 salutes you, our Main Street entrepreneurs and small business. Throughout November, we'll be promoting Shop 7-7 Saturday, an opportunity to shop local from 7 a.m. to 7 p.m. Here's how you can get involved.

1. Let us know you're playing. Post your participation (and your Facebook and Twitter handles) under the Shop 7-7 Saturday logo on our Facebook page, starting on Nov. 1.

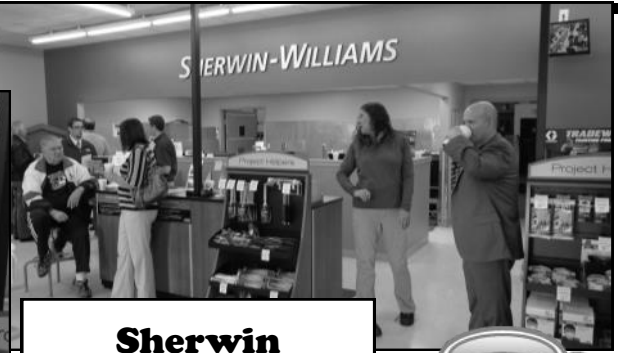
2. Develop a special promotion designed to draw people to your location that day. Maybe 10% off, buy one get one half off. Caption an image of your business with your promotion (images get more eyes, you know) on Facebook page or Twitter feed, tag it with **#ShopLocalKC**, and we'll link to it from our social media.

3. If you haven't already done it, sign up your business at our Shop Local Kansas City page. www.kcsourcelink.com/shop-local

4. Promote Shop 7-7 Saturday through your social media and link to ours.

5. Use the 7-7 Saturday graphic wherever you can. Go to shop-local/download to get a high resolution version of the graphic, as well as templates for signs and flyers.

6. Provide us with any "Shop Local" statistics that we can share with media. How much of your revenue supports local schools? How much you support local charities? What percentage of revenue funds streets and sewers in your community?

October Morning Coffee at ...

**Sherwin
Williams,**
8602 E. 63rd Street

**CHAMBER RENEWALS****Class Act Vending Services 2009**

A. Jack Knapp II, McKensy Cusimano

Wynn Twin School of Dance 1978

Jann Wynn

First Baptist Church of Raytown 1987

Carmen Kraus

Kansas City Zoo 2011

Julie Neemeyer, Randy Wisthoff

Walmart 1991 Jeff Hockaday, Cheryl Pohlman☺ **Power On Technologies 1994**

Patrick & Shelly Searcy

☺ **Metcalf Bank 2007** Kelly Madorin☺ **Westridge Gardens 2009**

ElizaBeth Clayton

☺ **Full Employment Council 1997**

Clyde McQueen

☺ **Missouri Career Center 2007**Richard Salazar, Steve Dempsey, Carla Major,
Bob Robinson☺ **Bowen Apartments 2009** Stacey Payne**River of Refuge 2012** Ron King**Don Merker 2011**☺ **goodbidding.org Thrift & Flea 2010**

David McGee

☺ **Tech Members 2008** David McGee**Monopoly Acquisitions, LLC 2012**

Christopher Payne

Raytown Rotary Club 2001**Trifar Land Company LLC 2011**

Brant Farrar

☺ **A&D Heating & Cooling Inc. 2012**

Dave Parker

☺ **Migraine Valley Farm 2012** Paul Broome**ReDiscover 2003** Stewart Chase**SonRise Lawn & Tree 2012** Jared Siems☺ **Rayview Construction, Inc. 2011**

Steve Bakken

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

NEW CHAMBER MEMBERS**FOUR POINTS****BY SHERATON****-KC SPORTS COMPLEX****Jeff Hirst**

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Recruited by Pat Ertz

DUNKIN' DONUTS**Jennifer Benjamin**

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Raytown MO 64133

Phone TBD

www.dunkindonuts.com

Restaurant

Recruited by Vicki Turnbow

Welcome!

Our Members in the News



On August 27, **Fire Chief Rick Mawhirter** announced his intent to retire effective the end of 2013. The Board of Directors of the Raytown Fire Protection District is proud to announce that Fire Marshal, Matt Mace EMT-P, has been selected as the Interim Fire Chief for the Raytown Fire Protection District effective January 1, 2014. This will give Chief Mace the opportunity to work daily, one on one, with Chief Mawhirter until his retirement.

Mace became a paramedic in 1995 and started working for Raytown EMS in 1996. He came to the District as a Firefighter/Paramedic in 1999 and became the Fire Marshal in 2007. His experience working with City Hall, the Raytown Chamber, the Water Districts, local businesses and our citizens should prove to be beneficial to him in his new position. He has demonstrated the ability to go above and beyond what is asked of him and is always willing to do whatever he can to better the Department. Mace, his wife Rachelle and their two children are proud to be residents of Raytown and have been very involved in the community.

The Board of Directors looks forward to a smooth transition after Chief Mawhirter's retirement and is confident that Chief Mace will provide just that.

Bob Palmer-President Barb Schlapia-Vice President Willard Ross-Secretary



FRIDAY
DECEMBER 6, 2013
- DOWNTOWN RAYTOWN

5:45pm
- Lighting of the Pocket Park,

Holiday music
by the Little Blue Singers!
Pocket Park - 63rd Street and Raytown Road

6:15-7:30pm

- * Visit Santa inside UMB Bank and listen to music provided by Raytown Community Band Flutes
- * Hop on a hay ride around downtown
- * Stop by the Winter Wonderland at 63rd Street and Blue Ridge Boulevard to enjoy a sip of cider and a cookie.
- * The first 100 children will receive a craft kit. Santa's elves will be there to help put them together. Parents must accompany all children.
- * Visit Open Houses in the Downtown Business area



Upcoming Member Events

NOVEMBER MORNING COFFEE

Mark your calendars: The next "Morning Coffee" will be held at **United Consumers Credit Union, 8730 E. 63rd Street**. 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.



RIBBON CUTTING CEREMONIES



Please join us to welcome **Select Physical Therapy, 9496 East 350 Highway**, to Raytown at a **Chamber Ribbon Cutting Ceremony on Wed. November 6 from 12-1pm**. Kelly Harris is the clinic's center manager and physical therapist at the new Raytown location, the 23rd clinic located in the KC metro area. She has been with the Select team for over 5 years specializing in outpatient treatment to orthopedic and neurological disorders. Kelly is certified in Orthopedic Manual Therapy thru the Ola Grimsby Institute.

Our highly respected clinical team provides preventative and rehabilitative services that maximize functionality and promote well-being. We develop individualized treatment plans to help achieve each patient's specific goals. Our integrated local market network allows us to effectively partner with physicians, employers, payors and case managers to achieve optimal patient outcomes in a cost-effective manner. We also provide physical therapy and athletic training services to professional sports teams, colleges, universities and high schools. www.selectphysicaltherapy.com



Please join the Raytown Chamber on **Friday, November 8 from 11:00 a.m. to Noon at Dunkin' Donuts** new location located at **8820 E. 350 Highway** in Raytown. We will officially cut the ribbon around 11:15 a.m. so please come out and show support for this new business in Raytown.

You are invited to be a part of **goodbidding.org Thrift & Flea, 10227 E. 61st Street**, ribbon cutting ceremony on **Wednesday, November 13th at 11:00am**. goodbidding.org Thrift & Flea is an organization dedicated to connecting charities with the funds raised from resold items. Goods are offered for sale via the store and website. When items are purchased from goodbidding.org Thrift & Flea, proceeds are directed to local charities. By donating to us (donations are tax deductible), you will help to raise awareness of a local charities and provide them much needed funds.



WE NEED YOUR HELP! Donate items to stock the shelves. Nominate eligible charities. Buy it for good. Visit the store or website today! Please visit the flea market booths that are also making a difference. Together we can make a difference in our community.

Additionally a grand opening event will be held Saturday, November 16th from 10:00 – 4:00.



UNDERSTANDING THE NEW HEALTH CARE LAW AND HOW IT AFFECTS YOU

Tues. November 12 at 7:00pm - Mid Continent Public Library-Raytown, 6131 Raytown Road

The Affordable Care Act, passed in 2010, already has changed the way health care is delivered in the United States, and there is more to come. At this seminar you will learn how the law affects you and your family, what changes will be made to Medicare, whether your employer group plan will be different, and what, if anything, you need to do to prepare for the full implementation of the law in January 2014.

(For adults) Registration is required. www.mymcpl.org

If you are interested in a ribbon cutting or after hours event for your business, please call 353-8500 or e-mail staff@raytownchamber.com and get it on the calendar.



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

NOVEMBER 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Check your weekly Chamber Connections C-mail for an up-to-date calendar</p>					1	2
<p>3 Daylight Saving Ends</p> 	4	<p>5 12pm Mbr. Serv.-Recruit</p>  VOTE	<p>6 12pm Ribbon Cutting Select Phy. Therapy</p>	7	<p>8 11am Ribbon Cutting Dunkin' Donuts</p>	9
10	<p>11 Veterans Day</p> 	12	<p>13 11am Ribbon Cutting goodbidding.org Thrift & Flea</p>	<p>14 7:15am Board of Directors Meeting & Retreat @ Extreme Grand Prix</p>	<p>15 8:00am Government Relations Committee</p>	16
17	<p>18 12:00pm DEADLINE For lunch reservations</p>	<p>19 7:30am Morning Coffee</p> 	<p>20 11:30am MEMBERSHIP LUNCHEON</p>	21	<p>22 8:30am Membership/Business Retention</p>	23
24	25	26	27	<p>28 Chamber office CLOSED</p> 	<p>29 Chamber office CLOSED</p>	30