NOTES FROM THE PRESIDENT

We’re excited for all the activities coming up in Atchison! I hope you will join us this weekend!

Friday night is our fifth year to do “A Taste of Atchison.” We have thirty-two businesses that are going to share what they do with you on the 500 block of the Commercial Street Mall from 5-8 pm. Come visit the Chamber booth first to pick up your ticket. We’ll be right in the middle of the block. After you take that ticket to all of the vendors, bring it back to us for a chance to win a $25 Chamber Gift Certificate!!

Also, be sure to cast your vote for the People’s Choice Award in the photo contest. We had a record number of entries this year and they are wonderful pictures. Pick your personal favorite!

And of course, there will be amazing Atchison talent on the stage to entertain you. Jason Drury, Cameron Drury and Scott Weinmann will share their wonderful talents.

New this year is our “Wing-Eating Contest.” The City is taking on the County in two different competitions. This will definitely be one of those fun nights you don’t want to miss!!

Then on Sunday, it’s the KC Catfish Championship Tournament. They start fishing at 7 am. The Elks are providing catfish dinners beginning at 11 for only $5. It was delicious last year, so plan on Sunday dinner at the riverfront! The weigh-in starts at 4 pm, so be sure to hang around and see all the big cats. A busy, busy weekend in Atchison - come join the fun!!

Have a great week!

Jacque Pregont, President
CURRENT & UPCOMING MARKETING OPPORTUNITIES FOR CHAMBER MEMBERS

FORT LEAVENWORTH (Audience of 10,000+), STARS & STRIPES PAPER, $100 FOR (2) ISSUES A MONTH

- Now through December, the Chamber will be running a full-page, full-color ad in the weekly 16-page military publication Stars & Stripes. This weekly publication is now a special insert within the Leavenworth Times and Fort Leavenworth Lamp newspapers.
- Your ad will run on 1st and 3rd Thursday of each month. SPACE IS AVAILABLE for Chamber members to run a 2.25” x 4.75” ad which will be contained within the larger ad at a rate of $100 for (2) issues.
- THE DEADLINE FOR THE OCT 3RD ISSUE OF STARS & STRIPES IS FRIDAY, 9/27.

BENEDICTINE COLLEGE PARENTS’ WEEKEND RETAIL WELCOME FLYER

- If you have a special message or offer for families visiting BC students on the weekend of Oct. 4-5 (also Oktoberfest), we can include it in an informational flyer that will be distributed to the college visitors.

VISITORS’ CENTER

- Showcase your business at the Visitor Information Center, located in the historic Santa Fe Depot. There is display space available for $25 per year that is at a prime location in the Visitors Center and a focal point for the thousands of travelers who visit every year.
- Brochures! Be sure to supply us with your promotional material (brochures, rack cards, postcards, or business cards) to be displayed in both the Visitors Center and Chamber offices.

If you are interested, please contact Erin Venable, Director of Marketing, at the Chamber at (913) 367-2427, or email marketing@atchisonkansas.net.

“Best Way to Keep Your Customers from Leaving” - by Barbara Wold

Existing customers seldom jump ship because of price or functionality. Here’s the real reason they booted you out.

Most people think that selling means getting new customers. That’s part of the job, of course, but truly successful companies thrive on their ability to keep the customers they’ve already acquired.

The reason is simple. Finding new customers is expensive and time consuming. Many companies consider a “get new customers” campaign successful if more than 5% of the customers contacted end up buying.

By contrast, selling to existing customers is cheap and easy. Sales campaigns launched
at a base of existing customers often have success rates as high as 70%, according to the fascinating book Customer Winback.

That’s why losing a good customer to the competition is always a bad thing: You have to work more than 10 times as hard to get enough new customers just to make up the revenue that you lost -- and forget about profit.

**Why Customers Leave You:**
- 75% Bad Customer Service
- 52% Poor quality
- 25% Price
- 15% Functionality or needs have changed

As you can see, when it comes to keeping your existing customers, customer service is three times more important than price--and five times more important than functionality.

That’s ironic, because most companies, especially smaller ones, are obsessed with functionality and price. Quality and customer service are often afterthoughts.

If you want to keep the customers that you’ve got, you should reverse priorities and pay more attention to customer service and quality -- and, consequently, less attention to functionality and price.

- Barbara Wold, International Speaker, Author and Business Strategist

**RETAILERS... Next Meeting**
**Friday Oct. 4 @ Lopez Restaurant**

Chamber retailers - be sure to MARK YOUR CALENDARS to attend the next Retail meeting scheduled for Friday, Oct. 4, 8:15 a.m. at Lopez Restaurant. This is a great opportunity to share your ideas and feedback with your fellow retailers and Chamber staff. Hear important updates and be a part of the planning for upcoming events. Participation is key! See you there.

**Earhart Bridge Demolition Update**

The former U.S. 59 Amelia Earhart Bridge over the Missouri River was tentatively scheduled for a series of upcoming demolition blasts, which have now been rescheduled. The original blasts for Monday, September 23; Tuesday, September 24; and Monday, September 30 have been cancelled and the first blast is tentatively scheduled for Monday, September 30, 2013. A specific time on this date is not confirmed yet, though they are still looking at early morning, weather permitting.
The scheduled date of Monday, September 30, is a tentative date for the first blast at this point in time. Any additional dates for the remaining one or two blasts will be provided when details are finalized. There are many factors to be coordinated for the demolition of the former bridge, including major safety concerns associated with any blasting on a project in a populated setting.

The Kansas Department of Transportation plans to provide more information in the next couple of weeks defining the details for the demolition work.

**Congresswoman Jenkins’ 4th Annual Jobs Fair - Sept. 27**

Once again, Congresswoman Jenkins is hosting her 4th Annual Getting Kansans Back to Work Jobs Fair Friday, September 27th from 9:00am-12:00pm at the Topeka Expocentre Agriculture Hall. They are wanting to invite businesses in our community to participate in the fair by sending out fair details to your membership as they plan to have job seekers and employers from our county participating in the fair.

Congresswoman Lynn Jenkins wants to help connect Kansans looking for work with businesses that are currently hiring. This jobs fair is free, open to the public, and open to any business that is currently seeking employees. Tables will be provided free of charge for each employer. This event will be promoted heavily to jobseekers throughout the region through electronic and traditional media platforms.

You can register online at [http://www.lynnjenkins.house.gov/jobsfair](http://www.lynnjenkins.house.gov/jobsfair)

**Is Your Business Hiring?**

Chamber members - let us know if your business is hiring and we can create a post for you in the eNews, as well as refer inquiring Chamber visitors and callers to your business. Call (913) 367-2427 to provide us with info.

**Visitor Information Center Seeking Volunteers**

The Atchison Visitor Information Center and gift shop is looking for volunteers. Volunteers play a critical role in welcoming visitors to Atchison, providing directions and giving information to visitors about our many local attractions. If you would like to help make Atchison a more welcoming city and help the Atchison Area Chamber of Commerce in a variety of exciting projects, please contact Tourism Coordinator Angie Parker at 913-367-2427 or send her an email at tours@atchisonkansas.net.

**Upcoming Tour Groups**

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<th>Date</th>
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<td>Wed. Sept. 25</td>
<td>Horton</td>
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<td>Sat. Sept. 28</td>
<td>Prairie</td>
<td>12pm</td>
<td>Winnies, approx. 50</td>
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<td>Sun. Sept. 29</td>
<td>Salina</td>
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<td>Tue. Oct. 8</td>
<td>JCCC</td>
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<td>Thur. Oct. 24</td>
<td>American Eagle Club</td>
<td>All Day</td>
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Please join us in making their visit to Atchison a memorable one! Call Angie Parker at the Chamber with questions, (913) 367-2427.

**Theatre Atchison Kicks Off 30th Anniversary Season with Bye, Bye, Birdie This Friday!**

This is our 30th year of entertaining Atchison audiences and providing quality programs for youth. We truly appreciate your support. Here is our line-up of shows and dates for our 2013-2014 season:

- Bye Bye Birdie: Sept. 20-22 & 27-29
- It’s a Wonderful Life: Dec. 6-8 & 13-15
- Big River: April 4-6 and 11-13
- The Dixie Swim Club: May 30 – June 1 & 6-8

Season ticket forms are also available at the Atchison Area Chamber of Commerce, 200 S. 10th St.

**Atchison Humane Society Dog Walk Sat. Sept. 21, 11-3 @ Jackson Park**

Help celebrate and support Atchison’s favorite 4-legged friends on Saturday, Sept. 21st for the Atchison Humane Society’s Dog Walk. Activities include FREE VACCINATIONS from 11-12, petting zoo, music DJ, nachos, braiding, haircuts, drinks, horse rides, fire eating, 5-way bounce house, silent auction, hot dogs and the best for last - “Kiss a Pig Booth”. For more information, call (913) 367-3647.

**Live Music this Saturday, 9/21 at the Farmers Market:**

The Farmers Market will once again have musicians at the market this coming Saturday. This week’s performers are Fidler/violinists Jessica Kaczak and Steve Lacey. Don’t miss out!

**Literacy Program for Children Birth - 5 Years at Atchison Library**

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 & DINNER! The 6x6 (Six by Six) 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 would like to join us, please register at the Children’s Circulation desk in person, call (913) 367-1902 x205, or leave a message on Facebook.

**Program Dates (includes dinner!):**
Monday Nights, Oct. 7, Nov. 4, Dec. 2
- Twisted Stitchers Needle Craft @ 6:00 p.m. – beginner to expert

**This Week at the Atchison Public Library**

Tuesday, September 17
- Twisted Stitchers Needle Craft @ 6:00 p.m. – beginner to expert

Wednesday, September 18
YMCA Presents Duck Race 2013 on Wed. Oct. 2

The Atchison Family YMCA presents Duck Race 2013 on Wednesday, October 2, at 5pm. The cost is $5, and all proceeds go towards youth scholarships for YMCA programs. Buy your duck by October 1st at the Atchison YMCA! Prizes for 1st, 2nd and 3rd place winners!

The Hardware Store/Atchison Auto Parts-NAPA Present an OktoberBEST Weekend on Oct. 11 & 12

The Hardware Store/Atchison Auto Parts-NAPA, in cooperation with Willie’s Sports Bar and Amazing Deals, are having an Oktoberfest event on Oct. 11 & 12. There will be a bounce house on the mall, microbrews, German beer brats, pumpkin carving, and more. For questions, contact Derek at THS or by email, atchisonautoparts@att.net.

Atchison Lions Club to Sponsor Mobile Screening Unit - Oct. 12

The Atchison Lions Club is sponsoring the Mobile Screening Unit at the parking lot next to Project Concern (6th & Kansas) on Sat. Oct. 12 from 8am - 5pm. The free screenings cover basic visual acuity and field of vision, hearing, blood sugar and blood pressure. For more information, call 913-367-4167.

Atchison Rotary Club’s Run of the Living Dead to take place on Sat. Oct. 26

Atchison Rotary Club’s Run of the Living Dead is a competitive 10K and 5K race with a kids’ 1K fun run with all proceeds going to Atchison area youth programs.

The run through the most haunted town in Kansas will include a hearse pace car, a course that includes a spooky cemetery jaunt, and a costume contest with cash and other fun prizes.

Youth programs that are funded through this nonprofit fundraiser include Big Brothers Big Sisters and Backpack Buddies.

For more information see our event page at SportKC.org or find us on Facebook.com/runofthelivingdead.