

Chamber Connection



Monroe City Chamber of Commerce Newsletter

Newsletter Date 2nd Quarter 2015

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Our Regular monthly meetings are held the first Friday of the month at 8 am at City Hall Chambers

Texts for Reminders

Would you like a text message to remind you about our events? If so, contact Tara or Mindy to get on the list. We will send out monthly meeting reminders, etc.

Tara cell: 573-822-3463

Mindy cell: 573-434-6374



2nd Quarter Happenings

Happy Spring everyone! We are all glad to see the sun and warmer weather.

We are currently at 47 members for 2015. If you have not yet submitted your application and fee please send that to:

PO Box 22
Monroe City, MO 63456

Before you know it, summer will be in full effect. We wanted to take a moment to give you the dates of some upcoming events.

Now through April 30th, we are selling tickets for a **Cardinals get away**. The winner will receive 2 tickets to the Cardinals game of their choice (based on availability) along with a night's stay at the Marriott and \$100 spending cash! The package is valued at \$400! Tickets are 1 for \$10 or 3 for \$20. You

can purchase them at Alliant, F & M and Macon Atlanta State Bank as well as Shelter Insurance.

Mayor Neal Minor will be hosting a State of the City town hall meeting on **April 12th** at the Middle School Auditorium. The event is open to the public and will start at 7 pm.

The Chamber's 2nd Quarter **Lunch & Learn** will be held **Thursday, April 16th** at The Dugout at 11:45. Details are on page 2.

Our 2nd Annual **Open Air Market** will be held **Saturday, May 2**. The event was a huge success last year and we have several vendors lined up again. The market takes place at St. Jude's park in downtown from 8-1 pm. Come out and see what treasures you can find from our array of

vendors. Booth space is available by calling 735-2856 and asking for Tara or Mindy.

July 3, 4 & 5 will be the Mark Twain Lake Rodeo. We will be looking for volunteers to help with tickets and food booths. If you are interested in helping contact Tara at 735-2856.

July 4th we will have our annual Chamber parade and a variety of activities downtown. More details will come.

Don't forget to check us out online at: www.monroecitymo.org/chamber/

or visit us on our Facebook Page: Monroe City Chamber Please "like" and follow our page for updates and news.





Lunch & Learns Success, 2nd Event Set

We introduced our new "Lunch & Learn" series last quarter. This event will be held quarterly and is a way for members and non members to get together and learn from a guest speaker.

We had 50 people in attendance at our first event! We are very pleased with the turnout and have received great feedback. A couple businesses shared that they set up individual meetings with our last speaker, Corey Mehaffey and his colleagues from Moberly Area Economic Corporation to help review and improve their business operations. They were pleased with the feedback and direction they received. If you weren't able to make last quarters, we hope you take time for this

one. Please mark Thursday, **April 16th** on your calendars for our second quarter event. Lunch will be at The Dugout Lounge in the back room. A nice lunch buffet will be catered by The Dugout.

Please encourage others from your business as well as guests to attend these meetings. We are offering the event free to members, but kindly suggest a donation to help cover the cost of your food. As you know, our Chamber operates on a small budget. Non members are welcome for the cost of the food, which will be \$6.

If your business is interested in partnering with us for a future Lunch & Learn, please contact one of our Officers.

We are also looking for local businesses to partner with on catering the food, so keep that in mind as well! We hope you will continue to attending these quarterly events and as always, feedback is welcome!



Our guest speaker will be Sally Poole from Poole Communications in Hannibal. Sally has more than 25 years experience in marketing and advertising. She will be sharing ways that businesses can utilize free marketing tools.

Reservations are needed by April 10.

"Tell me and I forget.

Teach me and I

remember. Involve me

and I learn." Benjamin

Franklin



The Community Betterment Association survey's results are available for pick up at City Hall or by email from Jackie Pangborn at:

JPangborn@monroecity.org

The survey reviews community input on the overall satisfaction with the community services, facilities and economic development.

Business Spotlight: Indian Creek Marina



Indian Creek Marina has been in business for 27 years! They have everything you need for boating recreation. A superb full-service facility, our marina is nestled in a quiet cove on Northeast Missouri's beautiful Mark Twain Lake, with campgrounds, a beach, and showers located right next door. Bring your own boat and rent one of our convenient slips, or rent a boat for a full or half-day excursion. It's an opportunity for family fun you'll want to come back to again and again.

When you don't feel like boating, be sure to enjoy the lake's other fine features. It's a great place for watching birds and other wildlife, and there's scenic beauty around every bend

of the shoreline!

Our restaurant boasts a delicious full menu of breakfasts and sandwiches. Dine indoors or outside on our open air deck. You may just want to sit back on the veranda, drink an ice cold beer or soda, and watch the boaters go by. We can serve large groups by special arrangement.

Mark Twain Lake is gaining a nationwide reputation as a prime fishing retreat. Net the finest catch of bass, crappie, blue gill, catfish and other species available in the lake. We host several fishing tournaments each year, catering to the needs of fishing enthusiast, from beginner to pro.

Don't forget we provide service for you boat too!

We are located at:
23111 Monroe Road 589
Monroe City, Missouri 63456
You can reach us by calling
735-4075.

You can find a variety of information, including hours of operation, rates and other info on our website at www.icmarina.com or by email at: info@icmarina.com



Chamber Bucks

Do you know how our Chamber bucks program works? They can be purchased in any amount from our Chamber Treasurer, Mandy Shortridge at F & M Bank. Many times they are used for gifts or giveaways such as customer appreciation, employee incentives or just as a gift to a friend. The Chamber bucks can then be used at participating Chamber businesses, a list which will be provided when you purchase Chamber bucks. Are you participating in the program? Make sure people know they can spend Chamber bucks at your place of business!

Guard Your Online Reputation

*Written by Lauren Simonds,
managing editor of Small Business
Computing. Adapted from TIME.com*

Your reputation's online, even if your business isn't. Take control of how the online world views your business, and protect your bottom line.

Before the Internet connected the entire world, your business reputation was something that you built, not managed. Fallout from the customer complaints you couldn't fix was of limited scope. Today, the Internet acts like a lens that magnifies every blemish, perceived insult and mistake—and then broadcasts it with a bullhorn.

[Consumers](#) turn to the Web to research practically everything before they buy, and one blistering review on Yelp can go viral and undo everything you've worked to achieve. Worse, its affects can haunt your bottom line for years. Managing your reputation is something you can't afford to ignore. Consider this. Blogs, forums and [anonymous](#) review sites can give consumers a strong voice, which is not a bad thing per se.

But they can also attract commenters and reviewers who may be acting at the behest of your competitors. Unless you actively monitor and manage your business reputation, you clear the way for other people to step in and tell the story. And it's pretty much guaranteed that the story won't have a happy ending.

In an article on [Small Business Computing](#), Michael Zammuto, president of Brand.com, offers small business owners advice on how to protect their online reputation.

Don't Ignore the Internet

Online research is king, and small business owners simply don't recognize its importance. Even a business that has nothing to do with the online world can find its reputation smeared across the Internet. Your business may not rely on the Internet, but your customers—and your competitors—go online. What are they saying about you?

The first step is to do a bit of online research yourself. [Google](#) both your name and your company's name to see what comes up. Chances are you'll be surprised at the results.

Know What You Can Control

When potential customers ask to know more about your business, it may seem sensible to refer them to online review sites. Don't do it. Simply stated, you can't control what people say about you on those sites. "A business will never buy a billboard and let others write on it," says Zammuto.

A better course of action: focus on improving your ranking in Google search results. Post articles with informative, useful [content that helps your customers](#). Share your expertise and make yourself a trusted resource for your customers. It may take a bit longer, but the results will be worth your effort.

Guard Your Own Reputation:

You could pay a reputation management company, or you can save a bunch of money and use free tools and services to help you track your company's reputation. Google Alerts, TweetBeep, Naymz, Social Mention, and MonitorThis are but a few examples.



"The secret of my success is that we have gone to exceptional lengths to hire the best people in the world."

Steve Jobs

Job Opportunities

LOQW:

Interested in a new career or maybe a part-time job to supplement your income?

Learning Opportunities/Quality Works, Inc. & County Connections have full time professional positions as well as part time coaching positions available throughout the region:

Part time Retention Specialists and Community Support Coaches in the Hannibal area.

Full or part time Employment Consultant in Kirksville area.

Full time Service Coordinator in the Hannibal/Monroe City areas.

Part time Retention Specialists and Community Support Coaches in Full time Community Services

Part time Community Support Coach in the Shelbina area

Contact [573-735-4282, ext. 114](tel:573-735-4282) for more information or visit online at <http://www.loqw.com/currentopenings> for more information on how to apply.

EEO Employer/
Vet/Disabled

Summer Work at Indian Creek Marina:

We are currently accepting applications for Cooks and Cashiers for seasonal help. Pay is minimum wage. Must be able to work weekends and holidays.

Oswald Crow Agency:

Client Service Representative (CSR)

Monday-Fri 8 to 5 pm

Looking for a self starter that doesn't require direct supervision. Must be computer efficient. This position can be very rewarding for the right person that likes to work with the public, and as part of a team. This person will be required to have their insurance license or willing to obtain it. You will work in all facets of the client management process within a close knit team that prides itself on customer service. Commission opportunities are available as well.

Email resume to:
a.oswald@oswaldcrow.com

Have a job posting for our next newsletter? Email us at monroecitychamber@yahoo.com