

Chamber

EXCHANGE

Quarter II— 2010

Tough Winter - Great Networking!

Some Chamber Fun You May Have Missed ...



Jack Cashill



*You Should'a
Been There!*



Ray Birkinsha



2010 GACC Board of Directors

Bill Arbuckle, Chairman
Keller Williams Northland Partners Realty

Sid Robbins, Chair-elect
Faubion United Methodist Church

Kellie Eisenhauer, Immediate Past-Chair / VP of Education
elevate

Tony Conforti, Treasurer
Tony Conforti, CPA

Vinnie Vaccaro, VP of Membership
Commerce Bank

Suzanne McCandles, VP of Chamber Events
Oakhill Day School

Shelly True, VP of Special Events
True Busy for You

Mary Jo Burton, Director
North Kansas City Schools

Mary Cross, Director
Individual Member

Ken Honeck, Director
BankLiberty

Richard King, Director
City of Gladstone

Jinny Kyle, Director
Home Sweet Home Care

Andy Maupin, Director
Edward Jones Investments

Advisor:

Joy Lamas, Advisor

Staff:

Amy Harlin, President

Larry Harris, Director of
Membership Services

The Gladstone Area Chamber of Commerce

6913 N. Cherry St.
Gladstone, MO 64118
816-436-4523
Fax: 816-436-4352

Email Address:

info@gladstonechamber.com

Website: www.gladstonechamber.com

Business Hours:

Monday-Friday 9:00 am to 5:00 pm

From The Chairman's Corner



What impact does the word "SPRING" have on you, your attitude, your profession, on the Chamber? To me there is no other time of the year season wise that is as refreshing. It is like being on a subway for over an hour and then walking up the steps to bright sunshine, or it's like having a foot of snow on the ground and taking off for a 10 day cruise in the south Caribbean to white sand beaches. What does the word "Spring" do for your drive, your desires, your willingness to work, your overall attitude? How can the word "Spring" mean anything to the Gladstone Chamber?

The thought of "Spring" does wonders for a persons attitude, his/her work habits, a person's thought process, and a person's work ethic becomes enthusiastic, aggressive, and positive and where depression takes a back seat and is forgotten. From a person's attitude comes willingness to think, I need to redo the landscaping around the house, need to repaint the house, need to polish my car, my boat, clean out the garage, add on a deck, refinance the house to finish the recreation room, to buy that motorcycle or boat or wave runner that you have thought about having, taking that trip that you have been waiting for. Or maybe you think I need to talk to a banker, a lender, a realtor, an insurance agent as you and your family has thought about selling your house or buying your dream house, or you just want to take your bike out and have a BBQ at the park.

Do any of the above thoughts hit home? What does this do for the Chamber? Are you ready to be at the starting gate to start your mad dash for all the things you want to accomplish before fall hits?

I will address the Chamber and what we can accomplish from the word "Spring." Did I mention anything above that affects you and your business? I would say "Yes" if you are a banker, remodeler, loan officer, realtor, grocer, roofer, landscaper, car wash, auto or motorcycle dealer, or just an individual.

We all know that "Spring" makes us more positive in all aspects and being a Gladstone Chamber member should cause our brains to say "I need to let other chamber members "know what I do" and call them or visit the members and offer your services to them. This is called "positive attitude through networking." Isn't this one of our functions as a Chamber to let everyone know within our group what we do and how we can help others?

So what are we waiting for? The season is the "Springboard" for attitude adjustments, for all that holding back from this harsh winter we have had and to come out with a new attitude, new perspective, and to show our neighbors, our fellow members, businesses in the Gladstone area that we as Gladstone Chamber members are ready to "Spring" into action. Have you made that call yet to promote your business/ help a fellow chamber member, a fellow worker, a new business in the area? If not, then go do it!! You will feel Great once you do it!

Bill Arbuckle

Chairman of the Board of Directors

Are you receiving email notices from your Gladstone Chamber? Please contact us with any email updates or corrections. With quarterly newsletters, we are striving to keep you informed primarily by email.

Mark Your Calendar April–June 2010

GACC Board of Directors Meetings

Thursday @ 8:30 AM
In the Chamber Office
April 8
May 13
June 17

Ambassadors Meetings

Thursday, April 15
Location: Gladstone Hy-Vee
Thursday, May 20
Location: TBA
No Meeting in June



April 29
5th Thursday Breakfast
7:30-8:30am - Hillcrest Bank
North Oak at 70th St.
8:30 Special Presentation
Business Resources at MCPL

Business After Hours — Wednesdays - 5:00—6:30 PM

Casual Networking - Valuable Time!

Sponsored by Michael Ryan, Wells Fargo Advisor

Wednesday, April 14 - Assistance League of KC

“Taste of the Northland”

Wednesday, May 19 - Kendallwood Retirement Apartments
2801 NE 60th St, behind First Bank of Missouri, Antioch Rd.

NO BAH
in June!

Monthly Luncheons 11:30 AM - 1:00 PM

April 22 - Antioch Bible Baptist Church, 800 NE 72nd Street

Sponsor: Cramer Capital Management

Take Your Child to Lunch /

Featuring Gladstone Public Safety

May 27 - Fairview Christian Church, 1800 NE 65th Street

Sponsor: BankLiberty

Speaker: Gene Hanson, Northland Education & Business Alliance

NO Luncheon in June

Luncheons
\$18 - Members
\$23 - Guests

Out to LUNCH!

Please make reservations!

Beyond Wow
Video Services

816-436-9691

Children's Choice North
4008 NE Barry Rd

816-734-1399



June 11th & 12th, 2010

Oak Grove Park
76th & N. Troost

Gladstone Summertime Bluesfest Sponsorship Opportunities

Call your Chamber: 816-436-4523 Email your Commitment: larry@gladstonechamber.com

Headliner Level - \$3,000

- Announced on Radio Commercials
 - Logo on Bluesfest Signage
 - Logo on Bluesfest Stage Banner
 - One Logo Banner on Front of Stage
 - Logo on the back of Bluesfest T-Shirts
 - Logo on Posters (Circulation 1000)
- Logo in newspaper special sections (Circulation 50,000+)
 - Logo on Pay-Check stuffers (circulation 10,000)
 - Logo on Chamber website (Average hits 4500)
 - Logo recognition in Chamber Newsletter
 - Recognized from Center Stage with professional pre-recorded "commercials" played before the event and during breaks both Friday and Saturday
 - You will receive 10 passes to the VIP Pavilion

Premier Level - \$2,000

- One Logo Banner on Front of Stage
- Logo on the back of Bluesfest T-Shirts
- Logo on Posters (Circulation 1000)
- Logo in newspaper special sections (Circulation 50,000+)
- Logo on Pay-Check stuffers (circulation 10,000)
- Logo on Chamber website (Average hits 4500)
- Logo recognition in Chamber Newsletter
- Recognized from Center Stage with professional pre-recorded "commercials" played before the event and during breaks both Friday and Saturday
- You will receive 8 passes to the VIP Pavilion

Opening Act Level - \$1,000

- One Stage Banner
- Logo on Posters (Circulation 1000)
- Logo in newspaper special sections (Circulation 50,000+)
- Logo on Pay-Check stuffers (circulation 10,000)
- Logo on Chamber website (Average hits 4500)
- Recognition Announcements from the Stage
- Name recognition in printed materials
- You will receive 6 passes to the VIP Pavilion

Blues Notes Level - \$500

- Site Signage
- Recognition Announcements from Center Stage
- Recognition in printed materials for the event
- You will receive 4 passes to the VIP Pavilion

Band Promoter Level - \$300

- Site Signage
- Recognition Announcements from Center Stage
- Recognition in printed materials for the event

Stage Hand Level - \$150

- Site Signage
- Recognition in printed materials for the event

FASTSIGNS Celebrates 19 Years

March 2010 will be the 19th year in business for FAST-SIGNS of KC North. Located at 5714 NE Antioch Road in Gladstone, the business is locally owned by Gregg & Diane Kruse. FASTSIGNS has been helping businesses large and small with a variety of sign types and graphic solutions from simple to complex. Whatever your budget, they have an answer! New equipment allows them to quickly produce signs from one to one thousand. One of their specialties is trade show systems and graphics. FASTSIGNS would like to thank their loyal customers and new customers by offering a 19% discount on in-house orders through the end of March. Request a quote for your project to kcnorth@fastsigns.com or visit their website for more information, www.fastsigns.com/117. Phone: 816-459-7999

Sales calls and project consultations are also available.

Mark Your Calendars for these Community Events

More Details: www.gladstone.mo.us



April 17

“Walk & Wag” - dog walking at Happy Rock Park

Beginning May 1 (Saturdays & Wednesdays)

Gladstone Farmers Market - 70th & Locust

April 30- May 2 8:00am to 5:00pm

Gladstone Spring Beautification

May 7 - 9 8:00am to 5:00 pm

Spring Brush Drop off (Free)

June 5 (tentative based on completion)

Ribbon Cutting for the new Shoal Creek Walking Trail - Happy Rock Park west.

June 21 - 24

Corporate Challenge:

Gladstone Community Center

July 14

Health Fair: Gladstone Community Center

Edward Jones Investments

Andrew Maupin

816-468-7334

“May Day—Fun Day”

May 1, 2010

Gladstone Bowl

300 NW 72nd Street

2:00—4:00 PM

Only \$10 per person for all you can bowl in two hours! This includes bowling shoe rental.

May Baskets for kids. Door Prizes!

Cash Raffle for Adults!

**** NOTE: Reservations and Payment to GACC is needed by Friday,**

April 9,2010.

Strive to Thrive Wellness Challenge

A four week fitness competition amongst small teams of businesses, civic groups, churches, neighborhoods or other community groups within the City of Gladstone.

Teams compete in two categories:

1. Aerobic Exercise - Number of daily minutes (walking or other)
 2. Consuming Fruits and Vegetables
- Track the number of servings daily.

Teams must be pre-registered by

April 19

On-line: www.gladstone.mo.us

Hello, Chamber Members!



I want to extend my sincere gratitude for all that you did and helped me to accomplish last year as your GACC Chairman of the Board. It was a fun year & I thoroughly enjoyed getting to know many of you better.

The Strategic Plan brought about many great ideas and action items for years to come. The passion that our Chamber members have for each other, the Chamber's growth, its community and our schools is amazing. We as individuals and as a group do want to make a difference and we are willing to do what we have to do to demonstrate that. "Being the voice for small business" was a phrase brought to us by Gladstone Mayor Pro-Tem Les Smith and that phrase has stuck throughout our plan development process. Our Strategic Planning Team put in countless hours on the development and implementation of this plan. We debated, supported and suggested ideas all with positivity for the Chamber and our community.

Although there are many details to the plan itself, here are a few of the results. You may or may not have noticed some of the changes already. Thanks again for your support of the Chamber!

Sincerely, Kellie Eisenhauer

Mission: The Gladstone Area Chamber of Commerce mission is to develop our community by being the voice for small businesses.

Vision: The Gladstone Area Chamber of Commerce will be the Chamber of choice that supports growth and provides leadership by uniting small business & the community.

Values:

- We believe that businesses and the community should be mutually beneficial.
- We believe our Chamber members should support each other's businesses and organizations.
- We believe that the Chamber should be a resource for our members and community.
- We believe in having a win-win relationship with our members.
- We believe that volunteers are appreciated and crucial to the success of our Chamber.

3 Major Objectives:

Active Membership- Increase the number of active members by 36 per year for the next three years. Active membership is defined – One who participates in at least 2 events a years or contributes in other ways to the Chamber welfare.

Some Initial Brainstorming Solutions:

- A mentoring program for new members- We are honored to have Paul Skehen working on this.
- Ambassadors being active mentors for our guests & new members at our events- Thanks to Vinnie & the Ambassador Team!
- Continuing to use the Ambassador Team to find new members in our community.
- Continuing to use Personal Invitations from Board Members and Membership to increase event attendance.
- A review of the Luncheon Structure to have more value for our members.
- Continue to find ways to recognize our members for their accomplishments in the Chamber, the community & their business.
- An evaluation of ways to increase our door prizes in volume & value.
- Continue to look for more opportunities for Marketing & Advertising Co-ops in line with our values.

Education- Our members will be better equipped to run their businesses & organizations.

Some Initial Brainstorming Solutions:

- Partnering with the City of Gladstone to offer the Leadership Academy to our members.
- Offering more topic Seminars to our members- Starting with following the Networking Breakfasts and a luncheon in the fall.
- Improving our outreach within and support of the local schools through the Show Me Scholars Program.

Communication- Enhancing the community awareness of the GACC and our member businesses & organizations.

Some Initial Brainstorming Solutions:

- Considering a web- based community calendar.
- Considering a system for job posting & available candidates.
- Continued focus on communication with Schools, City of Gladstone & Community Leaders.

**Network together -
Support and Share**

Gladstone's New Farmers Market



Springtime means renewal, with blooms and leaves popping out all over. In central Gladstone, look for something else to sprout up in May: a farmers market.

The market, given the go-ahead in September by the Gladstone City Council, will operate on Wednesdays and Saturdays beginning May 1. Farmers will sell their freshly grown wares at a Gladstone-owned lot at the corner of Northeast 70th and Locust streets.

Hours will be from 7 a.m. to noon on Saturdays and 3 to 7 p.m. on Wednesdays. The market's season will end on Sept. 8.

A produce grower who thought Gladstone should have its own public market suggested the idea, according to city Economic Development Coordinator Melinda Mehaffy. The notion gained wide and immediate support around City Hall once staff members worked out the concept's logistics.

"The council embraced this from the start," she said. "It fit with our goals of supporting sustainable ventures that promote community wellness and the city's effort in minimizing its carbon footprint.

"Our residents have a chance to get fresh fruits and vegetables that are healthy for them and, at the same time, they can reduce car emissions by driving to one place to obtain those items."

Another positive aspect of the venture is the assistance it will give to the Atkins-Johnson Farm's restoration: The \$100 seasonal fee paid by each produce vendor will go toward the project. That pleases Sharon Smith, president of the Friends of the Atkins-Johnson Farm.

"The market concept ties into what this farm was about for all of its owners – growing food that was used to feed their families," she said. "We see it as a perfect complement to the city's plan of restoring the site to resemble a Missouri farm in the early 1900s."

Volunteers from the Friends organization will assist in the market's operation on Saturdays, directing vendors and answering questions for shoppers.

Gladstone Mayor Carol Rudi is a vocal supporter of sustainability, particularly the way it relates to the Atkins-Johnson Farm.

"They grew their own food and never wasted anything," she said of the Farm's past owners. "When they needed more room in the house, they didn't tear it down and start over, they built on to what they had."

Mehaffy said that the vendors would provide only fresh produce that they have grown themselves or obtained from farms within a 150-mile radius of Gladstone. The emphasis will be on offering as much organically grown fruits and vegetables as possible – that is, those raised without pesticides or chemical fertilizers.

All vendors must obtain all appropriate permits and licenses from the city, Mehaffy said. Nine already have registered to sell produce.

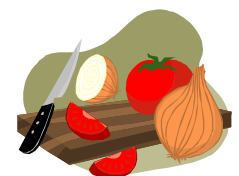
Rudi likes the planned twice-weekly operating days, saying it will enable Gladstone residents to buy locally grown produce on a regular basis. And having the market located in downtown area of the city will help promote the concept of a central corridor.

"We see it as a great way to help develop the area further," she said. "If we can get foot traffic to the market, we can prove to businesses that the area is viable for them."

Mehaffy says the market can accommodate 15 to 17 vendors, with each selling from a designated space.

Rudi is already making her shopping list, which will focus mostly on tomatoes.

"I'm never any good at gardening, so I always end up buying fresh things somewhere else," she said. "Buying locally is a big part of sustainability, and I'd much rather do it here."



Partner



Cornerstone Members



KeystoneMember



Randy Reed
PONTIAC · BUICK · GMC

10 NW Barry Rd. - Kansas City, MO 64155

(816) 436-6300



www.randyreed.com



Mike Steffens

Wells Fargo Advisors

Michael Ryan

816-781-0800

AMBASSADORS ALERT!

We got a slight taste of Spring this past week with our temperatures soaring to close to 70 degrees. That was really nice after the horrific winter we have had.

As we all know Spring time brings with it new "life". The gardens are planted, the leaves return to all the trees, neighbors venture into their yards and visit one another and kids leave their computers and come out to play (hopefully).

So it should be with our business partners in the chamber. Now is the time to start thinking of your new friends that would benefit from being a member of the strongest networking chamber in the entire Northland.

The product that the chamber and its members have created for you to promote is next to none and should be an easy decision for businesses looking to improve their traffic, income and expand their customer base. Plus, with each new member joining our chamber it creates more opportunities for *your* business and for your fellow chamber members.

Think about this, how many people are you doing business with today, and they with you, because of your chamber connection?

We are strong, we are loyal to one another and we practice what we preach. So, Spring into action and find a new business that will profit from being a member in our Gladstone Chamber of Commerce. Plus, it is one of the few opportunities where everyone wins! Gotta love it! The Gladstone Chamber.....Good for your business.

Vinnie Vaccaro
Board of Directors
Chairman Ambassador Committee.

