

UPCOMING CHAMBER MEETINGS & COMMUNITY EVENTS:

TUESDAY JAN. 28

- Juneteenth Fundraiser, Sloppy Joes @ AHS Game, 4:30pm
- Twisted Stickers, Library, 6pm

WEDNESDAY JAN. 29

- Bakers 9th Street Auto Ribbon Cutting, 12:15pm

THURSDAY JAN. 30

- Youth Leadership Committee, 12pm @ Chamber Offices
- Page to Screen Book/Movie Club at Library, 5pm
- City After Hours - Justin Pregont Welcome, 5pm, City Hall

FRIDAY JAN. 31

- Crafter's Weekend - Downtown Atchison, 5:30pm @ Gateway to Kansas Shops

SATURDAY FEB. 1

- Legislative Coffee at the Chamber, 9am
- Crafter's Weekend - Downtown Atchison, 9-3pm, various stores

SUNDAY FEB. 2

- Superbowl Sunday!
- Groundhog Day



LEGISLATIVE COFFEE & DONUTS

at the Atchison Area Chamber of Commerce

THIS SATURDAY - FEB 1ST
9AM | 200 S. 10TH ST



This is your opportunity to discuss legislative issues with elected officials in an informal setting during a Legislative Coffee sponsored by the Atchison Area Chamber of Commerce and AT&T. Coffee and donuts will be provided.

NOTES FROM THE PRESIDENT



The 95th Annual Chamber Banquet promises to be an exceptional evening! We have scheduled it for March 8th (later than usual) because of construction at the Heritage Conference Center. We hope you will plan to join us as we celebrate Atchison treasures. Plans are progressing... we promise a fantastic evening! Invitations will be in the mail very soon.

Because the banquet which normally serves as our annual meeting will be held in March, we need to include our annual meeting in our regular February board meeting to comply with the Chamber By-Laws. SO... if you have any item that you would like to bring to the Chamber board, we welcome you to attend our February board meeting on the 12th at 4 pm in the Santa Fe Depot Conference Room.

The Chocolate Tasting tickets are selling fast! If you want to be a part of tasting amazing chocolate at 12 local businesses on February 7 & 8, purchase your ticket today! Only \$5 per person and the ticket money will be donated to the Atchison Area United Way. See the ad on page two of today's enews for a list of participating businesses.

We hope to see you at the After Hours on Thursday at City Hall. Help us welcome the new Public Works Director, Justin Pregont. See you there :).

Have a wonderful week!

Jacquie Pregont
Jacquie Pregont, President

Chamber Annual Meeting Scheduled for Wed. Feb 12 at 4pm



Mark your calendars for The Atchison Area Chamber of Commerce Annual Meeting, to be held at the February Board Meeting on Wednes-

day, Feb. 12 at 4pm. The meeting usually occurs at the Chamber Banquet, which will take place this year in March. In order to comply with the Chamber by-laws, though, the meeting needs to be in February. If you are a Chamber Member have anything that you would like to bring before the board, this is your opportunity. The meeting will be located at the Chamber of Commerce offices, 200 S. 10th Street. Call the Chamber at (913) 367-2427 if you have any questions.

CHAMBER NEWS (continued from page 1)

5 Must-Haves When Building a Website For Your Restaurant (or any Small Business!)



by Carolyn Crumme,
smallbiztechnology.com

The other day I was looking for a local restaurant to take my family to dinner. Like most people, I turned to the internet and began my search. Because I write about and consult on technology, I always assumed that every business out there knows how important it is to have a strong web presence, but apparently they don't! So let's talk about the importance of a website and five must-have's when building a website for your small business.

Of ten local restaurants that came up in my search, only five had websites and of those only three had their menu, pictures and other valuable information I needed to decide where to dine. Can you guess which of the ten local restaurants got our business? Now it's not to say that any of the other seven restaurants that didn't have complete online information were not good or places to honestly consider, but because they failed to provide that information to me, they lost out. While I am specifically talking about local restaurants in my example, the fact is that all small businesses should have a solid online presence and offer a good-looking, feature rich and easy to use website (and make it MOBILE, too!!) so consumers can 'check them out' when looking for options within their category.

Brad Smith, Founder and CEO of Virb – an online DIY website builder with restaurant-centric features like an OpenTable widget and improved menu pages, shared with us the five must-have items every restaurant needs on their website to attract and retain customers. Again, while

this is specific to restaurants, the tips transfer to almost all small businesses (just sub in 'products' or 'services' for 'menu'). Here they are:

Contact info: The most important information you can provide on your website, if nothing else, is your address and basic contact information. That part might be obvious, but, nowadays, you also need to take into consideration how this information might be accessed (hint: It's not always from a computer with a high-speed internet connection). Your address should either link directly to a map or have one embedded in the page, and all of this should be easily readable from a phone. Google has made mapping incredibly easy—and free—so there's no reason your location should ever be difficult to find.

you fit with their budget and taste, and it's also wonderfully helpful for anyone with dietary preferences or allergies. You should avoid the temptation to add a PDF or image file of your menu online. Aside from being tough to read on a phone or slow Internet connection, your food items won't get picked up by Google, which can really hurt your site's SEO. A text-based menu gives potential customers and search engines the simple, clear information they seek.

Online Tools: There's an ever-growing number of digital tools and software, paid and free, which can help make operating your food business even easier. From LCD-screen menus to iPad order placing, restaurants and customers alike are embracing high-tech solutions. For your website, a seating reservation tool like OpenTable is a must, if you offer reservations. There are even tools that let customers order food online or set up delivery right from your website, if your staff is set up for it. Adding simple tools and plugins to your website can help boost your business among young and old generations alike in this increasingly digital world.

Social media: Keep in touch with customers well beyond the walls of your restaurant by utilizing social media. Set your business up with a Facebook Page and possibly a Twitter account to keep fans engaged and boost your SEO. Then, link to those accounts on your website by adding features like a Twitter feed or Facebook Like Box to attract new followers. You might also consider adding buttons to let visitors share your site on their own social networks to spread the word even further. Tying social media into your website gives you a simple way to keep customers updated with your latest news or specials across multiple channels.

Photos: You can't underestimate the power of professional photography when it comes to your business—and that applies twofold for your business' website. Food photography, used to show off a few of your favorite plates or drinks, can help entice visitors and start a craving before they walk in the door. A couple professional shots of your exterior and interior can also encourage new customers to stop in, espe-

ATCHISON CHOCOLATE TASTING
FEB 7-8, 2014

Just in time for Valentine's Day!
Visit twelve Atchison area locations during their business hours on February 7-8 and sample a wide variety of decadent chocolate treats - some of which are also for sale.

TICKETS ARE LIMITED, AND AVAILABLE FOR PURCHASE NOW AT PARTICIPATING BUSINESSES UNTIL THEY SELL OUT. DON'T MISS OUT!

Tickets: \$5 per person
All proceeds to benefit Atchison Area United Way

Purchase your tickets & enjoy tastings on February 7th-8th at the locations below:

The Artist Box 731 Commercial	Pepper Mill & Co /Most Wanted Vodka 101 Commercial
Cottage of the Seasons 515 Commercial	Snow Ball Eighth Street Bistro 111 N. 8th
Dairy Queen 412 S. 10th	Sunsetters of Atchison 516 Commercial
Gateway to Kansas Shops 504 Commercial	Vintage Gypsy 521 Commercial
Jerry's Again 125 N. 5th	Vintage Park of Atchison 1301 N. 4th
Lopez de Mexico 112 S. 6th	Visitor's Information Center @ The Santa Fe Depot 200 S. 10th

800.234.1854 | www.atchisonkansas.net

Menu: What's the most important part of your restaurant business? Probably what's on your menu. Listing a full menu online makes it easier for new customers to see if

NEWS

cially if you offer something unique like a great patio or modern architecture. Photos help establish trust with your online visitors by showing them exactly what to expect when they arrive. Great photography is one of the fastest ways to make your website look professional and polished, but beware: Poor photography is one of the fastest ways to turn customers away. Spend some extra time to adjust your color and lighting (or hire a professional, if possible) to nail this important website component.

Creating a website for your small business is easier today than it ever was. With great DIY solutions, like Virb or Wix, anyone can create a simple, aesthetically pleasing site that gets their business in front of potential customers. Build that site, impart these five must-have items, and you might quickly see your seats filling up and your sales reaching new heights!

REMINDER: New Postage Increases In Effect

The USPS new postage increases became effective January 26th. First-Class Mail® Forever® Stamps are now \$0.49, and the First-Class Mail International® Global Forever stamps are \$1.15.

December Unemployment Rates & Labor Market Report

Please use the links below to view the December 2013 Labor report and the map of county & state unemployment rates.

Highlights and Quotes: [CLICK HERE](#)

Kansas Map w/county unemployment rates (not seasonally adjusted unemployment rates): [CLICK HERE](#)

MGP's Atchison Distillery Earns Grade A Food and Beverage Safety Rating from Globally Prominent British Retail Consortium

MGP's Atchison, Kan., distillery has been awarded a Grade A rating by the British Retail Consortium (BRC), one of the world's most prominently recognized food and beverage safety standards. To achieve this rating, the distillery underwent a recent third party audit that focused heavily on Hazard Analysis Critical Control Points (HACCP), Good Manufacturing Practices (GMP) and documentation.

"We are very excited and gratified that our Atchison Distillery came out of this rigorous process for the first time with Grade A rating, the highest possible on the BRC's

rating scale, said Steve Glaser, Atchison plant manager. "This is not only evidence of everyone's tremendous hard work and dedication, but also a manifestation that the distillery's continuous improvement journey is on the right track," he added.

BRC audits are conducted under the Global Food Safety Initiative (GFSI), which benchmarks food and beverage safety standards globally. While MGP's protein and starch operations in Atchison have been BRC certified for the past three years, this is the first third-party audit of this magnitude related to distillery operations owned by the company. With the success of the Atchison distillery audit, the entire Atchison facility is now BRC food and beverage safety certified. The company's distillery operation in Lawrenceburg, Ind., currently is scheduled to undergo a similar audit in early spring 2014.

"Fulfilling the qualifications for BRC's Grade A certification exemplifies the commitment of our employees to proactively demonstrate to existing and future customers that stringent standards are top-of-mind and are being met," noted David Whitmer, corporate director of quality. "Furthermore, it strengthens the confidence of those we serve that MGP is absolutely sincere about



ATCHISON, KANSAS EST. 1858

95TH ANNUAL
CHAMBER BANQUET

AN EXQUISITE CELEBRATION OF ATCHISON'S PRICELESS TREASURES

Saturday
March 8, 2014

SAVE THE DATE - MARCH 8, 2014!
A RED CARPET AFFAIR | BLACK TIE OPTIONAL

Watch your email for MORE
INFORMATION COMING SOON on how
to purchase tickets, and for the 2014
Chamber Awards voting ballot!

FOR QUESTIONS OR SPONSORSHIP
INFORMATION, CONTACT

THE ATCHISON AREA
CHAMBER OF COMMERCE

(800) 234-1854

JACQUE PREGONT
president@atchisonkansas.net

NEWS

its role as their partner in delivering safe, high quality ingredients and beverages to consumers worldwide.”

When comparing food and beverage companies, food manufacturers have required GFSI certified suppliers for a number of years. The beverage industry, particularly the alcohol industry, just recently began requiring GFSI certification under BRC or Safe Quality Food (SQF) standards, according to Whitmer.

Deadline This Friday to Register for 2014 Kansas Sampler Festival



Registration deadline: January 31. Festival dates: May 3-4 in Wamego. REGISTER at www.kansassamplerfestival.com. Registering by January 31 assures that you'll be listed in the festival promotional guide.

WHY SHOULD YOU ATTEND THE FESTIVAL AS AN EXHIBITOR? Kansas is full of things to see, do, hear, taste, and buy but people will only visit and buy and book a performance if they know about you! The festival is a Kansas for 7-10,000 people eager to know Kansas better.

Most booth spaces are \$130 so it's very affordable. Just the networking, idea sharing, and connection with the public makes it worthwhile. We invite you to be part of this with more than 130 other Kansas communities! It's the 25th year of the festival!

Financial Peace University through Atchison United Methodist Church Starts Thursday, Jan 30

Financial Peace University Begins in January! Do you want to be Debt Free? Take the first step and join Dave Ramsey's Financial Peace

University class January 30 through March 27. Classes are at 6:00 pm and childcare is available. The cost is \$93 for 1 kit

Atchison Juneteenth Committee Fundraiser

Come watch the Atchison Redmen hoop on Tuesday, January 28, 2014 at the Atchison High School.



The opponent is Jeff West, and both girls & boys JV & Varsity games will be played 1st game begins at 4:30

Let the Atchison Juneteenth Committee satisfy your hunger! Sloppy Joe Sandwiches, chips, Celery, Carrots, & Lemonade are on the menu for \$5.00



All monies collected will go toward the Atchison Juneteenth Celebration which will be held on Saturday, June 14, and Sunday, June 15 at L.F.M. Park

(includes family). Bank of Atchison and Exchange Bank offer their customers a 50% cost return upon completion of the course. For more information, call the AUMC office at 367-1844, or Mike Schaeffer at 367-5845. **A free preview will be held on Thursday, January 9 at 6:00 pm.** Please pass the word to family and friends.

Father Daughter Dance at



Memorial Hall, Feb. 15th

The Atchison Recreation Commission's

Second Annual Father-Daughter Dance will be held at Memorial Hall on February 15th, 2014 from 7-9 p.m. This event is for girls ages 4-18 years and their fathers. Tickets are \$5 per person. Pre-registration for this event is required. You may register at the Recreation Office, 819 Commercial Street or download a registration form from our website www.atchisonrec.com and mail it to the Recreation Office.

Registrations will be accepted until Friday, January 31st. The dance will have a live DJ, snacks, a photo booth and each girl will receive a special memento. For more information call the Atchison Recreation Office



NEWS

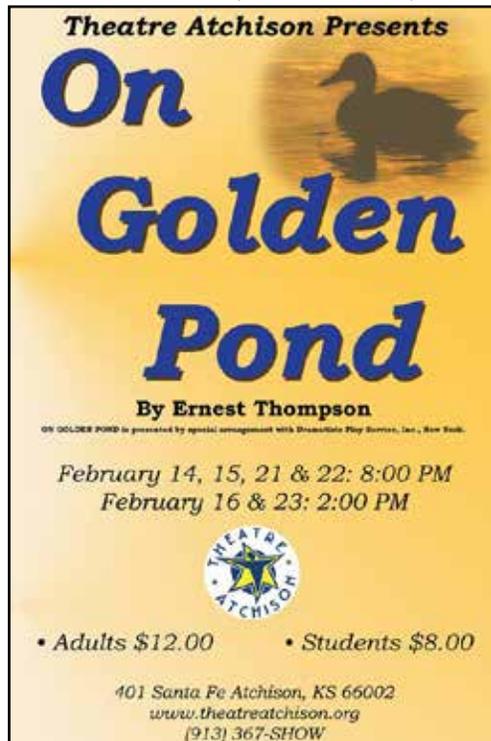
at 913-367-3352.

“On Golden Pond” at Theatre Atchison - Premieres Feb. 14

Theatre Atchison presents the beloved classic *On Golden Pond*, the moving, sweet and often funny play that is perfect for celebrating Valentine’s Day or any night out.

This is the timeless love story of Ethel and Norman Thayer. They are visited by their divorced, middle-aged daughter and her dentist fiancé, who then go off to Europe, leaving his teenage son behind for the summer. Norman enjoys taking him fishing and thrusting good books at him, and the boy quickly becomes the “grandchild” the elderly couple have longed for. They forge a deep friendship despite the generational gap. In the end, as the summer wanes, so do the enjoyable experiences that they have shared. Time, Ethel and Norman know, is now against them, but the years have been good and, perhaps, another summer on Golden Pond still awaits.

Theatre Atchison, 401 Santa Fe, Atchi-



Theatre Atchison Presents
On Golden Pond
By Ernest Thompson
ON GOLDEN POND is presented by special arrangement with Broadway Play Services, Inc., New York.
February 14, 15, 21 & 22: 8:00 PM
February 16 & 23: 2:00 PM
• Adults \$12.00 • Students \$8.00
401 Santa Fe Atchison, KS 66002
www.theatreatchison.org
(913) 367-SHOW



VALENTINE'S DAY MURDER MYSTERY DINNER
FRIDAY, FEB 14TH 6-8PM
PAOLUCCI'S RESTAURANT ATCHISON, KANSAS
JOIN US THIS VALENTINE'S DAY FOR A FABULOUS, INTERACTIVE MURDER MYSTERY DINNER - PASTA, PASSION & PISTOLS!
WE CREATE THE PASSION-THEMED MURDER MYSTERY SCENARIO - YOU TRY AND SOLVE IT WITH A FEW CLUES, HINTS AND SOME ROLE-PLAYING IN BETWEEN. TICKETS ARE \$35 PER PERSON AND ALSO INCLUDE A SCRUMPTIOUS HOMEMADE ITALIAN MEAL AT ONE OF ATCHISON'S GREAT RESTAURANTS - PAOLUCCI'S! SPECIALTY-THEMED ADULT DRINKS WILL BE AVAILABLE FOR PURCHASE. CAN YOU SOLVE THE MYSTERY? SEE HOW WELL YOU PLAY THE GAME AT THIS EXCITING EVENT ON VALENTINE'S DAY!
MAKE IT MORE FUN - DRESS UP IN 20S AND 30S-THEMED GANGSTER GEAR & FLAPPER DRESSES!
SPACE IS LIMITED. ORDER YOUR TICKETS ONLINE TODAY!
WWW.ATCHISONKANSAS.NET
(800) 234-1854

son, KS 66002 February 14, 15, 21 & 22: 8:00 PM February 16 & 23: 2:00 PM Adult tickets \$12.00 Youth tickets \$8.00 For reservations, call Theatre Atchison’s Box Office: (913) 367-SHOW (7469)

Seeking Vendors for Downtown Funky Junk Flea Market - Apr. 12

Downtown Atchison is having a Funky Junk Flea Market April 12th & is seeking vendors. Inventory must consist of merchandise that is: vintage finds, retro items, antiques, upcycled pieces, repurposed pieces, upcycled jewelry. Booth price \$10. E-mail, Susan Turnbull, Downtown Coordinator, at susant@cityofatchison.com for more info.

Upcoming Classes at The Artist Box

Visit The Artist Box at 731 Commercial for an exciting variety of classes this month! For more information, call 913-367-1037 or visit www.theartistboxllc.com.

- Birdhouse pendants, Saturday February



FIRST FRIDAYS DOWNTOWN ATCHISON
SHOPPING & SPECIALS FROM 5-7PM!
FRIDAY FEBRUARY 7TH!
Shop Late, Shop Local in Downtown Atchison on the 1st Friday of every month, starting on Friday, February 7 from 5-7pm. Retailers and restaurants will be offering specials - so don't miss out on this opportunity to support our local economy, and enjoy Atchison on Friday Nights!

NEWS

1st \$15.00 any time from 9am-3pm open to all ages

- Valentine's Day Cards Saturday February 8th \$5.00 any time 9am-3pm open to all ages

The Artist Box (con't from page 5)

- A Romantic Night in Paris. Thursday February 13th from 5pm-8pm. \$20.00 Enjoy drinks, snacks, and create a unique Valentine's Day card for your favorite valentine. 18 and older please.
- Heart String Art Wall hanging Saturday

RESERVE THE ATCHISON TROLLEY for your Wedding Day!

CALL TODAY!

\$140 first hour
\$100 per additional hour(s)

(800) 234-1854



PEPPER · MILL & CO.
— CASUAL · DINING —

Valentine's Day

Pepper Mill & Co. Valentines Day Special "Dinner for Two"

Start your meal with 2 house salads and croissants.

2 glasses of our house Peach Bellini

2 10oz Kansas City Strip Steaks

2 Baked Potatoes

2 Steam Veggies

And a Chocolate Raspberry Torte Mousse Cake.

Dinner for 2 - \$49.99

For Reservations please call 913-367-3663

February 15th \$10.00 any time 9am- 3pm open to all ages

Atchison Child Care

Chili and Soup Supper

Thursday, Feb 6th, 2014
4:30-6:30 pm

Tell your Family and Friends and Co-Workers

Carry Outs Available | Pay As You Please

All funds raised will help us purchase new playground equipment for our school age playground.
Funds collected will be matched by: Thrivent Financial for Lutherans

Silent Auction and Bake Sale
(Silent Auction will start Mon. Feb 3 - Thurs. Feb 6 @ 6:30 pm)

NEWS



2nd ANNUAL ATCHISON AREA
Bridal Show
 February 16th, 2014 1-4pm
 Atchison Heritage Conference Center
 710 South 9th Street Atchison, Kansas

Tickets are \$3 in advance or \$8 at the door
 Vendor Booths from 1-4pm Fashion Show at 3pm
 Giveaways and \$500 Grand Prize at 4pm
 Purchase your tickets at the following locations:
 Wisch Designs – Horton ♥ HyVee – St. Joseph
 Exchange National Bank – Atchison • Troy • Rushville • Easton • Effingham
 Leavenworth • Lansing ♥ Poor Richards – Atchison

 Follow us on Facebook for updates and more information
www.facebook.com/atchisonareabridalshow



Please mark your calendar for
 Theatre Atchison's
 5th Annual

Spring Tea Fundraiser
May 4, 2014

Atchison Heritage Conference Center

If you would like to be a part of this year's tea committee, design a table, be a sponsor or make a donation contact:
 Theatre Atchison (913) 367-1647

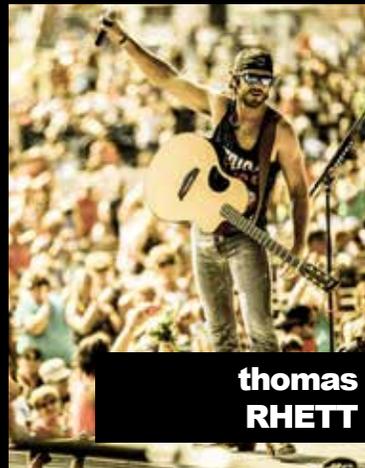
TICKETS GO ON SALE APRIL 2 ND
 Call (913) 367-1647 to make a reservation
 We accept all major credit cards

LAKEFEST 2014 7.18.14

Gift Certificates on sale NOW!
CALL (800) 234-1854



randyHOUSER



thomas RHETT



danielle BRADBERRY

NEWS



**Want to learn
about grant writing?**



Sponsored by K-State Research & Extension and Atchison County Dream Team



Grant Writing 101: The Basics

Dr. Elaine Johannes, K-State Professor & Extension Specialist

January 29, 2014 from 9:00 to 4:00

**USD 409 Board Of Education Bldg. Community Room
616 Commercial Street Atchison, KS**

Dr. Johannes teaches a 3 credit hour graduate online course focusing on grant writing and management and has been awarded numerous grants totaling over 5 million. This workshop is designed for the beginning grant writer to provide a basic understanding of the grant process.

Workshop Training Objectives:

- Learn grant-writing techniques. This workshop will focus on youth and family-related grants.
- Increase awareness & knowledge of grant resources for youth/family/community programs.
- Increase your understanding of grant vocabulary.
- Increase understanding of the fit between grants, program planning & grant management.

For complete workshop details, contact [Diane Nielson, Atchison County Extension Agent, K-State Research & Extension-Atchison, County Office, PO Box 109, Effingham, KS 66023](#) Phone 913-833-5450 E-mail AT@listserv.ksu.edu \$35 registration fee includes lunch & workshop materials; \$25 for 2014 Dream Team members; Registration deadline January 20.

Grant Writing 101: The Basics Registration

Name _____ Organization _____

____ Registration Enclosed (\$35/person) ____ Current Dream Team Member (\$25/person)

____ Purchase Order Daytime Phone _____ E-Mail _____

Mailing Address _____

Checks payable to Atchison County Dream Team; mail to address above.

NEWS

KS BUILDING OPERATOR CERTIFICATION®

Education to improve your business.

Become certified to save your facility energy.



Learn more:
WestarEnergy.com/BOC
or contact:
Karen Smith - 316.299.7450
BOC@WestarEnergy.com



Energy efficiency through operator training. Building Operator Certification (BOC®) is a nationally recognized, competency-based training and certification program that offers facilities personnel the improved job skills and knowledge to transform workplaces to be more comfortable, energy-efficient and environmentally friendly.

Becoming certified could help you:

- Enhance your job skills and competitiveness - more than 50% of BOC graduates report increases both in job responsibilities and compensation.
- Improve the comfort and safety of your building occupants through increased communication and implementation of practical no- and low-cost solutions.
- Earn BOC Maintenance Points toward many professional certifications.



ENROLL FOR THESE UPCOMING CERTIFICATION OPPORTUNITIES IN 2014



BOC Level I - Wichita
Haysville Learning Center
150 Stewart, Haysville

- March 13 & 14
- April 10
- May 8
- June 12
- July 17
- August 14
- September 11

BOC Level I - Topeka
Brown Professional Development Center,
801 NE Highway 24

- April 24 & 25
- May 22
- June 26
- July 24
- August 28
- September 25
- October 23

- Tuition for each series is \$1,150/student.
- To be eligible for this training, you must be currently employed with a Kansas commercial property or business that receives electrical service from Westar Energy.
- To qualify for the Westar reimbursement, participants must attend all classes in the course series, pass an exam at the end of each training day and complete assigned projects.

The Kansas BOC program is brought to you by the Midwest Energy Efficiency Alliance and its partners.

