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# MAY 2011 NEWSLETTER

### Chamber Chat

Tune into 1370 AM at approximately 8:15 a.m. on the first Thursday of every month for "Chamber Chat". Meet the Chamber Ambassadors of the month and learn about what the Chamber is planning next.

### Upcoming Events

- Chamber Board of Directors Meeting**-Tuesday, May 3<sup>rd</sup>, 5:30 p.m., Chamber Office, 320 1<sup>st</sup> Street
- Chamber Chat on KWRT**-Thursday, May 5<sup>th</sup>, 8:15 a.m.
- Chamber Spring Progressive Dinner**-Friday, May 6<sup>th</sup>, 6:00 p.m.
- Boonville Farmers Market Mayfest**-Saturday, May 7<sup>th</sup>, 8:00 a.m. - 1:00 p.m., Orscheln Parking Lot, 1920 Main Street, Boonville
- Chamber Heritage Days Meeting**-Tuesday, May 10<sup>th</sup>, 5:30 p.m., Chamber Office, 320 1st Street
- Chamber Retail Meeting**-Tuesday, May 17<sup>th</sup>, 8:00 a.m., Chamber Office, 320 1<sup>st</sup> Street
- Chamber Social**-Taft Heating & Cooling and JCR Electric, Tuesday, May 17<sup>th</sup>, 5:00-8:00 p.m., 211 Spring Street, Boonville
- Ribbon Cutting/Open House**-Riverdell Care Center, Wednesday, May 18<sup>th</sup>, 10:00 a.m., 1121 11<sup>th</sup> Street, Boonville
- Boonslick People First & Sisters Supportive Living Fundraiser**-Saturday, May 21<sup>st</sup>, 8:00 a.m. to midnight, Brady Show Ground, Wooldridge, I-70 and Hwy 179, Exit 111
- Pedaler's Jamboree**-Saturday, May 28<sup>th</sup> and Sunday May 29<sup>th</sup>, Katy Trail from Columbia to Boonville, Kemper Park, Boonville
- Chamber Social**-Cooper County Memorial Hospital, Tuesday, June 7<sup>th</sup>, 5:00 p.m.-7:00 p.m., 17651 Main Street, Boonville
- 14th Annual Cruz In**-Saturday, June 11<sup>th</sup>, 4:00-7:00 p.m., A&W, 320 Ashley Road, Boonville
- DAR Flag Day Picnic**-Saturday, June 11<sup>th</sup>, Opening Ceremony 11:00 a.m., Serving 11:15 a.m.-1:00 p.m., Roslyn Heights MSSDAR Headquarters, 821 Main Street, Boonville
- Civil War Re-Enactment**-June 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup>
- 11<sup>th</sup> Annual Katy Trail Ride**-June 20<sup>th</sup>-24<sup>th</sup>
- 27<sup>th</sup> Annual Boonville Heritage Days**-June 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>

For full event listings on the Google calendars, go to BoonvilleMoChamber.com and GoBoonville.com

**2011**

**best of RURAL MISSOURI**

*Best Festival*

*This award is presented to*

**HERITAGE DAYS**

*by Rural Missouri, the official publication of the Association of Missouri Electric Cooperatives*

**CENTRAL REGION**

### Voted Best of Rural Missouri

The Boonville Area Chamber of Commerce's Heritage Days Festival was recently voted as Best Festival for Central Missouri. The central region is comprised of 19 counties. This is the 10<sup>th</sup> annual Best of Rural Missouri contest sponsored by Rural Missouri, a publication of Missouri's Rural Electric Cooperatives. More than half a million rural electric cooperative members were asked to vote for their favorite food and places throughout the Show-Me State.

### 27<sup>th</sup> Annual Boonville Heritage Days

June 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>

Little Mr. & Ms., Mutt Strut, Music, Crafts, Food, Carnival, Beer Garden, Car Show, Wine Garden, Quilt Show, Golf, Professional & Amateur Art Shows, Parade

The Chamber monthly newsletter is used to promote informative and enlightening news about our members and our community. If you have announcements, scheduled events, or other items of interest, please contact our office at 660-882-2721 or send an email to cc.director@yahoo.com.

The mission of the Boonville Area Chamber of Commerce is to promote and support member businesses. Through the strength of our membership network, we provide leadership, resources, and information to enhance commerce, tourism, industry, agriculture, and the quality of life in our community.

### From The Director's Desk

*Value of a Chamber Membership*—A national research study was conducted to determine if consumers really support businesses because they are a chamber member. This study was designed to determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce.

- ◆ Being active in the local chamber of commerce is believed to be an effective business strategy overall by 59% of consumers.
- ◆ Chamber membership demonstrates to 63% of consumers that the business is involved in the community.
- ◆ With a chamber membership, a company indicates that it cares about its customers to 64% of consumers.
- ◆ Chamber membership establishes and enhances a favorable reputation of the business to 69% of consumers. (Being active in a local chamber of commerce is 26% more effective for communicating that a business is reputable compared to other business strategies.)
- ◆ Active membership in the local chamber of commerce exhibits that the business uses good business practices to 70% of consumers. (Being active in a local chamber of commerce is 29% more effective for communicating that a company uses good business practices than it is for making a general statement about the company.)

*Become Invaluable*—our intent. As we continue moving *Full Steam Ahead* in 2011, you will be offered additional and enhanced membership benefits.

*Kim Krajicek-Alberts, Executive Director*

### Business Strengthening Workshops

The Commerce Committee, formerly the Chamber Retail Committee, is hosting a series of workshops at Cooper's Oak Winery, 327 Main Street, Boonville. The cost for each session is \$5 for Chamber Members and \$10 for Non-Chamber Members. RSVP through the Chamber Office. During the first session, May 4<sup>th</sup>, we will host a social with wine and appetizers available. Co-sponsors for the workshops are Alliant Bank, Citizens Community Bank, WJ's, Bredeaux Pizza, Gordon Jewelers, Curves and Cooper's Oak Winery.

*The Power of Entrepreneurship*: May 4<sup>th</sup>, 6:00-8:00 p.m.

*Customer Service*: May 11<sup>th</sup>, 7:00-8:00 p.m.

*Social Media*: May 18<sup>th</sup>, 7:00-8:00 p.m.

*Understanding Financial Statements*: May 25<sup>th</sup>, 7:00-8:00 p.m.

*Adding Value, Improving Profits*: June 1<sup>st</sup>, 7:00-8:00 p.m.

Workshops prepared and presented by Missouri Small Business & Technology Development Centers and the University Center for Innovation and Entrepreneurship through the University of Missouri Extension and Small Business Administration.

### 2011 Board of Directors

Brad Wooldridge, President  
WJ's

Mark Spiezio, 1st Vice President  
Caterpillar

Robin Billings, 2nd VP/Treasurer  
KWRT Radio

Craig Meyer, Secretary  
UMB

Gayla Smith, Ex Officio  
Citizens Community Bank

Scott Fray,  
Cooper County Animal Hospital

Janet Wirths,  
Boone County National Bank

Bill Rapp,  
Hail Ridge Golf Course

Carrie Thomas,  
Carrie Lyn's Ice Cream Parlor

Sharon Walther,  
Walther Farm

Debi Alpers,  
Copies, Etc., Inc.

Nancy Fisher,  
Cooper County Circuit Clerk  
& Recorder of Deeds

Catherine Bail,  
Shelter Insurance

Darin Gerke,  
Gerke Osage Valley Farm

Theresa Krebs,  
Cooper County Voice

Lindsay McGuire,  
Bredeaux Pizza

### Incentives—Limited Time

Missouri Solar Applications is announcing incentives for businesses and home owners. These solar electric energy incentives are available to Ameren Missouri electric customers. If you are interested in attending a presentation by MSA, please contact the Chamber Office.

### Re-opening

Charlie Brown Insurance Agency will re-open May 2<sup>nd</sup> at 422 Main Street.

### Extra Office Hours

The Chamber Office will be open Saturdays and Sundays from 10:00 a.m. to 2:00 p.m. starting May 7<sup>th</sup>.

### New Service

To continue with recycling efforts, Central Missouri Recycling has added an additional service for you. CMR will sell unwanted items for you. They will take care of the advertising and sell your items at their location, and you enjoy the profits. For more information call 660-882-2531 or email [Jessica@centralmissourirecycling.com](mailto:Jessica@centralmissourirecycling.com).

### Email Addresses

Be sure we have your latest email address. We send only one copy of our newsletter to each member business or organization and to individuals who are Friends of the Chamber. If you would like to receive our newsletter electronically, please send us your address—and those of your co-workers who are interested in viewing our newsletter online.

### Food Vendors Needed

The Boonville Civil War Commemorative Commission is seeking food vendors for the upcoming re-enactment weekend June 17<sup>th</sup>-19<sup>th</sup>. If you know of an organization that would like to use this event for a fund-raising opportunity, please contact Barbara Hotlzclaw at 660-537-3776 or email [bholtzclaw@reeceandnichols.com](mailto:bholtzclaw@reeceandnichols.com) to receive a letter of interest, information sheet and registration form for becoming a food vendor participant.

### Chamber Spring Progressive Dinner

Friday, May 6<sup>th</sup>, 6:00 p.m.; Tickets \$20; Appetizers, Soup & Salad: Midwest Autoworx, 1300 W Ashley Road, Co-hosted by KWRT; Dinner: Snapp's Hardware, 300 Main Street, Arlin Baker-Cook; Dessert: Serck Tax & Accounting, 216 Main Street

**Boonville Farmers Market Mayfest**-Saturday, May 7<sup>th</sup>, 8:00 a.m. - 1:00 p.m., Orscheln Parking Lot, 1920 Main Street, Boonville, Hot food, local produce, crafts, and entertainment.

### Chamber Social-Taft Heating & Air and JCR Electric

Tuesday, May 17<sup>th</sup>, 5:00-8:00 p.m., 211 East Spring Street, Boonville. Cookout with food and drinks provided.

### Riverdell Care Center Ribbon Cutting & Open House

Wednesday, May 18<sup>th</sup>, 10:00 a.m., 1121 11<sup>th</sup> Street, Boonville. Drinks, snacks, tours of new Alzheimer's Unit.

### Boonslick People First & Sisters Supportive Living Fundraiser

Saturday, May 21<sup>st</sup>, 8:00 a.m. to midnight, Brady Show Ground, Wooldridge, I-70 and Hwy 179, Exit 111. Activities include: car and motorcycle show, chili cook off, craft and food vendors, swap meet, drawing, and music.

### Pedaler's Jamboree

Saturday, May 28<sup>th</sup> and Sunday, May 29<sup>th</sup>, Katy Trail from Columbia to Boonville and back, Musical Festival, Saturday, Kemper Park, 757 3<sup>rd</sup> Street, Boonville. Live show by The Ozark Mountain Daredevils, Ha Ha Tonka and Artie's Univibe. Gates open at 3:00 p.m. For non-riders \$10 early purchase, \$15 late, 16 years and under free, riders \$30/\$35. Contact the Chamber Office, WJ's or on-line for tickets. Go to [www.pedalersjamboree.com](http://www.pedalersjamboree.com)

### Chamber Social-Cooper County Memorial Hospital

Tuesday, June 7<sup>th</sup>, 5:00-7:00 p.m., 17651 Highway B, Boonville. Hamburgers & Hot Dogs will be served on the back porch or patio area—straight through the lobby. Tours and displays including: Sleep Lab, Bone Densitometry, Cardiac Rehab, Inpatient and Outpatient Therapy, CT and ER areas.

### DAR Flag Day Picnic

Saturday, June 11<sup>th</sup>, Opening Ceremony 11:00 a.m., Serving, 11:15 a.m.-1:00 p.m. Roslyn Heights MSSDAR Headquarters, 821 Main Street, Boonville. Menu includes BBQ pulled pork and beef, baked beans, coleslaw, dessert and beverage. Meal: Adults \$10; Children 12 & Under \$3. Roslyn Heights Tours: Guests \$5, Children \$1, DAR, SAR, C.A.R. Members no charge for tours. Everyone welcome. For more information: 660-882-5320.

### 11<sup>th</sup> Annual Katy Trail Ride

June 20<sup>th</sup>-24<sup>th</sup>, from Clinton to St. Charles. Riders will be in Boonville Tuesday, June 21<sup>st</sup>. More information available at [katytrailride@dnr.mo.gov](mailto:katytrailride@dnr.mo.gov).