

UPCOMING CHAMBER MEETINGS & COMMUNITY EVENTS:

WEDNESDAY FEB. 12

- Annual Chamber Meeting, Chamber Board Meeting, 4pm, Chamber Offices

THURSDAY FEB. 13

- Atchison Library, *Created Equal* Facilitated Discussion, 6pm
- Ladies Night at Gateway to Kansas Shops, 4-8pm
- The Artist Box, *A Romantic Night in Paris*, 5pm-8pm.

FRIDAY FEB. 14

- Murder Mystery Dinner, Paolucci's, 6-8pm
- *On Golden Pond*, Theatre Atchison, 8pm
- Dinner & Ghost Hunt at Pepper Mill & Co, 7-11pm

SATURDAY FEB. 15

- Father/Daughter Dance, Memorial Hall
- *On Golden Pond*, Theatre Atchison, 8pm

SUNDAY FEB. 16

- Atchison Area Bridal Show, Heritage Conference Center, 1-4pm
- *On Golden Pond*, Theatre Atchison, 2pm

MONDAY FEB. 17

- AUMC Blood Drive, 12-6pm



NOMINATE YOUR PICKS TODAY!

- BUSINESS OF THE YEAR AWARD**
- TEAM OF THE YEAR AWARD**
- QUALITY OF LIFE AWARD**
- TOURISM AWARD**
- ORGANIZATION OF THE YEAR AWARD**
- ENTREPRENEUR OF THE YEAR AWARD**
- EXCELLENCE IN LEADERSHIP AWARD**

Go online to **ATCHISONKANSAS.NET** to submit your nominations, or pick up a form at the Chamber Offices - 200 S. 10th Street.

NOTES FROM THE PRESIDENT



THANK YOU Chocolate Lovers who were brave enough to attend our Chocolate Tasting last weekend!! It was COLD, but I've heard from several that it was definitely worth it as they tasted some delicious chocolate in various forms. It's a fun way to spend some time with friends and see some of Atchison's businesses, so plan now to try it next year! We will be sending a check for \$340 as a donation to the Atchison Area United Way!

Please take a few minutes to nominate your favorites for the Annual Chamber Awards! Information is included in the enews. We need your recommendations! Tell us who you think the exceptional persons, businesses and teams were in 2013. Then be sure to join us for a fun evening on March 8th as we celebrate Atchison's Treasures. We promise a fun evening with great food, great company, and great entertainment!

Don't forget to mark the next Legislative Coffee on your calendar. US Representative Lynn Jenkins plans to attend, along with our local legislators. March 1st, 9am at the Santa Fe Depot is our second of three coffees. We hope to see you here!

Have a great week... Don't forget your sweetheart on Valentine's Day!!

Jacquie Pregon, 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 Wednesday, 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)

Tweet Success: Small Businesses Turn To Social Media Marketing To Build Brands



By *CINDY KRISCHER GOODMAN, MiamiHerald.com, Jan. 26, 2014*

It's mid-morning and Michael Mendez snaps a photo of the new beer he has just stocked in his convenience store. Within minutes, he posts it on Twitter to his 7,000 followers. If the response is typical, customers will stream in by late afternoon, asking for the rare brew.

Mendez strategically has branded his four Miami-area fuel stations as much more than places for a fill-up. Using Twitter, Facebook and Instagram, he has created buzz about craft beers and other products inside the station shop, where the profit margins are higher than at the pump.

"Branding in today's world is knowing people and relating to them," said Mendez, whose Mendez Fuel customers often share the photos and spread the word online about his new arrivals.

In recent years, small-business owners like Mendez have turned to social media, email and mobile marketing websites to build visibility for their brands. In 2014, say experts, digital marketing is no longer simply a way to bump up brand awareness: It has become essential. With 73 percent of U.S. internet users turning to social networking sites and 53 percent of American adults carrying a smart phone, businesses that don't employ social network marketing may find themselves losing out to the competition.

"If you are counting on your business to generate profit for a while or if you plan to leave it as a legacy for a family member, if you're not branding and marketing online, you're being irresponsible," says Stephen Cabeza, founder of Amplification Inc, a Fort Lauderdale social media marketing

company.

At a time when 85 percent of buyers go online to research purchases, successful social media marketing has the potential to generate more traffic to a website, send customers to a retail location, create awareness for a brand and build allegiance. According to a 2014 State of Marketing Report produced by ExactTarget digital marketing firm, 86 percent of the 2,500 global marketers surveyed believe social media is currently or will eventually provide financial return. "With this in mind, we expect to see marketers using social media to better boost their brand with customers," wrote the report's authors.

Already, more than two-thirds of small business owners are spending more time on social media than a year ago, according to a survey by VerticalResponse, a San Francisco-based company. Indeed, 43 percent of respondents said they spend six or more hours per week on social media activities for their businesses. They are posting to Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest and Google Plus and blogs. But those who do so effectively aren't just spending hours blasting blindly into the ether.

"Conversation is the new marketing," said Kellie Kuecha, a Boca Raton life coach who calls herself the Brand Re-Coder. The key, she says, is to consistently post meaningful, authentic content across all of your social channels and get people to trust you and talk about your brand. You want to interact with your followers by replying to direct messages and posing questions and you want to post more of the content that you notice followers like, share and comment on the most. That could include photos, videos, graphics, illustrations or words.

By sparking a conversation, telling your story and offering something special rather than just pitching your product, you have a chance to make your company stand out and chose you instead of a competitor, Kuecha advised. "You have to use social media to attract people into your world. Once you do that, the selling process is easier."

Read the entire article at <http://www.miamiherald.com/2014/01/26/3891535/tweet-success-small-businesses.html>.

Social Security Updates: Applying for Disability Now Easier than Ever & Field Office Changes

Social Security has made it even easier for people to apply online for disability benefits. The Social Security disability benefits application, and the adult disability report have been joined in "electronic matrimony." It used to be that you had to complete both of these forms separately when applying for disability benefits. The new streamlined process puts both forms together all in one place. Please refer to www.socialsecurity.gov/applyfordisability for more information.

Be advised that this application is for Social Security Disability Insurance benefits only. To find out about applying for Supplemental Security Income benefits, visit www.socialsecurity.gov/pgm/ssi.htm.

Also, please note the following field office changes and effective dates:

- Beginning August 2014, they will no longer issue Social Security number printouts in field offices. Individuals who need proof of their Social Security number and cannot find their card, will need to apply for a replacement card.
- In addition, beginning October 2014, the field offices will stop providing benefit verification letters, except in emergency situations. Benefit verifications are available online, and can be obtained anytime by registering for a my Social Security account located at: www.socialsecurity.gov/myaccount, or requested through our national toll-free number: 1(800)772-1213.

Safety Traffic At Work: Five Winter Mistakes to Avoid

No matter if you grew up in the blistering cold of Western New York winters or on the sunny coast of Southern California, driving in snow, sleet, and ice can be dangerous to even for the most experienced fleet driver. Automotive Fleet reached out to one of the experts at AAA, William Van Tassel, Ph.D., to find out the top five winter driving mistakes to keep in mind when traveling down the highways, byways, country roads, and city streets during this wintery season.

NEWS

Mistake No. 1: Not Adjusting Speed to Conditions

The speed limit is just a start; drivers need to adjust their speed to match their immediate driving conditions. The three factors that should always be considered are visibility, traffic, and traction.

Solution: If visibility is minimized or if the road is wet, snowy, or icy, you should slow down significantly. This will give you more time to respond to any incident, and help prevent a loss-of-traction situation.

Mistake No. 2: Doing More Than One Thing at a Time

Even in clear, dry conditions, it is easy to overload the one tire that ends up being asked to do the most when a driver attempts to do more than one thing at a time, such as steer and brake. In slick conditions, the risk of losing traction is increased greatly when a driver attempts to force the vehicle to do two or more things at once.

Solution: Do one thing at a time - brake, then steer/turn, then accelerate. This will help prevent demanding too much of the tire that takes the brunt of the traction requirements, thereby reducing the chance of a loss-of-traction situation.

Mistake No. 3: Not Looking Far Enough Ahead

Too many drivers only look just ahead of their own vehicles, often missing out on detecting something down the road to which they will need to respond, such as by steering or adjusting their speed.

Solution: Get those eyes up and moving. Work on looking further ahead, and also predicting what other drivers might do that could create trouble. Detecting potential problems ahead as early as possible can make the difference between a collision and a near miss.

Mistake No. 4: Not Maintaining Enough Space

Most drivers fail to maintain enough space between their vehicle and other vehicles around them. Frequently, drivers position themselves too closely to the vehicle ahead. But, maintaining "open" space to the sides is also critical - you may need to move into that space quickly. If you don't have that space, you'll be without an effective option to prevent a crash.

Solution: Back off a bit and lift up on the accelerator to keep an open space to at least one side of the vehicle. Space is your best friend out on the road - to the front, sides, and rear. It's hard to collide with something if you have plenty of space around the vehicle.

Mistake No. 5: Not Giving the Road Your Full Attention

Driving in poor weather requires complete concentration so that you can constantly adjust your speed and position, and detect any potential trouble as early as possible, such as your tires losing traction, or another vehicle pulling out into your path. If you add other tasks to driving, such as using a cell phone, your risk increases dramatically.

Solution: Stay focused on driving. Get there, and then get busy with non-driving activities. Common sense precautions include

programming navigation systems and adjusting music selections before driving, and, of course, powering down the cell phone. *Source: Automotive Fleet*

38th Farm-City Banquet scheduled for March 25

The Atchison business community is invited to join us in celebrating generations of cooperation with the agricultural community in the Atchison area during the 38th annual Farm-City Banquet on Tuesday, March 25. The annual event will be held at the Atchison Heritage Conference Center and includes vendor booths, dinner and an entertaining program. We will also have the popular pie-baking contest again, so get those recipes ready!

The Chamber is currently looking for sponsors. Businesses can sponsor the event

RESERVE YOUR TICKETS NOW!
A RED CARPET AFFAIR | BLACK TIE OPTIONAL



FOR QUESTIONS, TO RESERVE YOUR TICKETS AND/OR TABLE, OR FOR SPONSORSHIP INFORMATION, CONTACT:

THE ATCHISON AREA CHAMBER OF COMMERCE
(800) 234-1854

JACQUE PREGONT
president@
atchisonkansas.net

MARY JANE SOWERS
projects@
atchisonkansas.net

NEWS

by purchasing tickets that will allow farm families to attend the event free of charge. We are also looking for door prize donations and booth exhibitors.

For more information or to inquire about sponsorships and donations, please contact Mary Jane Sowers, Chamber Projects Coordinator, at 913-367-2427 or send an email to projects@atchisonkansas.net.

A Full Weekend Celebrating the Arts Set for April 25-26

The Atchison Art Association and the Atchison Area Chamber of Commerce present you with a weekend of special events that will celebrate the arts in Atchison on April 25-26!

From the highly-anticipated Art Walk that stretches across Downtown Atchison, to the 2nd Annual Open Air Fair along the beautiful Riverront, artists from a variety of forms will be welcomed to our community. Make plans to join us as we celebrate the arts!

More details to come so stay tuned! In the meantime, if you have questions regarding the Art Walk please contact the Chamber at (913) 367-2427. For questions regarding the Open Air Art Fair, contact the Atchison Art Association at (913) 367-4278.

AUMC to Host Blood Drive on Monday, Feb. 17



During the month of February you will have the opportunity to save a life by donating the precious gift of blood. The Atchison United Methodist Church will be partnering with the Community Blood Center to host a blood drive on Monday, February 17th from 12:00 noon to 6:00 p.m. in Fellowship Hall. Blood collected through the Community Blood Center stays in northwest Missouri

A tchison
ARTWALK

friday
april 25 2014

Experience local art in a variety of media, from paintings and photography to sculpture and mixed media, as you stroll the historic streets and businesses of Downtown Atchison. You don't want to miss this unique "love of art" event where you'll enjoy live music, food, and drinks along the way!

800.234.1854
www.atchisonkansas.net

f /visitatchison t @atchisonks

and northeast Kansas, servicing hospitals in Kansas City, Jefferson City, St. Joseph, Lawrence, Topeka, Atchison, Horton and Hiawatha.

If you wish to donate blood you can contact Marta Myers at 367-1844 or book your appointment online at savealifenow.org. You can also register on line to join the Save a Life Rewards program, earning points for your life-saving donation. (If you do not have a computer you can enroll by calling 888.647.4040, press "O" for the operator.) Points earned can be redeemed for items like AMC Movie Theatre tickets, music downloads, and more. Or you can donate your points to Children's Mercy Hospital so they may purchase videos, DVD players,

ATCHISON ART ASSOCIATION

OPEN AIR FAIR

HOMEGROWN ART, FOOD, & CULTURE
APRIL 26, 2014. ATCHISON RIVERFRONT

Join us for the Atchison Open Air Art Fair on Saturday, April 26th between 10am-5pm along Atchison's beautiful riverfront. This European-style open market is a fresh approach to the exchange of ideas, innovations and creation. This event will feature booths by Artists/Artisans, Farmer/Growers and Vintage items (aka funky junk) along with performance art, music, classes and demos from our artists.

FOR MORE INFORMATION OR TO RESERVE A BOOTH:
913.367.4278
WWW.ATCHISONART.ORG

televisions, coloring books and toys for the children to use while they are patients.

If you are a student at Atchison High School, you can join the Gallon Grad program by signing up at facebook.com/cbckc under the Gallon Grad tab. If you donate blood at least eight times prior to graduating from high school, you are eligible for the chance to win a laptop. Your accomplishment can also be listed on resumes and college applications. Students must be at least 16 years of age to donate blood and have a written consent signed by a parent or guardian. Forms are available at the church office.

SAVE A LIFE - GIVE THE GIFT OF BLOOD ON FEBRUARY 17TH.

NEWS

Ladies Night At Gateway to Kansas Shops - This Thursday



Join Gateway for their Winter Affair Event & Sale, Thursday February 13, 2014, Featuring Clothes-Purses-Shoes-Jewelry at GREAT prices! Call the girls and come on down. A night of complimentary food, drinks & fun! 4-8 pm

Dinner & Ghost Hunt at Pepper Mill & Co. on Fri., Feb 14

Have you ever wanted to go on a Ghost Hunt? Here is your chance. This location has been seen on television, written about in books and newspapers. Location: Pepper Mill & Co 101 Commercial Street, Atchison KS 66002. Date: 2/14/2014 Friday, Valentine's Day. Time: 7 pm to 11 pm (7 to 8: Social Hour, 8 to 8:45: Dinner, 8:45 to 9: Introductions, 9 to 11: Ghost Hunt.

Includes: 2 alcoholic or non-alcoholic drinks during Social Hour. Dinner to include Salad, Croissant, Fried Chicken, Mashed Potatoes with White Pepper Gravy, Seasoned Green Beans, Corn, Dessert, Iced Tea and Water.

Private 2-hour Investigation of the Pepper Mill, one of the most haunted locations in Atchison, KS, the most haunted city in Kansas, if not the Midwest.

Reservations: Pepper Mill & Co at (913) 367-3663; before 2/13/2014. Please have your credit/debit card available to reserve your spot; the card will not be debited until the day before the event.

COST: \$65 per person. Cancellation Policy: Please cancel by 2/12/2014 8 pm CST.

Please bring a jacket, gloves, flashlight and camera and wear comfortable shoes. Some areas of the building are not heated well. If you have questions about the investigation please contact Denise Pridemore at 913-579-7021, before 10 pm CST.

6 by 6

READY TO READ

Six skills by six years

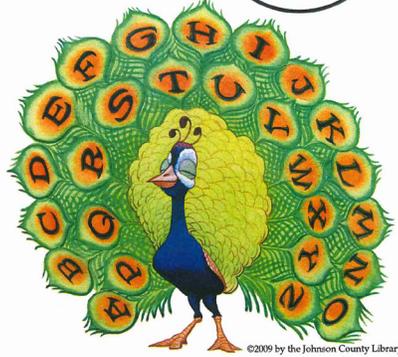


The Atchison Public Library, in coordination with the Atchison Area BOOK program, is offering literacy programs for families with children aged birth to 5 years.

All of our programs are free and offer great incentives, like free books. The 6x6 program emphasizes six skills that parents and caregivers can help children develop before they learn to read, at about the age of 6.

If you have any questions feel free to stop by the Children's Circulation desk in person, call 913-367-1902ex205, or leave us a message on Facebook.

Program Dates: 2/3 3/3 4/7 5/5 6/2 7/7 8/4 9/8 10/6 11/3 12/1



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ATCHISON LIBRARY Atchison Public Library encourages patrons of all abilities to join our programs. Please notify us if any accommodations are needed.

CELEBRATING PARTNERSHIP FOR 38 YEARS





38TH ANNUAL FARM-CITY BANQUET

TUESDAY, MARCH 25
4:30-7:30PM
913-367-2427 FOR DETAILS

BOOTHS - DINNER - PIE CONTEST - ENTERTAINMENT

NEWS

“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. Theatre Atchison, 401 Santa Fe, Atchison, 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)

Theatre Atchison Presents

On Golden Pond

By Ernest Thompson

ON GOLDEN POND is presented by special arrangement with Dramatists Play Service, 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

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.





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



- **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 February 15th \$10.00 any time 9am-3pm open to all ages
- **Mardi Gras Masks** Saturday March 1st \$5.00 any time 9am-3pm open to all ages
- **Shamrock felt pin** Saturday March 8th \$5.00 any time 9am-3pm open to all ages

This Week at the Atchison Library

- Tuesday, February 11
- 6:00 Twisted Stitchers
 - 6:30 Tech Petting Zoo
- Thursday, February 13
- 10:00 Pre-school Story Time
 - 6:00 Created Equal Facilitated Discussion
- Saturday, February 15
- 10:00 LEGO Building Club

NEWS

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.



**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



BIG RIVER
THE ADVENTURES
OF
HUCKLEBERRY FINN

Music and Lyrics by ROGER MILLER
Book by WILLIAM HAUPTMAN
Adapted from the novel by Mark Twain
BIG RIVER is presented through special arrangement with R & H Theatricals: www.rnh.com

Co-PRODUCTION WITH THEATRE ATCHISON & BENEDICTINE COLLEGE
DIRECTED BY SCOTT COX



LARGE CAST
MEN, WOMEN, AND CHILDREN

- Come prepared to sing 32 bars of an upbeat song with piano accompaniment (provided) or a karaoke track.
- You will be asked to recite a monologue. Bring your own or use one provided.

AUDITIONS
AT THEATRE ATCHISON
February 17 & 18, 2014: 7:00-9:00 PM

PERFORMANCES
AT THEATRE ATCHISON
April 4, 5, 11, and 12: 8:00 PM
April 6 & 13: 2:00 PM

NEWS



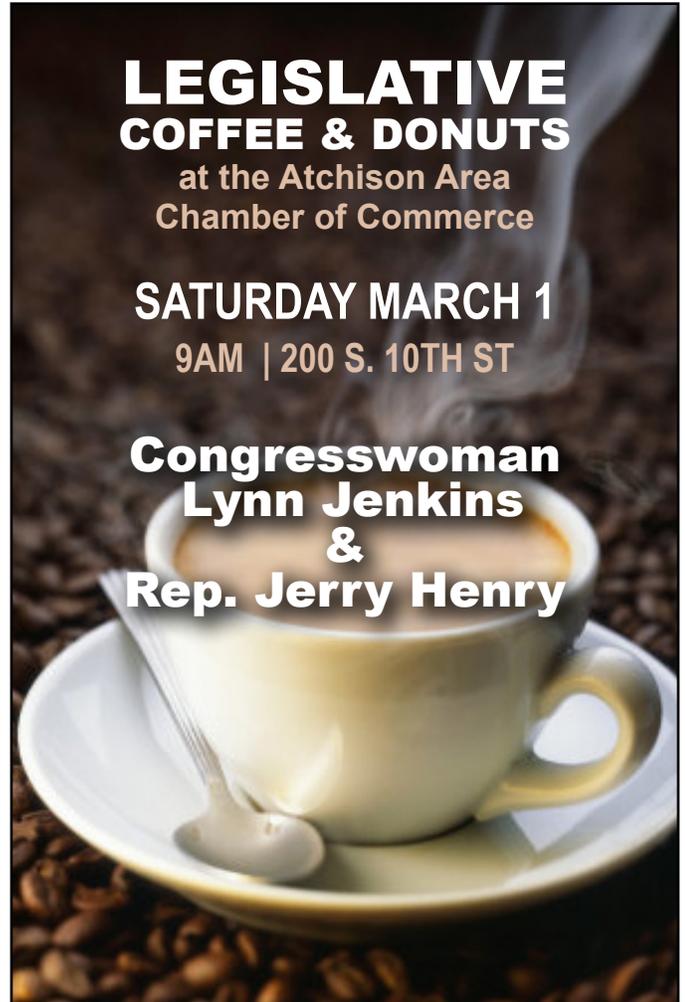
SAVE the DATE!

ATCHISON AREA CHAMBER OF COMMERCE

16TH ANNUAL GOLF CLASSIC

Friday, June 6, 2014

913-367-2427 | projects@atchisonkansas.net



LEGISLATIVE COFFEE & DONUTS
at the Atchison Area Chamber of Commerce

SATURDAY MARCH 1
9AM | 200 S. 10TH ST

Congresswoman Lynn Jenkins & Rep. Jerry Henry

LAKEFEST 2014 7.18.14

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

