



Note From the President

When you're visiting a town, how do you decide where to eat? Today many people are using things like Yelp, Urbanspoon, and Tripadvisor to help them decide where to eat. They rely on others' past experiences to lead them to the right place to eat. Our Atchison restaurants have a small presence on those sights. More reviews and remarks would help with visitors.



So... help our local eating establishments out...next time you eat out in town... hop on one of these sights and rate your meal and service. If you don't have the apps, download at least one of them and check it out. You'll probably end up using it when you're out of town... and...your review of a local restaurant will help people find the right spot in Atchison when they visit!

MARCH MADNESS is here!! In addition to all the basketball craziness that comes with March, we're planning some Madness of our own! We have 24 businesses participating in our Spring Retail Open House that will pay you to shop local! From March 12-27, visit any participating store and pick up a Passport. If you spend \$10 at 10 of those 24 participating businesses before March 27, bring your Passport to the Chamber and we'll give you a \$20 Chamber Gift Certificate! That's our version of March Madness! We're excited to have you experience these 24 wonderful businesses and what they bring to our community! So... March 12th... pick up your Passport, be part of the Madness and SHOP ATCHISON!

Have a great week!

Jacquie Pregont, President



Legislative Coffee

Saturday, March 7
9 am
Santa Fe Depot

Upcoming Events March 3rd

Auditions for Great Gatsby
@ Theatre Atchison, 7-9 pm

March 4th

Auditions for Great Gatsby
@ Theatre Atchison, 7-9 pm

March 6th

Retail Committee Meeting,
8:15 am @ Lopez de Mexico

March 7th

Legislative Coffee, 9 am
@ Santa Fe Depot

March 11th

Chamber Board Meeting, 4 pm

March 12th

Spring Retail Open House

March 13th

Spring Retail Open House
Friday the 13th Investigation

March 14th

St. Patrick's Day Parade, 2 pm

Friday the 13th Paranormal Investigation

Friday, March 13th

Hands-On Investigation of Historic Theatre Atchison

Visit atchisonkansas.net for info and tickets

Haunted Atchison

The 2015 Haunted Atchison
Event List and Schedule
has been announced!

Tickets will be available
soon! Make sure to check
back for new events that
will be added. We hope you
will make plans to join us in
the "Most Haunted Town in
Kansas!"



**Haunted Trolley Tours • Sallie House Tours • Murder Mystery Dinners
Cemetery Walking Tours • History/Mystery Walking Tours
Paranormal Investigations @ the Sallie House and more!**

**For the complete list of Haunted Events and the schedule for each,
visit [atchisonkansas.net/ index.php/chamber-events/haunted-atchison/](http://atchisonkansas.net/index.php/chamber-events/haunted-atchison/)
For more information call (913) 367-2427**



**39TH ANNUAL
FARM CITY BANQUET
TUESDAY, MARCH 24**

4:30-7:30 PM

ATCHISON HERITAGE CONFERENCE CENTER

BOOTHS • DINNER • PIE CONTEST • ENTERTAINMENT

**CALL 913-367-2427 OR
VISIT ATCHISONKANSAS.NET FOR MORE INFO**

**Thank you to the following
for renewing their Chamber
membership and their
continued support of the
Atchison community!**

Amsted RPS
Gateway to Kansas Shops
Hausmann Restoration
Morrill & Janes
Bank & Trust Co.

Artist Box Classes

St. Patrick's Day Hats
Saturday March 7th
anytime between 9am-3pm
cost \$5.00

Chicken Egg Cups
Saturday March 22nd
any time between 9am-3pm
cost \$5.00

Decoupe' Eggs
Saturday March 28th
any time between 9am-3pm
\$5.00

Cocktails & Canvas
St. Patrick's Day Irish themed
Tuesday March 17th
5:30 pm
cost \$40.00
(or bring a friend and get two for
\$60.00)
Enjoy refreshments with an Irish
flare or BYOB

Fused Glass Cross Pendant
Tuesday March 31st
5:30pm
cost \$20.00
Enjoy refreshments provided or
BYOB



PIE CONTEST

TUESDAY, MARCH 24

**PIES WILL BE JUDGED IN TWO
CATEGORIES: CREAM PIES & FRUIT PIES.
FIRST PLACE WINNER IN EACH
CATEGORY WILL RECEIVE A \$50 CHAMBER GIFT
CERTIFICATE. RUNNERS UP WILL RECEIVE A
\$25 CERTIFICATE.**

**PLEASE REGISTER YOUR PIES BETWEEN
4 & 5:45PM AT ATCHISON HERITAGE
CONFERENCE CENTER. JUDGING BEGINS AT
6PM. PIES BECOME THE PROPERTY OF THE
CHAMBER OF COMMERCE AND WILL BE
AUCTIONED AFTER JUDGING, ONE OF THE
HIGHLIGHTS OF THE NIGHT!**

PLEASE BRING YOUR PIE IN A DISPOSABLE TIN.

SPRING RETAIL OPEN HOUSE

MARCH 12-14

CALL (913) 367-2427 FOR MORE INFO



Legislative Coffee

Saturday, March 7
9 am
Santa Fe Depot

Coffee and donuts will be available.

This event allows area residents to discuss legislative issues and concerns with elected officials in an informal setting. All area senators and representatives have been invited.

State Rep. Jerry Henry has confirmed his attendance for March 7.

For more information, call (913) 367-2427

Why Small Business Should Love Yelp

Despite all the many criticisms of Yelp, there's one reason small-business owners should be very thankful for its existence: It makes consumers more comfortable choosing small businesses over major brands.

Take McDonald's. The fast-food chain has long relied on its iconic yellow arches—and the consistency of its hamburgers and Chicken McNuggets—to win the business of travelers who aren't sure whether to trust the food at a local small restaurant in Anytown, USA. Any person can pull off the highway and feel rather assured of what they'll get when they eat at a McDonald's.

But thanks to the rise of Yelp, travelers are compelled to check online customer reviews and try out local small restaurants rather than Mickey D's. When someone sees that a local eatery has four or five stars on Yelp, they're more likely to bypass McDonald's and go there instead, according to Forbes columnist and economics professor Panos Mourdoukoutas.

Research confirms this. In their recent book *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information*, authors Itamar Simonson and Emanuel Rosen look at research by Harvard business professor Michael Luca of the revenues of Seattle restaurants between 2003 (pre-Yelp) and 2009 (post Yelp's introduction), which found that a one-star increase in Yelp rating raised a restaurant's revenues by 5 to 9 percent. Luca also found that consumers gravitated away from large chains like McDonald's and Applebee's as Yelp usage grew in Seattle. "I find that there is a shift in revenue share toward independent restaurants and away from chains as Yelp penetrates a market," Luca wrote.

You can read the full article here: <https://www.americanexpress.com/us/small-business/openforum/articles/why-small-business-owners-should-love-not-hate-yelp/>

THEATRE ATCHISON PRESENTS AUDITIONS FOR

F. SCOTT FITZGERALD'S THE GREAT GATSBY



ADAPTED FOR THE
STAGE BY SIMON LEVY

SEEKING ACTORS, SWING DANCERS, AND JAZZ MUSICIANS

AUDITIONS

March 3 & 4, 7 - 9 PM

PERFORMANCES

April 17 - 19 & 24 - 26

CAST

5 Men, 4 Women, Extras

CONTACT DIRECTOR CORBIN HERNANDEZ
education@theatreatchison.org

913-367-1647

Social Media Strategies

As a small business owner, you are probably aware that social media is a must for every business today — particularly those without the benefit of a nationally known brand. However, you may not know exactly how to conduct your own social media strategy. Here are the goals you can achieve through social networking, which platforms would be best for your endeavors, and the rewards that will accrue from your developing social savvy.

Setting Your Business Goals

What do you hope to gain from social media? If a high follower count or an overnight viral post is your idea of social success, you may learn the hard way that those things in themselves are not guaranteed to bring you more business. Instead of a one-hit wonder, your main focus should be meaningful interaction, with the end goal of building a dedicated fan base.

Social strategist Rebekah Radice has outlined ten steps for doing this.

Read the full article here: <http://www.adweek.com/socialtimes/how-small-businesses-should-be-using-social-media/616172>



Stop by the Warming Hut
Gift Shop to pick up your
St. Patrick's Day Green!
We have hats, necklaces and
more!

Santa Fe Depot
200 S. 10th St.
Atchison, KS

Glacial Hills May Day Business Plan Competition

The 2015 Glacial Hills May Day Business Plan Competition will provide up to \$5,000 for entrepreneurs with good business plans who are interested in starting or expanding new businesses in northeast Kansas.

The deadline to enter the competition is Friday, May 1 at 3 pm.

Interested applicants can contact Gary Satter, Glacial Hills Resource Conservation & Development at (785) 608-8801 or gary.satter@glacialhill-srccd.com.

The Glacial Hills May Day Business Plan Competition is sponsored by a partnership between Glacial Hills Resource Conservation & Development, Northeast Kansas Enterprise Facilitation, Washburn Small Business Development Center, K-State Research & Extension Meadowlark District, and Iowa Microloan. The program is

supported in part by a USDA Rural Development Rural Business Opportunity Grant. The purpose of this program is to enhance the availability of business technical assistance and alternative credit for small business entrepreneurs who may have a viable business concept so that the chances for business success are increased.

WOTC Certification Requests

IRS has issued Notice 2015-13 providing a transitional relief for WOTC. This means employers have additional time to submit their requests for WOTC certifications. The Relief Period allows employers to submit WOTC certification requests until April 30, 2015, if they hired a member of a target group between January 1, 2014 and December 31, 2014.

If an employer has already submitted WOTC applications for their new hires who started in 2014, they do not need to resubmit. We will waive the 28-day filing requirement when the application is reviewed.

WOTC Certification Requests

High School Students... Your Future Is In Your Hands.
Start Your Path to Entrepreneurship This Summer!

ATTENTION FUTURE BUSINESS LEADERS

Join us for an exciting, one-of-a-kind learning experience for high school students like yourself interested in entrepreneurship.

Come together with area business leaders, economic development specialists and successful entrepreneurs for an unforgettable week of learning and networking.

Students participating in the camp learn to construct a business plan and will compete for monetary prizes!

Like us on facebook

facebook.com/visitatchison

DREAM OF OWNING YOUR OWN BUSINESS ONE DAY?

WE'RE OPEN

High School Students... Your Future Is In Your Hands.
Start Your Path to Entrepreneurship This Summer!

Northeast Kansas
Entrepreneurship Academy

JUNE 22-25, 2015

At the campus of Highland Community College

MUST HAVE COMPLETED 9TH GRADE, GRADUATING SENIORS WELCOME, TOO!

WWW.EFBIZCAMP.COM

Teresa McAnerney

(785) 364-0583, tm@nekef.org

David Key

(785-336-2184), dkey@ksu.edu

REAL-LIFE, RELATIVE EXPERIENCES!

- Visit Local Business Owners
- Network With Leaders
- Discover Financial Resources Available For Your Business
- Learn How To Prepare A Business Plan
- Explore A Challenge Course

Do it Best **THE HARDWARE STORE**

☆☆ PRESENTS ☆☆

LADIES DAYS

☆ APRIL 11, 2015 ☆
Sat. 8:30 - 5

It's a DIY Project Party
filled with Handy Ma'am Project Solutions!

Workshops throughout the day
RSVP
To get your Free Gift Bag

FRIDAY
APRIL 10, 2015
2-6:30

DIY Project Ideas
Grillin Demos
DIY Chalkboards
Grab the Girls
& Get Registered
or you'll miss out!
913-367-7616

Massages
Nail Care &
Healthy Shake
Samples

Small Business Planning

If you want to grow your small business, sooner or later, you'll hear this advice: "Work on your business, and not just in it." In other words, step back from day-to-day tasks and look at the big picture of why you're doing what you're doing. One of the best ways to do this can be summed up in two words: "annual plan."

Every year, in January, I urge entrepreneurs and small business owners to develop an annual business plan for the coming 12 months. Please, get out of your office, shop, or factory and take at least a day to evaluate your strategy, market, operations and priorities for the coming year.

Developing an annual business plan helps you succeed. It saves you time, saves you money, and it might just save your company.

It saved mine. Today, I own a "content creation company." But my company didn't start out as one.

In the dot-com boom, I launched an Internet company aimed at reaching the small business market. I'd raised angel financing, hired a great team and had cool offices in the heart of Silicon Valley. More important, we had secured partnerships with leading corporations, including Microsoft, FedEx and Compaq Computer. We were headed for success.

I had a small side business, too. Years earlier, I had written what would become the best-selling business plan guide in the USA. Originally distributed by another publisher, I had recently purchased the rights back and published "Successful Business Plan: Secrets & Strategies" myself.

Read the full article here: <http://www.app.com/story/money/business/2015/03/02/annual-plan/22161047/>

Security Strategies for Business

In the past year a bevy of big-time companies like Sony (SNE), Target (TGT) and Home Depot (HD) were hit with data breaches. Amid the chaos, it might be easy to overlook the fact small businesses are just as vulnerable if not more so than their large-cap counterparts.

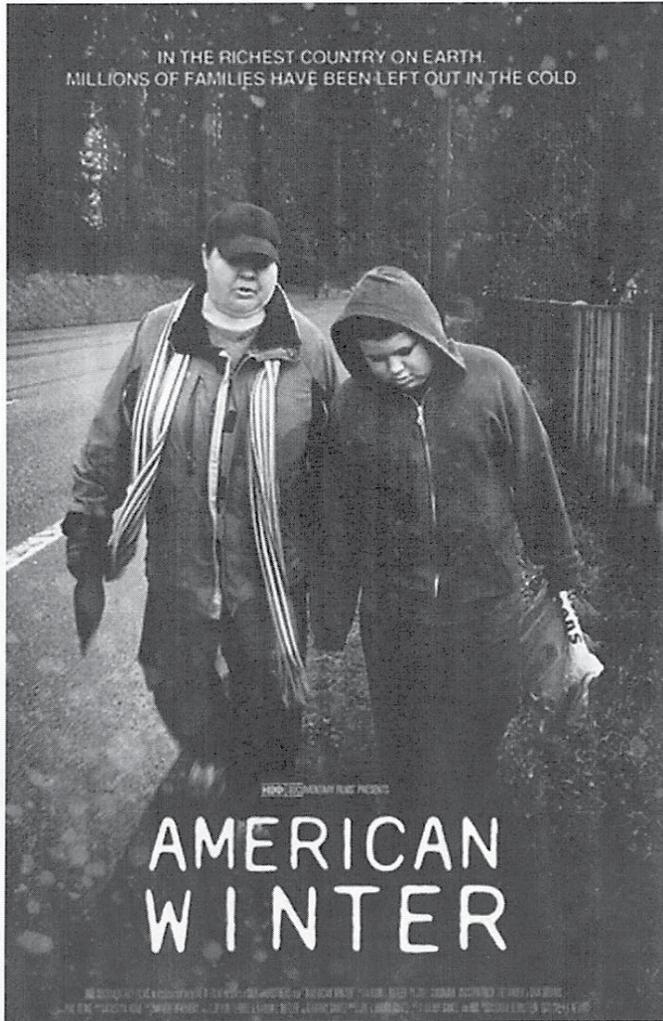
Larger companies typically have stronger security measures in place to ward off intruders, but independent businesses often can't afford these expensive protections. Either way, small businesses still have access to a vast trove of client information, which makes them ripe for

hacks.

In fact, Hartford Steam Boiler (HSB) recently found more than half of all small- and mid-sized enterprises have been hacked at some point, and 72% of those affected by breaches were unable to restore the stolen data.

Fred Touchette, senior security analyst at AppRiver, which specializes in SMB security, has pinpointed eight essential strategies small businesses should implement to strengthen their data defenses.

Read the full article here: <http://smallbusiness.foxbusiness.com/technology-web/2014/12/29/8-essential-security-strate->



PLEASE JOIN US FOR A
SPECIAL ONE TIME SCREENING OF

AMERICAN WINTER

Friday, April 10, 2015 at 7:00pm

PRESENTED BY:

catholic  charities
OF NORTHEAST KANSAS

HOSTED BY:

BENEDICTINE COLLEGE

O'Malley-McAllister Auditorium

1020 N. 2nd St, Atchison, KS



**FREE WILL OFFERING OR
ACCEPTING HEALTHY FOOD DONATIONS:**

peanut butter, tuna, low sugar fruits and veggies, brown rice, whole
wheat pasta, pasta sauces, gluten free items

Produced and directed by Emmy award-winning filmmakers, Joe and Harry Gantz, **American Winter** is a documentary feature film that follows the personal stories of families struggling in the aftermath of the worst economic crisis since the great depression.



Catholic Charities of Northeast Kansas is partnering with The Kansas Health Foundation to educate the community on the benefits of healthy living and increase public awareness of the state of hunger in Kansas as well as our Nation as a whole.

**Do you hvae any news or an event you would like promoted
in our weekly newsletter?**

**Send the information to marketing@atchisonkansas.net
or call (913) 367-2427**