

**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 2,9,16,30: 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 6,13,20: 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: Liberty Hospital Health Care Decisions Day 7a-6p
- 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<br>Norborne, MO<br>816-820-3042<br>Www.CentralSupplyShop.com<br>melissacox@centralsupplyshop.com | Ray County Coalition<br>3100 NE 83rd St. Suite 1001<br>KC, MO 64119<br>816-877-0401<br>karaw@tri-countymhs.org<br>facebook.com/<br>raycountycoalition/ |
| Richmond License Office<br>111 N. Thornton<br>Richmond, MO<br>816-776-3330   | F’ Richard Bowland<br>Knights of Columbus<br>Council 7605<br>816-776-2628<br>ellendaniels4565@gmail.com  |
| Crafty Creations<br>123 Main St.<br>Richmond, MO<br>816-516-0390<br>Www.facebook.com<br>/cillascraftycreations       | Ray County Public Admin.<br>219 S. College St.<br>Richmond, MO 64085<br>816-776-8612<br>rcpubadm@gmail.com   |

Chamber Officers  
President  
Dr. Justin Meier  
*Grace Church*

Secretary-Treasurer  
Natalie Lamar  
*Executive Director*

**Chamber Board**  
Class of 2018  
Jennifer Welch  
Brock Dover  
Tony Hatcher  
Justin Wrisinger

Class of 2019  
Justin Meier  
Jennifer Gant  
Renea Williams  
Atalie Williams

Class of 2020  
Jennifer Brenton  
Bart Willim  
James Ford  
Ellen Vandiver

**May**  
2018  
Volume 49  
Issue 5

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

**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  
 Swafford Ford Sales  
 Westbrook & Co., P.C.  
 Ray County Memorial  
 Hospital  
 KMMO  
 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. Granules  
 Wal-Mart Super Center  
 Central Missouri  
 Community Credit Union  
 Derstler Lumber 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

May 2018  
 Volume 49  
 Issue 5

**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!

**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 LaTosha 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.

**NorthStar Wellness Hosts After Hours April 6th, 2018**

Ray Smith and John Furgeson 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 !

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!!!

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.
10. Constantly ask yourself, “Why not?”  
 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

