

**The Grain Valley Chamber  
Of Commerce**

**CHAMBER CHAT**

**February 2006 Issue**

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**February Membership Luncheon**

**February 7, 2006**

**11:30 A.M. Networking - 12:00 P.M. Lunch**

**Where: Community Center, 713 Main**

**Direction: Behind City Hall (711 Main)**

**Food: Catered by "Nadler's" –Beef Stew, biscuits, salad, dessert, tea and coffee all for \$8.00**

**Diet challenged, please ask when RSVPing for the alternative!**

**Please remember to RSVP no later than February 3<sup>rd</sup>. To avoid being charged, lunch reservations must be cancelled at least 24 hours prior to the event. Thank you!!**

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Committee and Officers**

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Pamela Coon – Admin. Asst.  
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**Small Businesses Are the Backbone**

**As written by  
U.S. Congressman  
Sam Graves**

I believe that small businesses are the backbone of Missouri's economy. In December over 100,000 jobs were created nationwide and many of those were because of small businesses. They also account for just over half of the output of our economy. Our countries' economic strength can be found on Main Street in our cities and towns.

Since I have been in Congress we have provided tax relief for many small businesses to keep our economy moving. This tax relief reduces the cost of purchasing things like new machinery, computers, trucks and other investments. If a company can buy more equipment or hire more people then it helps the local economy.

Still there is more to be done to make sure that our small businesses are able to thrive in

Missouri. We need to increase employees' access to healthcare. Many small businesses who would like to offer their employees healthcare coverage are unable to find a plan that they can afford.

That is why in Congress I am promoting Associated Health Plans as a part of the solution to this problem. It would allow companies to band together through an existing trade association and purchase health insurance as a large group. By negotiating as a large company, rather than many small ones, healthcare costs can be dramatically reduced.

Small business owners face enough hurdles today just trying to meet their payroll. I think Congress needs to work to make it a little easier. I believe our economy is healthy when Main Street is healthy.

**February Speaker:** Mr. Jeff Spivak, reporter for the Kansas City Star, will talk about his recently published series "Rating the Burbs" in which the 41 suburban areas around K.C. were evaluated based on a number of criteria, and what we can do to pull out of 41<sup>st</sup> place. You won't want to miss this one. Call today and RSVP 847-2627

# The Proz Says

February 2006

Our community has a lot to be thankful for, and thanking those who continue to help our community's progress is in order. Order it was when we thanked those at the Pillar of the Community Awards Saturday January 28<sup>th</sup>.

We are now full steam ahead into 2006 and we have a renewed focus on economic development as well as a full agenda of Chamber events. The new Chamber Board is excited and ready for the challenges ahead.

The last week I was given the opportunity along with some other Chamber members to present the CHOICES program to the 8<sup>th</sup> grade classes over at Grain Valley Middle School. What an experience! CHOICES is a program that helps teach students about the consequences of the decisions they make today, and the effect those decisions will have on them tomorrow and into the future. A Great program! We need to thank Allen Lefko and the Bank of Grain Valley for sponsoring this program. Helping our students make the right choices in school today will no doubt have a positive effect on the business community tomorrow.

Respectfully,

Brad Burditt, President GV COC

## ***From the Director's Chair***



Some might say it should read "From the Chair of the Grinch who stole the City-wide Garage Sale". But that's another story.

As we move forward in 2006, there are so many long range economic developments on the horizon - moving the 40 Highway/Buckner Tarsney intersection, redevelopment of the entire I-70 interchange, and widening Main Street through town, to name a few. But there are other things that can be done **RIGHT NOW** to produce more immediate results. One is to make a point of trying to do business **IN GRAIN VALLEY** whenever possible. We businesses must support each other.

Another action, which has even more potential, is to make a concerted effort to educate the newer citizens of Grain Valley to the goods and services available **RIGHT HERE**, and to convince them of the need and benefit of spending their tax dollars closer to home, instead of helping pay for the streets and city services of Blue Springs and Independence. The Chamber and the City are going to work together to make sure these new families know what's available nearby. We're going to assemble packets of information, coupons and freebies, and distribute them to people when they pay their water deposit at City Hall. Last year over 800 new families set up house in Grain Valley. Think how you would be affected if only 10% of them started doing business with you. Or 20%. Or more. We'll get started right after the Pillar. Till then, Bye from "The Grinch"

Be sure to mark your calendars for the March 7<sup>th</sup> luncheon! Our guest speaker will be Joe Sweeney, Editor – In – Chief & Publisher of Ingram's Business Magazine. He will be speaking regarding the ongoing Economic Development in Eastern Jackson County. Another one you won't want to miss!!!!

# What's going on in Grain Valley!

## Business After Hours Social

At *Mardi Gras*

112 AA Hwy, South of Main

When: Thursday, February 2, 2006

Time: 4:00 – 6:00

Buy one appetizer get one free & drink specials



## North Central Business And Professional Women

Thursday, February 17<sup>th</sup> 2006

Time: 6:00PM

Historical Society Building

506 Main Street

For more info contact Cj 224-8808

## Chamber Networking Group

February 7<sup>th</sup> 7:30 AM

Sterling National Building

1412 W. AA Hwy

Open to all Chamber Members

If you are interested in attending a meeting, please give us a call

Hedy Combs at **FSP Mortgage** 229-2542

Pam @ the Chamber 847-2627

## Vintage Daisy Flowers and Home Décor, mother –

daughter team, won a 3 day all expense paid trip to Colonial Williamsburg, VA. The contest was open to all Teleflora florist members throughout the county.

The contest requirements were to use the *Teleflora* Williamsburg Container in a shop display. Each entry was judged on original creation. Owner/Designer Tomi Robinson-Johnson and her Mother/Designer Cathy Robinson are looking forward to their trip.

Vintage Daisy will be featured in Teleflora's Monthly newsletter in March 2006. Visit [www.vintagedaisy.net](http://www.vintagedaisy.net)

to see the contest winning photographs. Vintage Daisy is located at 1446 W AA hwy Grain Valley, MO; (816) 847-1001.

“Vintage Daisy offers beautiful flower designs and decorative home accessories inspired by flea market finds, antiques, and more.

Never satisfied with the familiar, our designers and buyers are always on a quest for those objects that bring beauty to our every day lives”.

## Congratulations

**Allen & Bill Lefko and Bank of Grain Valley**

An article was written in the January 13<sup>th</sup> issue of the *Kansas City Business Journal*.

The bank is ranked as one of the friendliest businesses by the SBA!

## Business Tips

**I came across this article in an old Chamber Newsletter dated back to 1998 and thought it was worth re-issuing! Hope you feel the same. P. C.**

### Tips #1

The most profitable customer is a repeat customer. This fact has been proven time and again in virtually every industry. Think about the money you spend just getting a customer through the door, prospecting, marketing, setting up accounts, getting to know that customer's needs. Once a customer uses your business, every purchase that follows is potentially more profitable. It may pay to calculate exactly what you spend to get a new customer, depending on your business. However, it always pays to focus on customer service and satisfaction. As a small business, you compete not only with other small businesses, but also with big companies. Since you may not be able to offer the same range of services or products offered by your bigger competitors, exceptional customer service can be the competitive advantage you need to win and retain customers. Customer service means always providing a product or service that meets or exceeds your customer's

expectations. It means meeting deadlines and taking the lead in solving problems. It means conveying an attitude of service. Remember these five commitments to customer service: Value customers, Talk to customers, Listen to customers, Measure customer satisfaction, and Train all employees to serve customers.

### Tip #2

Like it or not, technology is a growing part of our world. It has changed the way words are written, the way art is produced, the way files are kept, and the way successful businesses are run. What are the technologies that are shaping your industry? If you want to be in business ten years from now, you must be willing to adapt to advancing technology. If you plan on being one of the survivors, make a commitment to stay abreast of technological advances. Do not get stuck with obsolete equipment or software, even if it means getting professional advice. Most importantly, plan and budget for advancing technology. Remember, your business is worth it.

Original writer Matt Farlin

**Was your Resolution to lose weight, tone up or just have some fun in 2006?**

Don't give up, just check what the Community Center has to offer!

[www.cityofgrainvalley.org](http://www.cityofgrainvalley.org)

Parks and Rec Link

Or call Jim Meyer @ 847-6230

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