



## In this Edition

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## A Sign of the Times

Technology is everywhere you turn. Your 3 year old grand-child probably knows more about your phone than you do! The Chamber is making an effort to move into the modern age. We have created several social media outlets. You can like us on Facebook if you search Monroe City Chamber of Commerce. We also have a LinkedIn account.

## 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



## Welcome by President

Welcome to our very first MC Chamber newsletter! It's a new year and we are looking forward to making it a great one for our local businesses.

We know that you are a busy person, and appreciate the support you provide to our local Chamber. Your support allows us to do community events such as:

- Parades for 4<sup>th</sup> of July and Christmas
- Fall Festival
- Business Trick or Treat
- Santa House
- Homes Tour
- Chamber Bucks Program
- Holiday Decorations
- Event Advertising
- Promotion and Advertising for Monroe City

These are just a few of the ways your Chamber works for you and the community. As always, we welcome feedback and ideas. We invite you to attend our meetings held the first Friday of each month from 8-9 am at the City Hall Chambers. Please come share your ideas and network with other fellow members. If you can't come personally, we ask that you send a person from your office to represent your business.

In closing, I'll leave you with the purpose behind all that we do and the vision we have.

Chamber Mission Statement:

*We strive to provide leadership in advancing the overall business, culture and civic development of our community by*

*creating partnerships and facilitating communication among businesses. The Chamber also plans and supports events for the good of our town.*

We look forward to all that the new year has in store and hope you will find time to come participate in some the new events we have set up for you. Please know that our efforts are for the good of Monroe City and that we have many dedicated and hard-working members, and we thank each of you for all you do!

Sincerely,

Tara Albright  
President





## Lunch & Learns to Start January

"Tell me and I forget.  
Teach me and I  
remember. Involve me  
and I learn." Benjamin  
Franklin

The Chamber is always striving to improve and bring more value to you as a member. Recently we sent out a survey asking for feedback on what's working and what you'd like to see. We then took that information and brainstormed some ideas to offer new opportunities to our members.

We are proud to introduce our new Lunch & Learns. We know that it can be challenging to make our Friday morning meetings, so we wanted to incorporate another networking and learning opportunity. We anticipate offering these events on a quarterly basis.

The goal is to bring in a guest speaker to help share ideas and information related to business topics. If you

have suggestions for a topic you'd like to hear about or someone who would be a valuable speaker, please contact Tara or Mindy.

January 14<sup>th</sup> we will host our first Lunch & Learn where you will



have the opportunity to share and learn from fellow members as well as a guest speaker.

Lunch is being catered and provided by C & R Market of Monroe City. Please help us in thanking C & R for helping to make our first event possible!

January's guest speaker is Corey Mehaffey from the Moberly Area Economic Corporation and Grow Mid-Mo Entrepreneurial group.

Please encourage others from your business as well as guests to attend these meetings. Non members are welcome for a small fee to cover their meal.

If your business is interested in partnering with us for a future Lunch & Learn, please contact one of your Officers (see page 3).

We are also looking for local businesses to partner with on catering the food in an effort to showcase what you can offer, so keep that in mind as well! We hope to see you attending these quarterly events!

## Tips From a Pro

*Each newsletter will feature ideas from a local business on various topics.*

**Q: We asked JC Shoemyer what advice he would give someone starting or growing a business?**

A: Take care of your employees and they will take care of your customers. You must deliver above the customers' expectations

and keep them happy. There will always be that customer that nobody can please, but you should try anyway and once in a while you will succeed and you will have a customer for life that will tell everyone around about their good experience with your business.

I would also recommend being

involved. Being a part of focus groups will help you share information and grow your business.

Also, you should listen when people are trying to give you advice. Take away the things that will work for your business and your market area.

# Business Spotlight: White Barn Processing

Dana and Kathy Ogle opened White Barn Processing doors in 2009. The business is family owned and operated by Dana and Kathy as well as Kathy's daughter Charity. Initially they were able to process deer only. In the Fall of 2010 they were approved for Custom Exempt to process farmers beef, hog, lamb, goat and buffalo. They were approved to do retail with USDA inspected products. At this point, Dana had been working a full time job while Kathy and Charity worked full time at White Barn. In 2012 meat cutting became Dana's full-time career.

In 2013 they were

approved to be State Inspected which means they could now purchase locally grown meat. They have an Inspector come watch them kill, process and package the meat. They also do Private Labels for customers. In 2014 they made over 8,000 lbs of brats, 6,000 lbs of pork burgers and got in 320 hogs, 120 beef and over 400 deer.

White Barn currently provides a walk-in cooler where customers can purchase various cuts of pork and beef. You can find custom items like their applesauce brats, homemade hot dogs and flavorful bacon, but these items go fast so you may

want to call ahead! Feel free to call ahead to make any special requests or orders. They also have gift certificates available, and sold many over the holidays.

In 2015 they plan to expand their kill floor to accommodate more butchering as well as add more freezer space. They have plans to add another person to their work force to help with the work load.

White Barn's contact information is:

36086 Monroe Rd 370  
Monroe City  
573-735-1289

Like them on facebook at White Barn Processing



*"Price is what you pay. Value is what you get."*  
**Warren Buffet**

# Your 2015 Officers and Board

**The following were elected officers for this term:**

**President:** Tara Albright, Shelter Insurance

**Vice President:** Bob Brummer, C & R Market

**Treasurer:** Mandy Shortridge, F & M Bank

**Secretary:** Mindy Hays, Shelter Insurance

**Current Board Members:**

- Olivia Earylwine
- Mindy Hays
- Bob Brummer

**2 Years Remaining:**

- Loree Quinn
- Connie Painter
- Marlin McCormick

**1 Year Remaining:**

- Tara Albright
- Damon Vuch
- Mandy Shortridge

Our regular monthly meetings are held the first Friday of the month at 8 am. Location is the Council Chambers in City Hall, on the second floor. We welcome members to attend. If you can't make it personally, please consider sending a representative from your business to attend. If you'd like to be on our email or text reminder list for the meetings please contact Tara or Mindy: 573-735-2856 or email us at:

monroecitychamber@yahoo.com



*"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

### **George C Potterfield Trucking Inc. – Monroe City, MO**

Truck Driver  
Hauling general/no touch freight for customers across the Midwest.

\*Requires a high school diploma or equivalent (will work with the right person if they don't have either).

\*2 years driving experience - tractor trailer

\*Class A CDL with clean driving record  
*Competitive pay and great benefits!!*

*Home on weekends and occasionally during week*

Please call Ashley at 573-735-4403 with any questions or stop by 207 County Line Road in Monroe City to apply.

### **Monroe City Manor:**

Certified Nursing Assistant and an LPN positions available.

Apply in person. Ask for Brittany Hancock or Alex Edris for questions.

1010 Hwy 36 & 24  
Monroe City  
573-735-4850

### **Oswald Crow Agency:**

Client Service Representative (CSR)

8-5, 5 days a week

Fast paced environment where your tasks change daily. Must be computer efficient. Looking for a self starter that doesn't require direct supervision. 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](mailto:a.oswald@oswaldcrow.com)

### **In Search Of:**

**Monroe City Food Bank** is in need of grocery store plastic bags to use in their facility. If you have some please drop them off. Also looking for a good deep freeze that could be donated to their facility. Please contact Sheila Kendrick 573-735-4513.

**Have a job posting for our next newsletter? Email us at [monroecitychamber@yahoo.com](mailto:monroecitychamber@yahoo.com)**