

FROM THE DIRECTOR Shopping at home can make a difference

Seems like just yesterday I was talking about all the activities going on in the spring, but summer has faded and fall is upon us. The leaves are starting to change, there is a crispness in the air and stores already have Christmas decorations on the shelves.

Can you believe it? Christmas is only 84 days away. I don't know about you, but I am definitely not ready to start thinking about Christmas shopping. However, we do have several unique shops right here at home, and, if everyone were to spend just \$50 a month in our local businesses, it would have a significant impact on our local economy.

If you are one who doesn't like to fight the crowds at the big malls and super centers, stay at home and shop locally - your dollars will go a long way to help our local communities. Wouldn't you rather spend your money locally than travel the highways, burning precious fuel and putting your money into someone else's pocket?

Why not put your money back into your home economy, and maybe a friend's pocket. Small towns need small businesses and small businesses need you. Think about how nice it would be to say, "I did all my shopping, right here at home." You might just find out you can save a little money and get to shop with store owners you know. Try it, do your part to make 2009 divine.

M T Wireless

The merger between Alltel and Verizon Wireless is almost here. New and exciting changes are going to take place at M T Wireless. The final day to sell Alltel products and services will be Oct. 17.

In preparation for the merger, M T Wireless will be closed Tuesday, Oct. 13. To find out how the merger will affect you and your wireless phone plan, please call M T Wireless at (620) 364-3222 or stop by 204 S. Fourth, Burlington.

Arrowhead Hills Travel

Need to book your next hotel stay? Arrowhead Hills Travel has made the process very simple. By booking with AHT, you could also be entered into a cash drawing, but you must visit their website to find out how. Go to www.ahttravels.com.

Why book through Arrowhead Hills Travel? You do business locally for the same cost as booking online (some exceptions may apply); professional, personalized service from Susan and Carey; travel preferences are kept on file; discounts you don't see on the Internet; special discounts for WCNO travel; notification of travel specials and deals; for these reasons, give them a call, (620) 364-5871. You'll be glad you did.

The Pizza Parlor

The Pizza Parlor has just updated its menu, adding Vegetarian Pizza, Chicken Bacon Ranch Pizza and Chicken Alfredo Pizza. Also included is a "Hunk Special" and a "Sandwich Special" that can be purchased at anytime. Soup is now available on Saturdays, too, in addition to the other five days it was being served. New cookies such as no-bake, peanut butter and macadamia nut are now offered, as well as vanilla soft serve ice cream. Chocolate will soon be added, too.

AFTER HOURS AND RIBBON CUTTINGS

Jennifer Anderson
Chamber Executive Director

Legacy Financial and Arrowhead Hills Travel are all settled into their new location at 105 North Third Street, in Burlington. What a beautiful new location it is. Richard Croll, financial advisor, is located in the back portion of the building, which is in no way a bad thing. His new office is enormous and doubles as a showcase for his coin/money collection. Legacy Financial provides a wide range of financial investment opportunities. If you are looking to investing in your future, contact Richard at Legacy Financial.

In addition to Legacy Financial, Arrowhead Hills Travel occupies the front portion of the property. Susan Croll and Carrie Schuh are ready to help with all your travel needs. Arrowhead Hills has recently launched a new and improved website to be more helpful when it comes to planning your next vacation. Check it out at www.ahttravels.com.

The Sept. 10 After Hours event was promoted as being hosted by Arrowhead Hills Travel, when it was actually hosted by Legacy Financial. So my apologies go out to Richard Croll for the inadvertent error on my part. The After Hours, catered by Patti Shell, owner of Everything's Fabulous, was well attended. She served a great variety of finger foods and beverages. Ribbon cutting ceremonies were also conducted, commemorating the brand new location of each of these businesses. Congratulations, Legacy Financial and Arrowhead Hills, for allowing us the opportunity to experience your new location.

Congratulations to our drawing winners: Ad-Mania winner, Coffey County Land Title Co., Inc.; 50/50 winner, Marianne Goffe, Anew Realty. Those in attendance: Brenda Klubek and Robert Hyde, Central National Bank; Mark Petterson, City of New Strawn; Aaron Bowman, Tiffany's Cabinets and Carpet; Jan Biggs, Joe Biggs and Associates; Donna Bauer, First National Bank of Kansas; Becky Reeves and Catherine Faimon, *The Republican*; Polly and Gary Epting, Coffey

County Land Title Co., Inc.; Gene Merry, Merry Investments; Lisa Garrett, CPA; Marianne Goffe and Danielle Birk-Ernst, Anew Realty; Susan Croll and Carey Schuh, Arrowhead Hills Travel; Richard Croll, Legacy Financial; Patti Shell, Everything's Fabulous; Kenda Rose, Rose Business Solutions.



After Hours hosted by Arrowhead Hills Travel.



Two ribbon cuttings were held Sept. 10 for Arrowhead Hills Travel and Legacy Financial.

The 3/50 Project unites small business and consumers in stabilizing their local economy

MINNEAPOLIS, Minn. - Having been an independent stationary store owner for 14 years, Cinda Baxter understood the pain felt by retailers when the economy sank and consumers held back. What began as an economic downturn in the autumn had become a psychological tsunami by March 1.

What the country needed, in her opinion, was a meeting of the minds between two groups that held valuable stakes in the game-small business owners and members of their communities.

Enter The 3/50 Project. With a tag line "Save your local economy three stores at a time," the Project's goal is to promote shopping in locally owned businesses while thanking customers for the positive impact that decision has on a local economy.

"We're constantly inundated with doom and gloom," says Baxter, now a retail consultant and professional speaker. "The system is broken, the banks are frozen, the economy is bleeding. That's all we hear. The images painted by the media are ghastly and devoid of hope. What we need-what we crave-as a nation is to pinpoint areas where positive change can occur, then feel good about having promoted them."

By early March, she'd decided enough was enough, and that it was time to give retailers ammunition to fight back with. Rather than get tangled in complex messaging and deployment, Baxter combined a straightforward theme, a free flyer,



and her blog as the mechanism to launch The 3/50 Project.

"We ask consumers to think about which three stores they'd miss if they disappeared, then remind them to return there," explains Baxter. "Shoppers have become so rooted in thinking about the essentials that they've forgotten about the little gift store on the corner whose owner remembers their name."

"Fifty comes from the idea that if even half the employed population spent a mere \$50 per month in locally owned retail stores, those purchases would generate more than \$42.6 billion in revenue," she continues. "That's a huge impact for a relatively small investment."

Which leads to a third number on the flyer, 68 - the dollar amount that remains in a community's economy for every \$100 spent in locally owned stores. By contrast, only \$43 per one hundred remains local when spent in national chains; little or no revenue results from on-line purchases.

"In essence, the whole thing boils down to 'Pick 3, spend 50, save the economy.' It's really that simple."

Since ease of use was key to store owners jumping on board, Baxter designed a free flyer for participants to download, print on any color printer, then hand to consumers with their purchases. "The idea is to look customers in the eye, put this right in their hands, and say 'thank you for shopping in a locally owned store' rather than just pop these in the bottom of a bag and hope someone sees them."

Within 24 hours of providing the link on her blog, things began to light up. Retailers were sharing the flyer with other businesses. Property managers were spreading the news to tenants. Thank you notes were arriving via email every hour. Trade publications and blogs were asking about guest posts and columns promoting the plan, and a movie theater requested a copy large enough to display on their screens for waiting audiences to view.

"The best part about 3/50 is that it's so down to earth, so straightforward, so accessible," reflects the enthusiastic champion of independent retailers. "This is a labor of love that store owners and customers can share."

Given the level of interest, a dedicated website has been established to promote the movement, link to the free flyer, and list participating retailers and other supporters. It can be found at <http://the350project.net>.

Celebrating 10 years

The Coffey County Republican celebrated a milestone on Oct. 1. The date marked the 10th anniversary of ownership for Chris and Catherine Faimon, Burlington. They purchased the newspaper from Catherine's father, Randall Braden, who had purchased the newspaper two years earlier from Glenn German.

The Republican is published twice weekly, on Tuesdays and Fridays. It is the official newspaper for Coffey County, the cities of Burlington, New Strawn, Lebo, Gridley, LeRoy, Waverly and Hartford and Lebo-Waverly USD 243, Burlington USD 244 and LeRoy-Gridley USD 245. The newspaper is available online to subscribers at www.coffeycountyonline.com.

Patti's Place where... Everything's Fabulous

If you are looking for the perfect place to sit back, relax and have a great cup of coffee, snack on a muffin, or order something from the menu, Everything's Fabulous is the place to do just that. Everything's Fabulous has moved to a new location just across the street from its previous location, on the corner of Third and Neosho streets. One instantly gets a sense of relaxation when walking in the door.

Patti Shell, owner, has arranged several sitting areas within her store to accommodate those who want to sit and drift off to a whole other world. Once inside, you can browse the space and find many wooden signs with inspirational saying that just bring a warm feeling and make you feel really glad you stopped in Patti's Place where...Everything's Fabulous.

Coffey County Chamber of Commerce Member List (renewals to date)

(Current as of Oct. 1, 2009) Bold = new member

- | | |
|---|--|
| Abby's Attic Flowers & Gifts | Joe Biggs & Associates |
| Across the Borders | Jones Funeral Home |
| Allegre Rexall Drug | KSNP 97.7 "The Dawg" |
| American Red Cross | Larry Hargreaves, DDS |
| Anew Realty LLC | Lebo Diner, LLC |
| Arnold's Greenhouse | Legacy Financial, Richard Croll |
| Arrowhead Hills Travel Service | LeRoy Co-Op |
| Atmos Energy | LeRoy PRIDE Committee |
| B & H Appliance Heating & Cooling | Lewis Oil Company |
| Bahr Tire, Inc. & Bahr Storage | Life Care Center of Burlington |
| BETO Junction Travel Plaza | Lisa I. Garrett, CPA |
| Billy Boy's Travel | Lyon-Coffey Electric Cooperative |
| Brown Quality Builders | M T Wireless |
| Buddies Bar and Grill | Made in the Shade Blinds and More |
| Burlington Auto Supply | Meier's Ready Mix |
| Burlington Building Materials | Mental Health Center of East |
| Burlington Construction, Inc. | Central Kansas |
| Burlington Place Apartments | Merry Investments |
| Burlington Tax Center | Nikki B's Custom Embroidery |
| Burris Roofing | Office Supplies Today |
| Carriage House Glass Works | Paige's Carpet Cleaning, LLC |
| Casey's General Stores, Inc | Pamida |
| Central National Bank | Prescription Centre |
| Charloma, Inc. | Pete's |
| Citizens State Bank, <i>all locations</i> | Ravin Printing |
| City of Burlington | Resource Center for Indep. Living |
| City of Gridley | Rock Creek Ice Company |
| City of Lebo | Rose Business Solutions |
| City of LeRoy | Skillman Construction LLC |
| City of New Strawn | SOS, Inc. |
| City of Waverly | State Farm Insurance |
| COE Training Services, Inc. | Sticks & Weeds 'N' Wallpaper |
| Coffey County Airport | Strawn Lumber & Equip. Rental |
| Coffey County Council for the Arts | TECU Credit Union |
| Coffey County Economic Dev. | The Appliance Store |
| Coffey County Fire Dist. #1, <i>all locations</i> | <i>The Coffey County Republican</i> |
| Coffey County Historical Society | The Medicine Shoppe |
| Coffey County Housing Authority | The Pizza Parlor |
| Coffey County Insurance & Real | Tiffany's Cabinets & Carpet |
| Coffey County Land Title Co., Inc | True Enterprise |
| Coffey County Library, <i>all locations</i> | TrustPoint Insurance |
| Coffey County Transportation | TrustPoint Real Estate |
| Coffey Health System, <i>all locations</i> | United Country Real Estate, LLC |
| Country Haven Inn | United Methodist Church - Burlington |
| Crow-Moddie Chevrolet, LLC | USD 244 Burlington Schools |
| Crow-Moddie Ford | USD 244 Recreation Commission |
| Crutchfield Electrical, LLC | W & I Ice, LLC |
| Crystal Clear Private Label | Wallace's Dairy Queen |
| Bottled Water | Waverly Lumber |
| Dr. Dale Herder, OD | Wolf Creek Nuclear Operating Corp. |
| EMBARQ | Membership Information: The |
| ESU Small Business Development Center | Chamber has extended membership |
| Everything's Fabulous! | opportunities to nonprofit organiza- |
| Farm Bureau Financial Services | tions and supporter memberships. |
| Farmers State Bank of Aliceville | Any nonprofit organization interest- |
| First National Bank of Kansas | ed in becoming a member of the Coffey |
| First National Bank of LeRoy | County Chamber of Commerce will |
| Flint Hills Subway, Inc. | need to provide its nonprofit status |
| Flinthills Eyecare Associates, PA | paperwork. Supporter members- |
| Freeman Contracting, Inc. | hips are available. |
| Freeman Plumbing, Heating & AC, | For more information on these |
| Hoover's Thriftway | membership opportunities, contact |
| Heartland Office Systems | the Chamber office 9 a.m. to 4 p.m., M- |
| Jayhawk Area Council - Boy | F, at (620) 364-2002 or e-mail: info@coffeycountychamber.com . |
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E-mail the Chamber at info@coffeycountychamber.com or executivedirector@coffeycountychamber.com

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