

## February 2019 Calendar of Events

- February 1,8,15,22: Richmond Rotary @ noon @ 19th Hole  
 February 1,8,15,22 :Shirkey Golf Course hosts Happy Hour @ 4pm  
 February 1: Ray County Library Board meeting @ 1pm  
 February 2: Texas Hold 'em Tournament @ 5:30pm @ 19th hole  
 February 3,10,17,24: Grace Church Youth Ministry approximately noon  
 February 4: Bridge of Hope Mom's Group @ 4pm  
 February 4,11,25: Ray County Library hosts GED/HSE Tutoring from noon to 2pm  
 February 4,11,25: Ray County Library Family Story Time @ 10am & 1pm  
 February 5,12,19,26: UMC Men's Bible Study @ Our Place @ 6pm  
 February 5,12,19,26: Richmond Kiwanis meeting @ noon @ 19th Hole  
 February 5,12,19,26: United Methodist Church Food Pantry 1-3pm: call for appt  
 February 5,12,19,26: American Legion hosts Bingo-open @ 4pm games @ 6pm  
 February 5,12,19,26: Grace Church Food Pantry open 5-8pm  
 February 5,12: Ray County Library Family Story Time @ 4pm  
 February 6,13,20,27: United Methodist Church Youth Group @ 6 & 7  
 February 6,13,20,27: Ray Co. Library hosts Teen Time @ 2:30pm  
 February 7,14,21,28 Ray County Library presents adult programs in afternoon  
 February 7,14,21,28: United Methodist Church Food Pantry @ 1pm  
 February 9: Masonic Lodge B & G Breakfast 7-10:30 :\$5  
 February 9: Orscheln Blade Sharpening 9a-1p \$3 per blade  
 February 12,19,26: Ladies Golf After Hours @ 6:30 @ 19th hole  
 February 13: Parks and Rec volleyball and soccer deadline  
 February 13: Richmond Parks and Rec Job Fair @ 1:30 @ City Hall  
 February 14: Friends of the FFA meeting @ 6:30pm @ RHS  
 February 17: Bridge of Hope Women's Tea @ Vibbard Christian Union @ 3-5pm—Cancelled  
 February 18: Forever Fotos Head shot mini sessions  
 February 18: Presidents Day— City offices, Chamber and Library closed  
 February 19: Liberty Hospital will host Living With Cancer @ 6pm  
 February 19: Ray County FCE meeting @ 10am & 6:30pm @ Chamber  
 February 20: Ray County Hospital Gift Shop 20% off sale  
 February 21: Liberty Hospital hosts Living After Loss @ 11am & 5:30pm  
 February 21: Liberty Hospital hosts Alzheimer's Support Group @ 7pm  
 February 25: Bridge of Hope Board Meeting @ 6:30@ Chamber  
 February 25: Ray Co Library Board of Directors Meeting @ 9:30  
 February 26: Ray County Coalition Board Meeting @ Ray County Library @ 6pm \$5 donation please  
 February 26:Liberty Hospital Stroke Support Group @1:30  
 February 26: Pet a sheep @ Ray Co Library @4:30  
 February 26: Excelsior Chamber After Hours at Roberts-Roberson GMC Chevy @ 5-7  
 February 27: Mushroom Festival meeting @ noon @ Hometown Pizza  
 February 27: Elements Destination Dining hosts Cajun Night  
 February 28: Chamber Board meeting @ 11:30 @ 19th Hole  
 February 28: Ray County Library presents Knitting Group @ 5:15pm

# chamber.Emotion

### Chamber Officers

#### President

Dr. Justin Meier  
 Grace Church

#### Secretary-Treasurer

Natalie Lamar  
 Executive Director

### Chamber Board

#### Class of 2019

Justin Meier  
 Jennifer Gant  
 Renea Williams  
 Atalie Williams

#### Class of 2020

Felicia Farabee  
 Kayla Haas  
 James Ford  
 Ellen Vandiver

#### Class of 2021

Mark McFee  
 Misti McKenzie  
 Jennifer Welch  
 Beth Smith

## February

2019

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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

## Help Us Welcome Our Newest Members!

### Stillfield-Hufft Insurance Group, LC

Jennifer Hufft  
 22310 Hwy 13  
 Polo, MO 64671  
 816-820-8282

Www.Stilfield-Hufft-Insurance.com  
 jenhufft@gmail.com

### Prather Insurance Associates

David Prather  
 448 Washington St. Ste A  
 Chillicothe, MO 64601  
 660-240-8589

David\_Prather@us.aflac.com

MLM Farms, Inc.



Pictured Left—Natalie Lamar is presenting membership plaque to one of our newest members, Jennifer Hufft of Stilfield-Hufft Insurance Group.



Pictured Right—CD Holtzen and Office Manager Linda Powers receiving their Chamber membership plaque. CD Holtzen and Associates have been in business since 1969

### SAVE THE DATES

- February 18: Chamber Office Closed
- March 18: Chamber /Library Blood Drive
- April 20: City of Richmond Easter Egg Hunt
- May 2-4: 39th Annual Mushroom Festival
- May 12: RHS Graduation
- June 28: The Great American Celebration
- July 17: Farmer's Appreciation Dinner
- August 1-8: Chamber Board Elections

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

Anytime Fitness  
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  
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  
Phillip's Computer Repair  
Linda's Floral  
Richmond Bowl  
Ray County Land Title  
Expert Electric  
Life Recovery Consulting  
DJ Spudd  
Stilfield-Hufft Insurance Group  
Prather Insurance Associates

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Congratulations to Regina Stickley for winning the Shop Richmond drawing for the month of December! Make sure to submit your receipts for your chance to win a \$50 gift card! This program is sponsored in part by **Grace Church of Richmond**

**FORBES 10 EXPERT SOCIAL MEDIA MARKETING TIPS**

Social media can be a great way for small business owners to connect with prospects and customers. Done right, it can make sales skyrocket. Some entrepreneurs have even built an entire business on a social media platform, like Rachel Dunston, the founder of Rachel Bakes More Cake, who built a thriving cake business on Instagram. But if you're not careful, it can be a distracting time suck, or even backfire by alienating customers and prospects. Here, 10 small business experts share strategies small business owners can use to nurture a successful presence on social media.

**1. Lead with objectives** "Start with your top three marketing objectives, then evaluate how social media may help you achieve them. Too often business owners buy into the idea that 'I have to be there. I have to be in all these new places or I'll be left behind.' But social media has to help you reach your objectives or you're just wasting time. Don't think of social media as just a megaphone for your business, but think about how it can help you reach your goals." *John Jantsch, business marketing consultant, speaker, and author of Duct Tape Marketing.*

**2. Build your authority** "As a business owner, I believe that you can't over-invest in your LinkedIn presence in 2018. This also applies to anyone looking to further their career or success, particularly those working in sales or marketing. Concentrating on growing audiences and engagement on LinkedIn can absolutely boost sales and conversion rates. It will also lead toward amazing opportunities for collaboration. "As someone who turns entrepreneurs into media celebrities, I teach that LinkedIn is also excellent for attracting amazing opportunities to be seen as the go-to authority for your industry. Authority is a currency. The more of it you have, the more you can cash in on opportunities for growth of all kinds." *Josh Elledge, founder of upendPR.com, and a weekly syndicated newspaper columnist who reaches more than 1.1 million readers; also regularly appears on radio and more than 75 TV stations across the country.*

**3. Start a conversation** "The key thing with Facebook is to remember that the algorithm they use rewards posts that have interaction. If a business posts something but no one responds, then Facebook won't show it to anyone. They're trying to keep people on their website, and they can only do that by showing posts and stories that people find interesting. It's going to get more difficult, as Facebook announced they're going to be changing their algorithm. They'll now favor content from friends over companies and other pages. "The key is to ask questions and respond to the answers. A car dealer could post a picture of someone buying their first car and, sure, it's interesting enough. But if they turn around and ask people, 'What was your first car?' they have a chance to get people to answer, and then they can respond. Now, to that person who answered the question, it's not a car dealer, it's a car dealer who knows his first car." *Adam McCloskey, Associate Director, Florida SBDC at UWF, which is part of the Florida SBDC Network, a statewide network of more than 40 centers offering consulting, training, and resources to aspiring and existing small businesses.*

**4. Show appreciation** "The most important thing about social media is that it's not just about you! Social media is not a monologue where you tell the world about the awards you've won, or the special deals on your products and services. It's an opportunity for you to connect, in a meaningful way, with the people who have helped you and supported you in business. If you think about the 10 to 20 most important people in your business world, social media allows you to recognize and thank them for helping you along the way. You can thank them by giving recognition to their posts and tweets: like, follow, and share their messages. It's your way of saying thank you. More importantly, they will appreciate the gesture and continue to support your efforts." *Brian Moran, small business expert and founder of SmallBusinessEdge.com.*

**5. Stand out** "Social media is personal. It's your personal brand first, and your job or business second. You need to convey your persona. Get above the noise. Be different. You don't have to wear a superhero costume like me, but in a world of social media noise you need to stand out and be remembered." *Kedma Ough, "Small Business Superhero" speaker and small business consultant.*

Check out this link for the full list!

<https://www.forbes.com/sites/allbusiness/2018/03/27/10-expert-social-media-tips-to-help-your-small-business-succeed/#43539bbf14a1>



Exciting news from the Missouri Chamber!



A new service will help build a bridge between employers and tomorrow's workforce. Missouri Intern Connect — [www.mointernconnect.com](http://www.mointernconnect.com) — is a free online platform that will link young Missourians with internship opportunities.

The goal of Missouri Intern Connect is to give young people a connection to employers. These connections will then lead to job opportunities and provide a powerful incentive for workers to stay in Missouri.

"Unfortunately, too many of our talented young workers are choosing to seek employment outside of Missouri. We need to change this trend," said Daniel P. Mehan, president and CEO of the Missouri Chamber of Commerce and Industry. "Missouri Intern Connect will give our emerging workforce more access to career experience and provide a platform to network with Missouri employers. This will go a long way toward influencing more of these young people to stay in Missouri and help address our state's workforce needs."

The service was created by the Missouri Chamber of Commerce and Industry in partnership with the University of Missouri System and with support from the University of Missouri Extension Business Development Program.

"We are very excited about the Missouri Chamber's Missouri Intern Connect program," UM System President Mun Choi said. "We support the strong emphasis on education and workforce development to fuel economic growth in Missouri."

**If you would like to register your Internship opportunities, please visit <https://www.mointernconnect.com/>**