

December 2004

Chamber Chatter

Kearney Chamber of Commerce, PO Box 242, Kearney, MO (816) 628-4229

Season's Greetings and Thank You

The Chamber Board:

President:

Phyllis Strobel

President Elect:

Scott Smith

Directors:

Randy Smith

Joan Updike

Jared Wolters

Joe Wilmes

Beverly Taylor

Dennis Devoy

Treasurer:

Joe Wilmes

Ex. Officio:

Kent Scheible

Calendar Of Events

December

4 – Christmas on the Farm, 12:00 p.m. to 8:00 p.m., Watkins Mill. Admission is free! For more information please call 816-580-3387.

17-18 – 7:00 p.m. – Kearney/Holt Community Theatre & At The Boardwalk is hosting a production of The Night Before Christmas. At The Boardwalk is located on Washington Street, close to Kearney Feed.

January

5 – Teacher's Luncheon, 11:30-1:00 at Kearney Senior High. Volunteers Needed. Please contact the Chamber if you would like to help!

Although it was a bit foggy and cold, it didn't stop the children from coming to our annual Christmas Tree Lighting this past month. All our coupon booklets were given away and we're hoping to hear that all participating businesses got new customers. I'd like to take the time to give special thanks to the following people who made our event such a success:

Brett Toole

"CJ" DeBerg

Gary Lawson

Gayle Schrivener

Kent Scheible

Eric Hopkins

Joan Updike

Phyllis Strobel

Wade Maupin

Randy Wepler of Kearney Jr.

High School

First Baptist Church of

Kearney

Terry Rennack

Scott Smith

UNITE

Randy Smith

Kearney Fire & Rescue

Alan Altis

Mr. GoodCents

Barney Hatfield

And there were many others who jumped in and lent a hand as needed. Thank you to each and every one of you who help make our community events special – we couldn't do it without you!

Christmas Play!

Kearney/Holt Community Theater and At The Boardwalk are hosting a production of The Night Before Christmas on December 17 and 18th at 7:00 p.m. Children are invited to wear their pajamas and slippers and experience the magic of the night before

Christmas, including refreshments, decorating a cookie at Santa's Cookie Factory, writing a letter at Santa's Post Office, singing Christmas Carols and then watching a brief magical production of The Night Before Christmas! For more information please call Jenny Hayes at 816-360-2241.

##

Ribbon Cutting Pictures!

On Thursday, November 11, we had a ribbon cutting ceremony for The Village At River Meadows (Valley Property, Inc.) to celebrate the building of their new subdivision. The event was very well-attended and a good time was had by all. Here are a few pictures:



##

Business of the Month –

Stitch of the Time

Stitch of The Time has been in Kearney since June of 2000, but our experience goes well beyond that. Deborah Dopson and Stan Kienast have both been in the embroidery business since 1990.

We both love this business, because it lets us use our creativity.

We love to help our customers design and create the their designs and logo's.

There have been some changes going on for the last 6 months.

We originally started the business with Daniel and Kristie Sibell, which are Stan's daughter and son-in-law. They have decided to move on with other things and Deborah Dopson and Stan Kienast have taken over the business. Some of the changes are we are keeping the store name as Stitch of The Time but our company name is DS Embroidery and Chenille, LLC.

We are also developing our web site with the help of David Board with www.dacoto.com where you can see info about both Stitch of The Time and DS Embroidery and Chenille. So check us out at our web site www.dscando.com. Our main business is embroidery and chenille, and we can do school logos, school patches, mascots, company logo's and specialties and personalized gift items. Our motto is: If we can hoop it we can stitch it.



Chenille is also a big part of our business. Some of the schools that we do chenille for are: Kearney, Lawson, Excelsior Springs, Lathrop, Polo, Liberty, Platte City, Plattsburg, Smithville, South Harrison, North Harrison, and Oak Park. We also do

DO YOU have something you'd like to share with other Chamber members? Or perhaps a community event you'd like to let others know about? Send it in to Chamber Chatter – it's at every Chamber meeting and posted on our website and is the perfect way to let others know what's new and exciting in your business! Deadlines are always 2:00 p.m., the Friday before the General Meetings. You can email your information to the Chamber at kearneychamber@exop.net or fax at 816-902-1234 or snail mail to PO Box 242, Kearney, MO, 64060. We love pictures too! We look forward to hearing from you!

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chenille for 8 other specialty Sport Stores in Missouri and Kansas. Other services that we offer are Silk Screening and Ad Specialties. Being that we specialize in Corporate Logos and that we do ad specialties we can put your company logo on Pens, Pencils, Mugs, Calendars and anything else that you would like your company name on. We offer a large variety of garments to put your logo on such as Nike, Cutter & Buck, Outerbanks and much, much more.



New to working with us is Susan Cessor she has lived in Kearney for the last 9 years with her husband Carl and son Lantz and daughter Nina.

##

Sprint to Sponsor Generation Relevant Event

Sprint is sponsoring a Generation Relevant event at Kearney High School on Friday, December 3, from 9:30 – 10:30 AM. Generation Relevant will also be available in the cafeteria for autographs and questions during the students' lunch periods from 11:10 AM - 12:30 PM. will present the fundamentals Respect; Creativity; Innovation; Strategy; Individuality; Discipline; Vision and Teamwork in a musical format featuring Kansas City area musical act Lipriddle. The four-piece band will perform five to six original songs. The set will be interspersed by the band's personal accounts of a member's experience highlighting a Fundamental of Relevance, and recognition of students chosen because they exemplify the fundamentals. During the lunch period at the high school, band members will be available to sign autographs and answer questions for the students. Sprint's sponsorship of Generation Relevant events is part of the company's on-going

commitment to Youth Development. Sprint supports a broad scale of community youth programs focused on building leadership and social skills. Coupled with education, youth development is regarded as one of the most significant issues of concern to the communities Sprint serves.

##

Recap: Notes from Molly McGovern

Last month Molly McGovern spoke at our General meeting. We felt her message was important so here is a recap of her talk – let's call it the "Reader's Digest" version. Enjoy!

My Grandfather started a downtown businesses in 1911, that is now managed by my brother, cousin and uncle. For as long as I can remember, my family has always shopped in our customer's businesses. My father told me that his family for a long time kept their ice box, rather than purchasing a refrigerator because the ice man was a customer, and when my father went to college, he mailed his laundry home, to be taken to the cleaners, who was one of our customers.

When I was young, I was to shop locally and never use cash or credit card – to either write a check or charge on the store account, so businesses in town knew we were giving them our business. Credit cards were banned, because it carried an expense for the business. All that being said, the truth of the matter is, and is reflected in a consumer study that the Downtown Kearney group conducted about a year ago, less than 5% of Kearney residents do most of their shopping in downtown Kearney, less than 25% do most of their shopping in Kearney at all; and over 60% do most of their shopping in Liberty, big boxes, and Kansas City. The economic loss suffered in Kearney isn't just about the loss of local business to chain stores, but also the loss of out-of-town businesses. We have to first

keep our shoppers in town. The number of people leaving town to do most of their shopping suggests that something is missing. Almost 20 years ago, the National Trust for Historic Preservation developed a model for successfully reviving pedestrian focused downtowns, at a time when vehicular shopping was becoming dominate. The model is boiled down into Four points -- ORGANIZATION, PROMOTION, DESIGN, and ECONOMIC RESTRUCTURING. Downtowns continue to die because there are abundant and accessible alternatives to all functions of downtown available to most marketplace participants. For downtown to have value, the downtown must serve a number of viable functions to the community at least some of which – but not all – are economic; and the community must broadly recognizes and concurs with the special role downtown plays. To explore what your role might be in increasing the local marketplace, consider how important is the downtown area to the future of this city? What unique aspects of this downtown should you work to preserve? What new businesses might be viable in this downtown? What public improvements could make the downtown more attractive and draw more customers? I hope I have instilled an idea about marketing or merchandising opportunities that could derive positive returns to your business and to all Kearney businesses. Your actions can strengthen the whole. Remember – support your local businesses – and encourage your employees to support local businesses as well.

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