May 2018 Calendar of Events

May 1: Ray County Coalition meeting @ Grace Church @ 6pm
May 1, 8, 15, 22, 29: Richmond Kiwanis meeting @ noon @ 19th Hole
May 1, 8, 15, 22, 29: American Legion hosts Bingo-open @ 4pm games @ 6pm
May 1: Bible Conference @ City Hall from 11am-10pm
May 2, 9, 16: Grace Church hosts Drop Zone-After School Program til 5:30pm
May 2, 9, 16: Elements Destination Dining hosts Mid Week Social-no RSVP needed
May 3: National Day of Prayer @ noon @ Ray County Courthouse

MAY 3-5: 38th Annual Richmond Mushroom Festival
May 4: Good Samaritan Center 26th Annual Spring Scramble
May 4, 11, 18, 25: Richmond Rotary @ noon — Please check location weekly
May 4, 11, 18, 25: Liberty Hospital hosts Dr. Walk-Well in Shoal Creek at 2pm
May 4, 11, 18, 25: Shirkeys Golf Course hosts Happy Hour Specials
May 5: Ray County VFW host a B & G Breakfast 6a-11a
May 5: Ray County Library Closed
May 5: Ray County Demolition Derby @ 7pm @ Fair Grounds
May 5, 13, 20: Grace Church Youth Ministry approximately noon
May 7: Bridge of Hope hosts Mom’s Group from 4-5pm
May 7, 14, 21: Ray County Library hosts Family Story Time @ 10am & 1pm
May 7, 14, 21: Ray County Library hosts GED/HSE Tutoring from noon to 2pm
May 8: Ray County Library Closed
May 9: Ribbon Cutting Ceremony @ 9am @ RCMH
May 10: Ribbon Cutting @ Oak Ridge @ 6pm
May 10: Ray County Library Board Meeting @ 3pm
May 11: Richmond Kiwanis Bill George Golf Tournament
May 12: Orscheln Blade Sharpening 9a-1p $3 per blade
May 12, 19, 26: Richmond Farmers Market West side of Ray County Courthouse
May 12: Rya County Library Weekend Book Club @ 10am
May 16: Deadline for Life Guard Classes @ City Hall
May 17: Ray County Library Genealogical Assistance @ 4pm
May 18: Ray County Hospital Gift Shop 20% off sale
May 19: Hazardous Waste Drop Off @ City Hall 8am-noon
May 19: Ray County Coalition hosts “Resilience” the movie @ Grace Church
May 21: Ray County Library hosts Blood Drive 1p-6p
May 22: Ray County Library hosts “Fishing Program” from 4-6pm
May 23: Ray County Library noon book club— please call for more information
May 23-26: Elements Destination Dining will be closed
May 24: Ray County Library hosts “Honey Bee Ambassador” @ 4pm
May 28: City of Richmond, Chamber of Commerce & Ray County Library Closed
May 31: Ray County Health Department hosts “Resilience” The Movie @ 2pm
May 31: Ray County Coalition hosts “Resilience” @ RCHD @ 2pm

WELCOME TO OUR NEWEST CHAMBER MEMBERS!

Central Supply Shop
Norborne, MO
816-820-3042
Www.CentralSupplyShop.com
melissacox@centralsupplyshop.com
karaw@tricountyhms.org
facebook.com/
raycountycoalition/

Ray County Coalition
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Richmond License Office
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Chamber in Motion is the official newsletter of the Richmond Area Chamber of Commerce
104 W. North Main
816-776-6916

IMPORTANT UPCOMING DATES
JUNE 7th — RDD HOSTS FIRST THURSDAYS
JUNE 22 — CHAMBER GOLF TOURNAMENT
JUNE 30 — AMERICAN CELEBRATION FIREWORKS EVENT
JULY 18 — FARMERS APPRECIATION DINNER
AUGUST 23 — "GOVERNING CASH FLOW" BUSINESS EDUCATION COURSE
SPONSORED BY CMCCU & THE RICHMOND CHAMBER
Liberty Hospital Receives Two Cardiology Recognitions

LIBERTY, MO. (May 17, 2018) – Liberty Hospital is a State Time-Critical Diagnosis Level II STEMI Center. STEMI is a potentially deadly type of heart attack that specific therapies - when administered rapidly - reduce mortality and disability.

“Newly designated STEMI centers in Missouri meet standards to provide definitive and timely treatment for STEMI patients,” said La'Tosha Rains, BSN, R.N., Liberty Hospital Stroke/STEMI Program Manager. “The more time that passes before blood flow is restored, the more damage that is done to the heart muscle. Minutes matter. The state requires EMS to take heart attack patients to a state-designated STEMI center.”

According to Daniel Dunker, M.D., Liberty Hospital’s STEMI Medical Program Director, the State of Missouri has made a commitment to its people by implementing time-critical diagnosis or TCD standards. “These standards ensure expedient treatment for patients facing critical illnesses such as heart attacks because, as noted above, time is muscle,” he said. “Liberty Hospital’s cardiovascular team is committed to providing care which exceeds these standards.”

Liberty Hospital also has received the American College of Cardiology’s NCDR ACTION Registry Silver Performance Achievement Award for 2018. Liberty Hospital is one of only 95 hospitals nationwide to receive the honor. The award recognizes Liberty Hospital’s commitment and success in implementing a higher standard of care for heart attack patients and signifies that Liberty Hospital has reached an aggressive goal of treating these patients to standard levels of care as outlined by the American College of Cardiology/ American Heart Association clinical guidelines and recommendations.

Gold Investors
City of Richmond
Bank Midwest, N.A.
Henkel, Corp.
US Bank
Richmond I.D.C.
The State Bank
Shirkey’s Nursing & Rehab
Community Bank of Missouri
Silver Investors
KCP&L
Swofford Ford Sales
Westbrook & Co., P.C.
Ray County Memorial Hospital
KMNO
Missouri Farm & Home
Mutual Insurance Company
Bronze Investors
Edward Jones Investments
Red Cross Pharmacy
Missouri Secured Title
Ray Carroll Grain Co-Operative
Richmond Family Clinic
Thurman Funeral Home
U.S. Granales
Wal-Mart Super Center
Central Missouri Community Credit Union
Desdier Lamber Co.
KFC/Taco Bell
Hometown Pizza
C & C Discount Pharmacy
NorthStar Wellness
Richmond Chiropractic
Kountry Kuts
Shirkey Golf Course
Phillips Computer Repair
Linda’s Floral
Richmond Bowl
Ray County Land Title
Thunderbird Electric
Crooked River Meat CO
Life Recovery Consulting
DJ Spudd

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CHAMBER TIDBITS
1. Did you know that we will have a REAL LIFE MERMAID at the American Celebration swimming with the kiddos at free swim for the public pool! She will be at the Southview Pool on Friday June 29th from 5:30-7:30pm. This event is sponsored by Missouri Farm and Home Mutual Insurance Company.
2. Watch for the newsletter in June with all the Mushroom Festival Fun!!!

Super 8 Hosts 20th Anniversary Celebration & After Hours
Ellen Steele has a lot to celebrate. 20 years of being in business in Richmond. Operating one of our communities only hotels, they have stood the test of time. The secret to her success? Longevity of employees. She still has some that are the original staff from 1998. Congratulations to Ellen and all the employees on a job well done!

NorthStar Wellness Hosts After Hours April 6th, 2018
Ray Smith and John Furgason hosted a Chamber After Hours at their business, NorthStar Wellness on Friday, April 6th. You always know when you walk in front of their business as it smells amazing even outside the front door. This business was honored as the New Business of the Year last year by the RCOC Board of Directors. Congratulations!

Close your eyes and imagine a field filled with cows that are brown/black or your average cow. All of a sudden in this field of mundane cows, there is one with purple spots. We are going to remember that particular cow for a long time.

But how does this relate to business?
Seth Godin, author of “Purple Cow,” defines the Purple Cow as something remarkable, an innovative business idea, or something that will catch the attention of the consumer. An example that comes to mind when talking about the purple cow idea is Procter & Gamble’s Tide Pods. Prior to releasing those, they were just another laundry detergent company relying on old ways of advertising. However, when they released the pod they were able to capture the attention of the consumer with a new, innovative product. Overall, this idea made their brand more appealing and successful.

But, how can you implement the Purple Cow idea? In his book, Godin has many important ideas that can assist you.
1. “Instead of investing in a dying product, take profits and reinvest them in building something new.”
2. “Differentiate your customers.”

Identify your most profitable consumers and the consumers that are most likely to tell their friends about your idea. Then, take this information and target your advertisements to them instead of the masses.
3. Are you focusing on “very good” ideas instead of remarkable ideas?
Very good ideas are ideas that are wonderful, but that might not be spread as easily as a remarkable idea. Focus on how you can make your product remarkable.
4. Network with customers who will love your product.
You could begin an email list or create a mailer that gets sent out. Build a community on Facebook or another social media platform.
5. Look to your competitors for ideas on how you can advertise your product. Learn how they connect with their customer base.
6. Find things that are not typically done in your industry and try them. For example, Stew Leonard took the strawberries out of the green plastic cages and let the customer pick their own.
7. Is your slogan or positioning statement true or worth sharing?
Ensure that the things that you are using to advertise your business are the truth.
8. Analyze your business.
Ask yourself questions such as:
How easily can you share your idea?
How often will people tell others about your idea?
Do you have a specific target audience?
Who can promote your idea and how much will consumers listen to them?
Will your idea sell for a long time?
9. Look at how you can change your product to make in remarkable instead of changing the advertisement.
Half of the things that could potentially help your business grow you wind up not doing because you’re afraid to take the risk. However, these risks usually don’t have a good reason as to why you shouldn’t do it. Overall, don’t be afraid to take risks.

When following these steps you have a better chance for profit, sustainability, and longevity for your company and your future.
Sincerely,
Dr. Justin Meier
Richmond Area Chamber of Commerce
President