

UPCOMING CHAMBER MEETINGS & COMMUNITY EVENTS:

TUESDAY, NOV. 19

- "Slavery by Another Name" Film Premiere, Atchison Public Library, 6pm

WEDNESDAY, NOV. 20

- Executive Ambassadors Mtg, 7:45
- Ambassadors Mtg, 12pm

THURSDAY, NOV. 21

- Tourism, 8:30am
- Tree/Mall Lighting, 5:15
- Shop Late, 5-8pm

FRIDAY, NOV. 22

- "7 Brides for 7 Brothers", AHS Theatre, 7pm

SATURDAY, NOV. 23

- Make Turkey Gourds, The Artist Box, All Day
- Created Equal Film Series @ 1:00 p.m. – "The Abolitionists", Atchison Public Library
- "7 Brides for 7 Brothers", AHS Theatre, 2pm & 7pm

SUNDAY, NOV. 24

- Benedictine College & Atchison Community Orchastra Concert, 3pm, BC

MONDAY, NOV. 25

- Created Equal Film Series @ Noon – "Freedom Riders", Atchison Public Library

ANNUAL
Tree Lighting
CEREMONY

THURSDAY
NOV. 21ST

FESTIVITIES
BEGIN AT
5:15PM

500 BLOCK OF
COMMERCIAL

SANTA & MRS. CLAUS
LIVE MUSIC
HOT CHOCOLATE
FRESH POPCORN
SHOP LATE 'TIL 8

FOOD DRIVE!

Annual non-perishable food drive benefiting the Salvation Army and FCC Food Pantry. For every 10 items you donate, receive (1) raffle ticket for your chance to **WIN A FABULOUS GIFT BASKET** filled with lots of goodies from various Atchison businesses!

NOTES FROM THE PRESIDENT



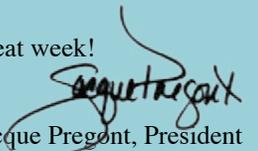
CONGRATULATIONS are in order this week! We celebrated with 28 businesses at our annual Business Recognition as they celebrated significant anniversaries. Hopefully, you noticed the link in the eNews email to check out the businesses that we were so pleased to recognize and celebrate with! Be sure to congratulate them when you are out and about. Our businesses help make this a special community!

CONGRATULATIONS are also in order for Benedictine College! The football team will host a playoff game on Saturday afternoon at 1 pm. Make your way to Larry Wilcox Stadium to cheer them on to victory! The men's soccer team also secured a home playoff game for the first time in their history! That game is at 7 pm Saturday night. Make it a full day of cheering for the Ravens!

I know it doesn't seem like it, but it's time for the Christmas Tree Lighting!! Join us Thursday night on the Commercial Street Mall! The program will begin at 5:30. Some of our youth will entertain us with singing, Mr and Mrs Santa will arrive and Santa will flip the switch to light up downtown!! Don't forget that many downtown businesses are staying open on Thursday night until 8 for your shopping convenience.

Shop local and support our local businesses. Small independent business is the life blood of our community!

Have a great week!



Jacquie Pregont, President

Benedictine Football & Soccer Teams to Host Home Playoff Games this Saturday



For the second time in the last three seasons, the Benedictine College football program has qualified for the National Association of Intercol-

legiate Athletics (NAIA) Football Championship Series.

Benedictine, who finished the regular season at 10-1 and as co-champions of the Heart of America Athletic Conference (HAAC) finished at No. 8 in the final NAIA regular season NAIA Top 25 Coaches' Poll on Sunday and learned Sunday afternoon they will host No. 11 Tabor College in the NAIA FCS Opening Round on Nov. 23.

"We're very pleased to have accomplished all of our goals so far this season," said Raven head coach Larry Wilcox. "We're really proud of our players for what they have done this season. To go from being selected as the fifth team in our conference in the preseason to finish as co-

CHAMBER NEWS (continued from page 1)

champs and ranked in the Top 10 are certainly great goals to have achieved.

“To host a home playoff game for our campus and for our family here at Benedictine College is a great thing.”

Tabor finished the regular season at 9-2 and finished second in the Kansas Collegiate Athletic Conference (KCAC) behind NAIA FCS first-time qualifier Sterling (Kan.) College.

Benedictine and Tabor have face each other four times, but not since wrapping up a four-game series in 1977. The Ravens lead the series 4-0, which includes a pair of 56-0 wins over the Bluejays to conclude the series in 1976 and 1977.

“Tabor is a school that has made dramatic changes to their athletic department and specifically their football program since the last time we played each other,” Wilcox said. “They have a great coach in Mike Gardner. He has been able to bring credibility and great success to Tabor.

“They have a great running attack, a very aggressive defense and put a lot of emphasis on special teams.”

Benedictine will host the game at 1 p.m. Saturday on O’Malley Field at Larry Wilcox Stadium. More information on ticket sales will be released on Monday at www.ravenathletics.com with information regarding advanced ticket sales starting on Tuesday afternoon.

The appearance in the NAIA FCS marks the 12th time in the modern era of Benedictine football, which started with the return of football to campus in 1973, in which the Ravens have qualified for the postseason. The host bid marks the first time since the 2001 season that the Ravens will open the FCS on campus.

The football game will be played at 1pm, and the soccer game will be at 7pm.

7 Holiday Marketing Tips on a Limited Budget

When we think of holiday marketing – which can be critical to your business success – we often think only of promotions and discounts. But you don’t have to cut your margins or break the bank to stand out from the crowd any more. Here are seven budget-friendly steps you should consider to promote your small business while meeting the needs of your customers this holiday season.

1. Host an “Open House”

If you operate a retail business, restaurant or any gift-oriented business, why not plan an open house event in mid-November? Use it to showcase holiday season gifts, menus and merchandise. Offer up a glass of warm cider or mulled wine, and really get people into the spirit of the holidays. This will give customers an opportunity to check out your merchandise

**ATCHISON CHAMBER
GIFT CERTIFICATES**
make *great* gifts!

EASY TO BUY. EASY TO USE.
Good for use at over 50
Atchison businesses!

shopping
dining
utilities
healthcare
... and more!



Stop by the
Chamber or call
367-2427 to
order yours today!

or holiday menus in advance. You could throw in a special offer or coupon that customers can redeem anytime up until December 24.

2. Work the Holiday Magic for Your Faithful Customers

Think of ways to generate repeat holiday business from your existing customers. Special offers, sneak previews, free shipping, or secret sales are all great ways to make your faithful customers feel special without breaking the bank.

3. Feature Product/Services of the Day or Week

I love this low cost marketing idea from Ivana Taylor at SmallBizTrends: why not create 12 days of “your product” or a product or service of the month? Feature and market a product or service every day or every week during the holidays. Think about focusing on high margin products or items your customers don’t know about. “Companies in the food business use this strategy a lot,” explains Ivana. “Think beer of the month, cheesecake of the month, or coffee of the month... Maid service companies could feature an extra cleaning detail each month, trainers or consultants can offer featured webinars, reports or newsletters.”

And don’t forget to communicate this themed promotion on your website, social media, email, posters, and flyers.



and Matthew C. Shepard, Conductor

PRESENT

“An Afternoon at the Theatre”

A concert of theatre music by

Handel, Gluck, Leclair, Monsigny, Beethoven, Bizet, and Loesser

Sunday, November 24, 2013 | 3pm

O’Malley-McAllister Auditorium
Benedictine College Campus

NEWS

SUPPORT ATCHISON'S SMALL BUSINESSES!

SMALL BUSINESS SATURDAY

saturday nov. 30th



... gift certificates, raffles,
specials & deals, discounts,
PRIZES!

FOR MORE INFORMATION, VISIT
WWW.ATCHISONKANSAS.NET

4. Offer Gift Certificates

Whatever your business, selling gift certificates, gift cards and e-certificates is a great way to give your customers a convenient gift option. They also help you generate sales well into the New Year, with recipients often spending more than the value of the certificate.

5. Partner With Other Businesses

It's likely that many of the businesses in your community also rely heavily on the holidays for a good chunk of their income. Is there a way you can partner with complementary stores or restaurants to cross-promote each other's businesses? For example, a cosmetic store and a hair salon might develop a promotion that offers a time-limited discount off each other's respective goods and services, if the customer frequents both. SBA guest blogger Rieva Lesonsky offers more tips in her blog: Forget Competition It's Time for Co-Opetition.

6. Get Involved in Community and Charitable Events

Getting out there and supporting charities or sponsoring or getting involved in community events is a great way to generate awareness for your business during the holidays. Even if you don't have the budget to donate large sums of money, think of other ways to get involved, such as offering volunteer services, equipment or even space.

7. Use Your Website and Social Media to Promote your Holiday Activities

Your online presence, email marketing, and social media networks are a great way to target and connect with local consumers through timely updates and compelling calls-to-action. Develop holiday themes for your email templates and update your website and Facebook profile picture with a festive look.

Then be sure to channel any offers or promotions through social media. You can even offer deals or events exclusively to your social media fans to help drive foot traffic and generate leads. And don't forget to engage in two-way dialogues. Ask your fans about their holiday activities. For example, a restaurant might highlight a holiday dish of the day on Facebook and ask fans to chime in on their favorite dish or items they'd like to see on the menu.



NEWS

What Makes Atchison Special ... In Your Eyes?



As we work on our marketing and branding plan for 2014, the Chamber would like to get your feedback on what you think makes Atchison special. If you could send just some words, brief thoughts, or even pictures, that capture the essence of Atchison it would be very much appreciated. The purpose is to move away from the standard, more "cliche" small-town marketing words like unique, quaint, picturesque, and many more of the familiar terms often seen in brochures for small towns across the country. We want know about specific feelings/emotions that positively describe the Atchison experience

Please feel free to contact Erin Venable, Director of Marketing & Communications, at marketing@atchisonkansas.net, or call (913) 367-2427 to share your ideas. Thank you!

Current Marketing Opportunities for Chamber Members

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.

Get Your Presents Wrapped! Technology Contribution Fundraiser Nov. 29 & 30

The Hardware Store and Atchison Auto Parts/NAPA are going to wrap your presents and help your school - 409 Elementary, Trinity Lutheran School and SBCS - with their Technology needs, .

This is how it works:

This is for only Friday and Saturday, November 29th and 30th, 8am to 5pm each day. It doesn't matter where you bought it, our crackjack staff of wrappers will wrap it. We provide paper, tape, labor, everything.

Rule is, you have to stay in the store while the wrapping is done, and what's wrong with that! All we ask is that you offer up a donation, in the container provided, to your particular technology you would like to support for this service. Everyone wins! Come to Downtown Atchison, look around, shop around and have fun.

Pinterest Parties at Gateway to Kansas Shops this Season



Don't Just Pin It- Make It Your Own At Our Pinterest Party. The Holiday creative season is upon us. Come and make up to 3 projects. Gateway to Kansas will have 3 events left this season.

Created Equal: America's Civil Rights Struggle and the first showing of "SLAVERY by Another Name"
ATCHISON PUBLIC LIBRARY | TUESDAY, NOVEMBER 19 AT 6:00P.M.

This special series of films commemorates the 50th anniversary of Martin Luther King's march on Washington. This series is being made available to the Atchison area through a grant from the National Endowment for the Humanities and the Gilder Lehrman Institute of American History.

SLAVERY by Another Name



NEWS

- Book Page tree-garland-ornament-star, November 21st, 5-7:30 pm
- Handmade gifts to give-food-men-for all, November 23rd, 11am-2pm
- Wrapping ideas with what you have-making it personal, December 7th, 11am-2pm

All supplies will be available to purchase according to projects. Call your friends and get yourself registered! 913-367-1533 or email gatewaytokansas@yahoo.com.

NEW!

Sunday Breakfast Menu

PEPPER · MILL & CO.
— CASUAL DINING —

7:30am - 2pm



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. Here's what's on tap (con't on page 7):

Saturday Nov. 23rd

- Gourd Turkeys \$10.00, anytime 9am-3pm

Saturday Nov. 30th

- Count down to Christmas calendars \$5.00, anytime 9am-3pm

Saturday, Dec. 5

- Swedish Delights, 5pm-8pm (18+), \$20 enjoy a massage, Swedish treats, drinks, and friends all while you make a votive holder

All December Long

- Paint and take ceramic ornaments \$5.00 per ornament.

Saturday December 7th

- angels any time 9am-3pm \$5.00

Saturday December 14th

- felt Santa pins any time 9am-3pm \$5.00

Saturday December 21st

- wooden angels any time 9am-3pm \$5.00

Saturday December 28th

- New Years eve party hats any time 9am-3pm \$5.00

This Week at the Atchison Public Library

Tuesday, November 19th

- Twisted Stitchers Needle Craft @ 6:00 p.m. – beginner to expert
- Created Equal Film Series @ 6:00 p.m. – “Slavery by Another Name”

Wednesday, November 20th

- Teen Screen Early Out Movie @ 2:00 p.m. – fantasy series continues

Thursday, November 21st

- Pre-school Story Time @ 10:30 a.m. – stories and crafts
- Page to Screen Book/Movie Club @ 5:45 p.m. – Roaring 20's Classic

Saturday, November 23rd

- Created Equal Film Series @ 1:00 p.m. – “The Abolitionists”

Monday, November 25th

- Pre-school Story Time @ 10:30 a.m. – stories and crafts
- Created Equal Film Series @ Noon – “Freedom Riders”

AHS RED Club Competes in BEST Robotics Competition

Redmen Engineering and Design - RED, a newly formed club at Atchison High School, recently competed in the BEST robotics competition. The club, sponsored by Mr. Paul Ogle, and lead by Riley Aversman is designed to give students interested in science, engineering or technology careers, experience in these areas.

On November 1, the team of 7 presenters traveled to Wichita to present their robot to a panel of engineers. They had thirty minutes to discuss the process they had taken to form their company and build their robot. Following their presentation the engineers asked the team a series of questions.

The next morning, after numerous late nights and eight hour Saturdays, the robotics team traveled to Hartman Arena in Park City, Kansas for Game Day. They took the floor only to struggle with wifi connectivity issues during the first two rounds that were beyond their control. After some team problem solving, they were able to identify the issue and rectify it. RED performed much better during the next several rounds and entered the wildcard round before being eliminated. The team

ATCHISON HIGH THEATRE PRESENTS

SEVEN BRIDES FOR SEVEN BROTHERS

Book by Laurence A. Kjaer and David Lindsay · Lyrics by Johnny Mercer
Music by Gene de Paoli · New Songs by Al Kasha and Joel Hirschhorn

Nov. 22nd @ 7p.m.
Nov. 23rd @ 2 p.m. & 7p.m.

Adults-\$6.00 Students-\$5.00
Kids-4&under free

All Tickets are general admission.

SPREAD SOME JOY, AND GET SOME TOO!

Get \$5 in Snow Ball Rewards Bucks with Every \$25 Gift Card Purchase!*

NEWS

SIGHTS & SOUNDS of Christmas

A Beautiful Day Filled with Christmas Spirit for the Entire Family!

SATURDAY DEC. 7, 2013
ATCHISON, KANSAS

EXPERIENCE ALL OF THE ACTIVITIES!

- Santa's Workshop
- Children's Christmas Train
- Baking Contest & Bake Sale
- Gingerbread House Contest
- Dance Performances
- Story Time on the Atchison Trolley
- Live Nativity Scene
- Puppet Shows
- Little Mr & Ms Wonderland Pageant
- Cinderella Carriage Rides
- Horse-drawn Sleigh Rides
- Food & Drink Vendors
- Live Entertainment
- Holiday Treats
- Shopping Specials
- Museum Open Houses
- Parade of Lights

...and more!

The Atchison community invites you to join us for an afternoon of children's activities, holiday cheer and plenty of excitement - culminating with our lighted Christmas Parade. And don't forget to visit Santa!



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**SIGHTS AND SOUNDS
PARADE OF LIGHTS**

[CLICK HERE for entry form](#)

HOLIDAY BAKING CONTEST

Sponsored by Exchange National

[CLICK HERE for entry form](#)

GINGERBREAD HOUSE CONTEST

Sponsored by Cottage of the Seasons

[CLICK HERE for entry form](#)

Questions?

Call Mary Jane Sowers, Projects Coordinator, at (913) 367-2427.



NEWS (continued)

notebook, judged the previous week, earned third place competing against 24 teams. The team learned on Game Day that their presentation team had also earned third place. This year, BEST introduced a new Twitter competition which earned RED a second place recognition. RED left Hartman Arena feeling very successful.

The educational value of this experience is a vast one. The team applied the engineering process, worked with CAD, designed, built and programmed a robot, developed a budget, compiled a team research notebook, created and gave a presentation and worked as a team to accomplish established goals. RED's participation in the BEST competition is a real world learning experience.

**Make Your Reservations for
*It's a Wonderful Life***



Theatre Atchison presents *It's a Wonderful Life* to welcome the holiday season with entertainment for audience members from 9 to 99!

Over 50 men, women and children of Atchison and surrounding areas are part of the cast. This faithful, fast-moving stage adaptation of the classic film features scores of great roles that Atchison audiences are sure to enjoy. It's not only a joyful Christmas tale - it's the gorgeous love story of George and Mary Bailey, a vivid portrait of the Greatest Gen-

eration, a descent into the darkest hour of a man trapped by circumstance, and a powerful meditation on what makes a meaningful life.

Show times: December 6, 7, 13 & 14 at 8:00 PM; December 8 and 15 at 2:00 PM. Adult tickets - \$12.00, Youth tickets - \$8.00. For reservations, call Theatre Atchison's Box Office: (913) 367-SHOW (7469) Make Your Reservations Today!

**Atchison Middle School
3rd Annual Mistletoe Market
Holiday Fair - Dec. 7**

The Atchison Middle School Parent Club is excited to announce the The 3rd Annual Mistletoe Market Holiday Fair. This Holiday fair will feature vendors of every kind from bake sale, crafts, jewelry, candles, books, toys, purses, kitchenware and even a Santa Photo Booth!

The event is scheduled to take place on Saturday, Dec. 7, 2013 from 10:00 a.m. to 3:00 p.m. at the Atchison Middle School Gymnasium, 301 N. 5th. Please enter on the 6th street side (back of the school) QUESTIONS? Contact the Holiday Fair Vendor Coordinator, Kim Bottorff, at 913-370-0775, bottorff@allegiance.tv, or atchisonmiddleschoolparentclub@gmail.com.

**Atchison Community Blood Drive
Scheduled for December 23rd**

Please plan to donate life saving blood at the Atchison Community Blood Drive on December 23rd from 12:00 Pm - 6:00 pm at First Baptist Church - Riley street(next to high school). This event is sponsored by the Atchison Hospital Auxiliary. Community Blood Center is the sole provider of blood and blood products to the Atchison Community Hospital.

**mark your calendars
LAKEFEST 2014**

**Announcement &
Gift Certificates on sale
THURSDAY, NOV. 21ST!**

**SPECTRUM
PARK AUTISM
AWARENESS
T-SHIRTS!**

Spectrum Park T-shirts at **HAYS HEATING & COOLING** offices every day from 10-5 for a minimum donation of **just \$5!** The ink on the front shirts comes in purple, blue, green and red. All shirts are white, sizes S-XL, 100% cotton. All proceeds go to the Spectrum Park Fund. **Pick up yours today!**



Thanksgiving Dinner
11:00am to 2:00pm
November 28th
Adults (10yr+) \$13.99 + tax & gratuity
Kids (9yr & Under) \$6.99 + tax & gratuity
Price includes Tea, Coffee & Water
RESERVATIONS STRONGLY RECOMMENDED
PEPPER • MILL & C^o
— CASUAL • DINING —
101 Commercial Street • Atchison, Kansas • 913-367-3663

**Ladies
Night Out**
Shop • Pamper • Eat • Drink • Mingle
**THURSDAY
DECEMBER 12
5-8, then to Jerry's Again!**

NEWS

Heritage Tractor November Specials!

- 10% off Lawn Mower Covers
- Pre-Order your net wrap for next year's hay season!
- **BLACK FRIDAY SPECIAL!** Friday, November 29th- come in and get 20% off Toys, Apparel, and Merchandise (power toys not included) & 15% off all Tools!!

Take advantage of these discounts and get your Christmas shopping done at Heritage Tractor, your local John Deere dealership, in Atchison!

17526 286th Road

POOR RICHARD'S

NOW OFFERING PRICE MATCH

to Staples, Quill, OfficeMax & Office Depot pricing!

We would love to get some office products business from you. Please think of us first!

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BOUNTIFUL BASKETS

Fresh, High Quality Produce at Warehouse Pricing in Atchison! Conventional Produce baskets offered every other week.

To learn more, go to

www.bountifulbaskets.org
or contact Amy Hale at
Hays Heating and Cooling,
(913) 367-2294, 816 Commercial



Hi Nails NEW LOCATION!

118 N. 4th Street
(NE Corner of 4th & Kansas)
(913) 367-1088

Save Now on HAY'S HEATING & COOLING Fall Furnace Tune-up!!

A great price on a great service package. Our season start-up inspection and tune-up, now only \$65. That's less than 25 cents a day! It's a limited time offer! Schedule now by calling (913) 367-2294.

What's included in the Tune-Up Service:

Our \$65 Furnace Tune-Up Special includes the following services:

- Clean furnace ignition assembly
- Examine equipment condition area, and clearances
- Inspect gas piping
- Examine heat exchanger for damage and corrosion
- Test furnace starting capabilities
- In place, clean and adjustment of blower components
- Clean and/or replace standard air filters

STAY WARM ALL WINTER LONG! To Schedule Your Tune-up, or to Learn More, DIAL (913) 367-2294.

SHOP LATE, SHOP LOCAL,



Several **Downtown Atchison** stores are now open late on Thursdays **after 5pm.**

Shop on Thursday evenings between 5-8pm and **enter to win in a weekly \$25 Chamber Gift Certificate drawing!**

NEWS (continued)

Chez les Amis
French Bistro

NOW OPEN!

Located inside
Gallery Five Seventeen
517 Commercial St.

Thurs., Fri., & Sat.

11:30am -2:30pm

High Teas coming soon!

MENU CHANGES WEEKLY.
Check menu at restaurant
or call (913) 302-6376.



CEDAR RIDGE RESTAURANT

**Good for 10% off (1)
Family Style Meal.**

This certificate does not apply
to Thanksgiving Day. Please no
duplicating. Please bring coupon with
you. **Expires: December 8th, 2013.**

**SARAH
KATHRYN'S**
ANTIQUES ★ GIFT SHOP ★ CRAFT BARN
12184 State Hwy 9 Lancaster, Ks 66041 (913) 255-2000

**NOW OPEN EVERY 1ST AND 3RD
WEEKEND OF THE MONTH AND ON
THURSDAY EVENINGS!**

I am ...

- ... a Harley enthusiast.
- ... a hospital CEO.
- ... a downhill skier.
- ... a hobby farmer.
- ... a blood donor.**
- ... a church elder.
- ... a Rotarian.
- ... a husband.
- ... a gardener.
- ... a father.

John loves to multi-task. He is the CEO of Atchison Hospital, he is a volunteer who gives his time in his community with Rotary and other service organizations; he truly understands the importance of community involvement. John also loves the open road on his Harley. However, his busy and active lifestyle doesn't get in the way of giving back in the most basic of ways. John is also a loyal and dedicated **blood donor** who takes 60 minutes of his time every 56 days to help save a life in his community.

Who are you?

Community Blood Center savealifenow.org **ATCHISON HOSPITAL**
the BEST care, right HERE

Save the Date
2014 Chamber Banquet
Saturday, February 8, 2014
Join Us for the Grand Re-Opening of the
Heritage Conference Center