

## June 2018 Calendar of Events

June 1,8,15,22,29: Richmond Rotary @ noon—Please check location weekly  
June 1,8,15,22,29: Liberty Hospital hosts Dr. Walk-Well in Shoal Creek at 2pm  
June 1,8,15,22,29: Shirkeys Golf Course hosts Happy Hour Specials  
June 1: Ray County Library Summer Reading Program Kick Off @ 10am  
June 2,9,16,23: Richmond Farmers Market West side of Ray County Courthouse  
June 2: American Legion hosts B & G Breakfast 6a-11a \$5  
June 3: Masonic Lodge Fish Fry @ Orrick Lions Club  
June 3,10,17,24: Grace Church Youth Ministry approximately noon  
June 4: Bridge of Hope hosts Mom's Group from 4-5pm  
June 4,11,18,25: Ray County Library hosts Family Story Time @ 10am & 1pm  
June 4,11,18,25: Ray County Library hosts GED/HSE Tutoring from noon to 2pm  
June 5,12,19,26 :Richmond Kiwanis meeting @ noon @ 19th Hole  
June 5,12,19,26 :American Legion hosts Bingo-open @ 4pm games @ 6pm  
June 6,13,20,27: Elements Destination Dining hosts Mid Week Social-no rsvp needed  
June 6,13,20,27: Ray County Library hosts Teen Time @ 2:30pm  
June 6: Mushroom Festival wrap up meeting @ Golf Course @ noon  
June 7: RDD hosts First Thursdays Downtown Richmond 6-8pm  
June 7,11,13,14,19,21,25,26,28: Richmond Recreation Water Fitness @ Southview Pool  
June 7-9: Town Square Mercantile 2 Year Anniversary Celebration  
June 9: Orscheln Blade Sharpening 9a-1p \$3 per blade  
June 9: Ray County Library Weekend Book Club @ 10am  
June 10: Farris Theatre hosts Country Pickin @ 3pm  
June 12: Ray County Library hosts the Mo Dept of Conservation @ 4pm  
June 13: Ray County Coalition hosts Candidate Forum & luncheon @ UCPC @ 11:30am  
June 13: Outlaw Days meeting at Hometown Pizza @ noon  
June 14, 28: Richmond Recreation Twilight Swim @ 7:30pm  
June 14: Girls Night Out @ Elements Destination Dining from 6-8pm  
June 14: Friends of the FFA meeting @ 6:30pm @ RHS  
June 14: Ray County Library hosts Crochet & Knitting Group meeting @ 4:45pm  
June 19: Ray County Library hosts Readers Theatre @ 4pm  
June 20: Ray County Hospital Gift Shop 20% off sale  
June 21: Ray County Library hosts David Cox-local author @ 5pm book signing  
June 21: Chamber Board meeting @ 11:30am @ 19th Hole  
**JUNE 22: CHMABER GOLF CLASSIC CHRISTMAS IN JUNE**  
June 22: United Christian Presbyterian Church hosts fundraising BBQ 5-8pm \$10  
June 25-29: First Baptist Church Vacation Bible School  
June 26: Ray County Library hosts "Honey Bee Ambassador" @ 4pm  
June 27: Ray County Library noon book club— please call for more information  
June 27: RDD meeting @ noon @ Hometown Pizza  
May 24: Ray County Library hosts "Honey Bee Ambassador" @ 4pm  
June 28: Ray County Library hosts Genealogy @ 4pm  
**JUNE 29: AMERICAN CELEBRATION @ 5PM @ SOUTHVIEW PARK**

# chamber.Emotion

## 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

## WELCOME TO OUR NEWEST CHAMBER MEMBERS!

D & M Plumbing

PO Box 798

Warrensburg MO 64093

660-747-7808

E-mail dm.plumbing@hotmail.com

DMPLUMBINGWARRENSBURG.COM

Body Renewal Salon & Spa

706 Wollard Blvd.

Richmond, MO

816-615-7200

E-mail bodyrenewalsalonspa@yahoo

Facebook/BodyRenewalSalonSpaLLCRich

## Ray County Memorial Hospital Ribbon Cutting Ceremony May 9th, 2018

Ray County Memorial Hospital has been working on revamping the hospital for several years now. On May 9th, The Richmond Area Chamber of Commerce was happy to help them celebrate the completion of the newly remodeled Emergency Room and Lab facilities. The updated ER has much more privacy than the prior one and the enclosed ambulance port will surely provide for a more pleasurable transfer into the hospital. Congratulations RCMH staff and Board of Directors for keeping our hospital up to date and looking sharp!



## OAK RIDGE RIBBON CUTTING CEREMONY MAY 10TH, 2018



On Thursday May 10th, the Richmond Area Chamber of Commerce was proud to help usher in a new business in our community. Oak Ridge Assisted Living Facility. The event kicked off at 5pm with a luau and hog roast with all the trimmings. This was a well attended event as the entire hog was gone by the end of the evening. The organization also hosted a group of Polynesian Fire Dancers for the entertainment that evening. Congratulations Shirkey Health Services for continuing to grow and offer more services to our community.



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

KCP&L  
Swafford Ford Sales  
Westbrook & Co., P.C.  
Ray County Memorial  
Hospital  
KMMO  
Missouri Farm & Home  
Mutual Insurance Company

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

Ad Courtesy of the Richmond News

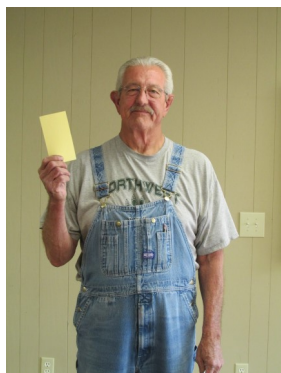
Richmond Chamber of Commerce would like to thank the following business for making this year's Mushroom Festival a success!

**Ag Power**  
**Anytime Fitness**  
**Baker Memorials**  
**Bott Radio Network**  
**C & C Discount**  
**Pharmacy**  
**Camille A. Johnston,**  
**Ray County**  
**Prosecuting**  
**Attorney**  
**Carter Insurance**  
**Agency LLC**  
**City of Richmond**  
**Clint Evans Heating &**  
**Cooling**  
**Community Realty**  
**Daddy's 10-13 Diner**  
**Derstler Lumber**  
**Edward Jones -**  
**Richard Bidding**  
**Empire Gas**  
**Fowler Bus Company**

Gill Grain  
Grace Church  
Heartland Waste  
Henkel  
Horse Play  
KCPL  
KFC/Taco Bell  
KMZU 100.7 FM  
McDonalds  
Missouri Farm &  
Home Mutual Ins  
Oswald Crow Agency  
Pierson Realty  
Ray County Memorial  
Hospital  
Reece Nichols -  
Williams & Assoc  
Richey Chiropractic  
Richmond Family  
Clinic  
Richmond Kiwanis  
Richmond News

Richmond Rotary  
Richmond Shell  
Richmond United  
Methodist Church  
Shirkey Hospice &  
Palliative Care  
Shirkey Premier  
Therapy  
Smith Elder  
Business Law  
Sonic Drive In  
Super 8  
Tequila Jalisco  
Mexican Restaurant  
The Jones Store  
The State Bank  
Thurman Funeral  
Home  
Trophies by Menke  
Walmart  
Westbrook & Co. P.C.  
Wrisinger Auction

Thank you for your time and support!



Pictured Left— Mike Strider is the winner of the April Shop Richmond Campaign!

Pictured Right— The winner of the Tennis Ball Drop, John Moore, former Richmond Police Chief, with Chamber President Justin Meier and Tennis Ball Drop Chairperson James Ford.



VOLUME 49, ISSUE 5

When there were three TV channels and just two types of toothpaste, it was much easier to catch the attention of new customers. Today people are inundated with advertisements on the radio, TV, at the movie theater, on social media, and even via text. So, in a world with so much noise, how do you get your product, company, or brand noticed.

In his book *Buzzmarketing*, Mark Hughes, tells us how to elevate our message above the everyday noise of marketing and how to get noticed and get people talking about your business.

“Buzzmarketing” is a strategy focused on creating excitement and word of mouth advertising. Why is word of mouth advertising so important? According to the research, “90% of consumers trust peer recommendations, and only 14% trust advertisements.” And today people can share what they think about your product and business with thousands of people in a matter of seconds.

So here are five rules for creating buzz:

The buttons of buzz are as follows; the taboo, the unusual, the outrageous, the hilarious, the remarkable, and the secrets of the trade. At least one of these buttons need to be pushed to create buzz. For example, Hughes, was launching a new dot com company and needed to generate revenue quickly to make it survive. He pushed the “unusual button” by convincing Halfway, Oregon to change their name to half.com. That was something completely unique at the time that attracted a ton of attention. This caused people to talk about the company all across the United States and ultimately drove business to the website.

While your business probably doesn't have the resources to get your community to change their name, but is there something you can do to get attention? You could possibly organize a flash mob at Mushroom Festival, raffle off something of great value, or lead and sponsor an event that will attract people from miles away.

Media has the influence to get people talking about your product. They generally have a high level of credibility. If a positive news article is written about your business it has a high potential of getting people to talk about and draw people to your business. If you can get a regional TV news outlet to cover your business doing good in the community, it will garner you attention and customers from other communities.

One thing to remember is to NOT assume you have the attention of customers. Most businesses advertise to simply inform customers. To make your advertising dollars be effective you need to both get peoples attention and inform them about your product.

Dream up crazy and risky ideas that no one else is doing. It takes a lot of time to and even more effort to complete this step. Within yourself and your company emphasize creativity. In doing this you will get the best results.

To make sure your risks pay off, test your ideas with who you want to reach. Most companies who advertise for themselves rarely research the effectiveness of their ads before they publish them. And when they do do it they ask employees, or customers who have already bought in. It is so important to make sure you understand and connect to the customers you don't have and want.

This step is critical. You have to address concerns of your customers and ensure you're not creating bad buzz. Bad buzz drives people away and you will be unable to effectively sell your product. Since word of mouth is so important, you have to be able to outweigh the voice of the people who might say bad things about your product.

When we create buzz, it pays off more than any other advertising dollars we can spend. If you want some ideas that will help your business create buzz let me know. As businesses do better, our community will grow, and we all can invest in making the Richmond area better together.

Dr. Justin Meier  
President  
Richmond Area Chamber of Commerce

