



AGRI-TOURISM IS THE BUZZWORD FOR FARM COMMUNITIES ALL OVER THE MIDWEST

# Chamber Connection

August 2017

THINGS TO KNOW

## WHY IT'S CALLED "RUNNING"

(Article original post date: July 2016, posting today as a fun repeat – enjoy!)

Let me just say, I am not a runner. If you see me running you should run too. But think for a minute how running a small business is like running a marathon.

This is not a sprint, as our local business owners will tell you. If you exhaust yourself in the beginning, you may not have the endurance to keep up the pace. To succeed you must stay steady. And don't forget to breathe.

The small business owner must put in the miles, build up for race day, continue to train and determine what works and what doesn't. The key might be in your persistence to do a little better, beat your last best time or idea, and improve your technique.

Realize, you will have pain. There will be days, months, maybe even years when your product or service seems out of touch, more cash is flowing out rather than in or equipment and overhead costs increase at a daunting pace. If you expect

it, you might be better prepared. So what can you do? Train for the hills, then train for the hills some more, they are the hard part. Try new things, maybe just changing your shoes will improve your time and the bottom line.

And overcome those fears of failure. No one ever succeeded by sitting on the sideline. Realize you should always keep learning, utilize the positive energy of others and shoot for PR or personal record.

How can the Chamber help? We can assist with all of these things by providing education, promoting networking events to interact with positive peers and lifting you up to your personal best. Don't be afraid to run, we will be right beside you, unless there is a bear then maybe we will run ahead. We are your **Chamber Connection**.

2017 BOARD OF DIRECTORS: Mike Tebow – President; David Gregersen – Vice-President; Brian George, Ryan Squibb, Darren Selvidge, Nick Curl, Dianna Ross, Paula Parker and Linda Woolery. Director Pam Dudley.

## ENERGY FOR ABMD



*The hummingbirds are here and don't we wish drinking a little sugar water could rev up our energy level like it does these little guys. We are closing in on **the 51<sup>st</sup> Annual Apple Butter Makin' Days** and need some volunteers for various duties. We will be looking for golf cart drivers to get visitors to and from their cars, folks to help direct people and vehicles along the parade route, help at the stage and in the office, plus I'm sure there are more areas we could use volunteers. If you have been wanting to help, please let us know or just show up at an **ABMD committee meeting, at 7 a.m. Tuesday August 15, or any Tuesday morning in September. Join in on the fun of Apple Butter Makin' Days.***

## MO AGRI-TOURISM

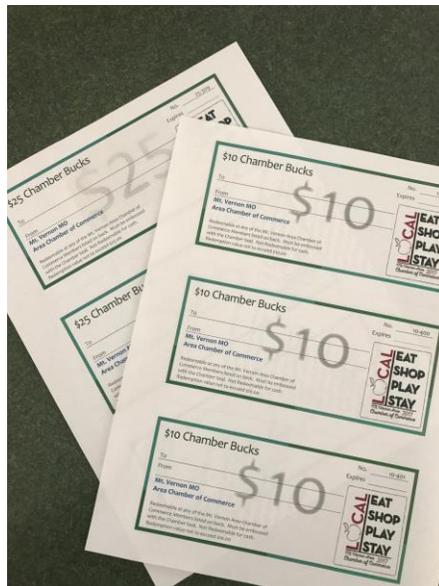
I attended the Missouri Agri-Tourism Conference in June in Columbia, MO. Everyone there was planning events for the upcoming eclipse. Those attending were mostly businesses like Corn Maze, Christmas tree farm, winery and barn wedding venues so I was the odd man out as a Chamber rep. I must say this group is highly energetic as they are for-profit businesses that focus on education and customer service. They bring



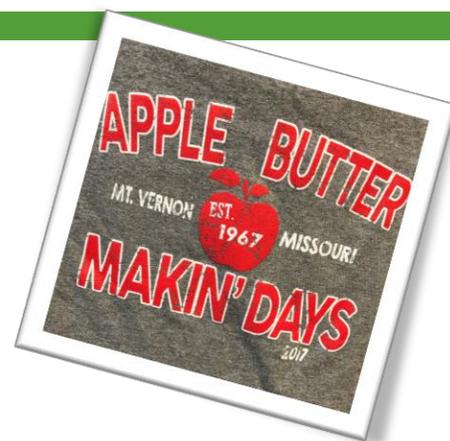
what consumers are looking to purchase. Representing the largest beef cattle farm production county in the state made me question how we can get more involved in capturing these dollars in Lawrence County and what role the Chamber might have in that plan. We could be a tourist destination just showing what we already do well – Agri-Business. So, I ask if you will put on your thinking caps and bring ideas of Agri-Tourism to our community then share with us. You can have a direct impact on growth.

## BUY CHAMBER BUCKS

We love the Chamber Bucks program as it drives business to our members. If you are looking for a way to reward employees, celebrate birthdays or anniversary dates or just pump up



employee morale, go for the **Bucks!** We offer **\$10 and \$25** denominations and can make up as many or few as you need. The back of the Bucks list all the locations they are accepted.



### ABMD TEE-SHIRTS ARE IN!

You will want to get your size and favorite type of shirt early for the 51st Annual **Apple Butter Makin' Days**. The design is super relaxed so you will want to wear it all the time, no need to wait until festival day. We have short sleeve, long sleeve and hoodies up to size 3X. Beat the rush, stop in the **Chamber** today and choose your favorite, or maybe, like me, you will want one of each. Tee's sized **Small to XL** are **\$12** short sleeve, **\$15** long-sleeve and **\$23** hoodies. Extended sizes **\$2** more. We accept credit and debit cards.



### Win This Gun

The Chamber is proud to announce the firearm chosen for the 2017/2018 Annual Gun Raffle. This **fully engraved Ruger 357 caliber SP101** is a beauty. We will have tickets available soon and you will get a chance to see this firearm as it visits local locations. Check with the Chamber office any time to find the current location to get a look at it. Tickets will be **\$5 each or 3 for \$10**. We will only sell a limited number to improve your chances of winning. May the odds be ever in your favor.

### BUY CHAMBER BUCKS FOR GIFTS AND EMPLOYEE INCENTIVES

## Calendar of Events

**Serendipity Spa & Salon, 412 E Mt. Vernon Blvd, 417-316-9176**  
**10 am, Wednesday, August 9th, Ribbon Cutting and Grand Opening, everyone welcome!**

**Apple Butter Makin' Days Committee Meeting, 7am, Tuesday, August 15th, at the Chamber office, please volunteer.**

**Chamber Board Meeting, noon, Thursday, August 17th, CoC Office.**

**100 Mile Yard Sale, all day, Saturday, August 26<sup>th</sup>, this runs from Branson West to Monett then Mt. Vernon, Miller, Greenfield, Ash Grove and Walnut Grove, drive for treasures.**

**City Wide Yard Sale, all day, Saturday, September 30<sup>th</sup>.**

**51<sup>st</sup> Annual Apple Butter Makin' Days, Oct. 13-15, 2017, BE THERE ON THE SQUARE, 51 Years and Still Growing, 10.8k Facebook followers at Apple Butter Makin' Days (Official).**

Follow us on  at Mt. Vernon Missouri Area Chamber of Commerce