

THIS WEEK IN



Nov. 5 - Nov. 11, 2013

200 S. 10th, PO Box 126
Atchison, KS 66002
(913) 367-2427

www.atchisonkansas.net

UPCOMING CHAMBER MEETINGS & COMMUNITY EVENTS:

TUESDAY, NOV. 5

- Leadership, 12:15
- Fall Into the Holidays, Atchison Senior Village, 3-6pm

WEDNESDAY, NOV. 6

- Sights & Sounds Mtg, 3:30, Pepper Mill

THURSDAY, NOV. 7

- Vera Bradley Breakfast, Cottage of the Seasons, 7am
- Chamber After Hours, Artist Jenny Lu @ The Artist Box, 5-7pm
- Kansas Humanities TALK Book Series @ 6:00 p.m. – "Empire Falls", Library
- Holiday Open House, Nov. 7-9, Downtown Retailers

FRIDAY, NOV. 8

- Nell Hill's Holiday Open House (through Sat.)

SATURDAY, NOV. 9

- Keri's Journey 5k/2k Fun Run, Veterans Memorial, 7am
- ACEF Wine-Tasting Fundraiser, 3-5pm, BC
- Juneteenth Committee
- "Giving Thanks" Banquet, 5:30, AHS

SUNDAY, NOV. 10

- Yoga & Wine @ Riverwood Winery (reservations required)

MONDAY, NOV. 11

- Veterans' Day

Holiday OPEN HOUSE

Atchison,
KS

NOV
7th-9th

Enjoy three days of exclusive shopping specials, tasty treats, refreshments and holiday cheer in historic Atchison, Kansas!



Shop Local this Thursday evening through Saturday with Holiday Open House Specials at our various retailers & restaurants, including:

Always Blooming
Cottage of the Seasons
Gallery Five Seventeen
Gateway to Kansas
Hilligoss Shoes
Jerry's Again
Lopez de Mexico
Maria's Mexican Restaurant
Necessities & Accessories
Nell Hill's
Paolucci's
Pepper Mill & Co.

Runyan Jewelers
Sarah Kathryn's
Schweser's
Snowball
Sunsetters of Atchison
Tacyn's
The Artist Box
The Hardware Store
Vintage Gypsy
Willie's Sports Bar & Grill
Willowbrook

Light Show to Illuminate New Bi-State Gateway Amelia Earhart Memorial Bridge - Nov. 6

On Wednesday, November 6 at 6:00 p.m., weather permitting, the lighting contractor, Capital Electric, will present a 10-20 minute light show illuminating the new bi-state gateway Amelia Earhart Memorial Bridge in Atchison (Atchison County, KS). The lights on the new bridge were officially turned on in July (2013), but the view of the lights has been obstructed on the north side of the new bridge by the former AE Bridge structure. Now that the former bridge has been removed, the lights on the bridge can

be viewed from both the north and south sides of this new signature Missouri River icon.

In the case of inclement weather, the light show will take place on Thursday, November 7



NOTES FROM THE PRESIDENT



It's another busy week in Atchison! Now that the old bridge is down, we'll be treated to a light show on the new bridge tomorrow night! At 6 pm watch a display of all the colorations. The landscape is forever changed...enjoy the new look of Atchison's bridge and the beautiful lighting!

We're looking forward to the holidays with an OPEN HOUSE this weekend. Local merchants invite you to check out their selection, enjoy special pricing, treats and start thinking about the special gift items you need for loved ones. To make your shopping experience even easier, many of our stores will be staying OPEN on THURSDAY NIGHTS until 8 PM!! Shop downtown from 5-8 pm on Thursday evenings and register to win a \$25 Chamber Gift Certificate! And tell your friends about the opportunity to shop local on Thursday nights for the holidays!!

We encourage you to watch for all the upcoming fun events that are planned as we head into the Christmas season. We're lighting the Christmas tree and turning on the lights November 21st! Shop Small Business Saturday November 30th! How about a family float in the lighted Christmas Parade December 7th? Call us for details! These and many more things to do in Atchison in the next few weeks! Join us and support our local merchants!

Have a great week!

Jacquie Progot
Jacquie Progot, President

CHAMBER NEWS (continued from page 1)

at 6:00 p.m. There will be no impacts to traffic on the bridge during the light show. The City of Atchison is responsible for control of the light display on the new bridge.

The new bi-state gateway Amelia Earhart Memorial Bridge features a four-lane, tied arch structure that spans nearly 2,500 feet over the Missouri River between Atchison, KS and Winthrop, MO, on U.S. 59. This gateway bridge is distinguished by its double steel arches on the main river span and special aesthetic lighting (which will be showcased during the upcoming light show).

Veteran's Day Observance Monday, November 11



Veterans Day will be observed on November 11, 2013. This year, as in past years, the Social Security Administration encourages American employers to help U.S. service personnel successfully transition from military to civilian life. They support veterans in a variety of ways.

Through the Wounded Warrior Program, they wholeheartedly support this goal. A strong part of the commitment is providing military service members with expedited processing of disability claims, and is available for any military service member who became disabled during active duty on or after October 1, 2001, regardless of where the disability occurs. You can learn more how this program helps veterans and their families at www.socialsecurity.gov/woundedwarriors/.

With about one-third of our newly hired employees being veterans, many of whom are disabled; they continue to demonstrate a serious commitment to helping veterans.

This year the SSA chartered a Veterans and Military Affairs Advisory Council. This group supports and recognizes the contributions made by those employees who serve in the military and by their families, as well as the contributions made by those Veterans and families in the community. The group also serves as an advisory body to the Acting Com-

missioner, agency executives, and managers on timely and critical veteran issues.

Please join us in taking time to thank veterans for their service to this Nation on this Veterans Day observance.

Social Security Announces 1.5 Percent Benefit Increase for 2014

Monthly Social Security and Supplemental Security Income (SSI) benefits for nearly 63 million Americans will increase 1.5 percent in 2014, the Social Security Administration announced recently.

The 1.5 percent cost-of-living adjustment (COLA) will begin with benefits that more than 57 million Social Security beneficiaries receive in January 2014. Increased payments to more than 8 million SSI beneficiaries will begin on December 31, 2013.

Some other changes that take effect in January of each year are based on the increase in average wages. Based on that increase, the maximum amount of earnings subject to the Social Security tax (taxable maximum) will increase to \$117,000 from \$113,700. Of the estimated 165 million workers who will pay Social Security taxes in 2014, about 10 million will pay higher taxes as a result of the increase in the taxable maximum.

Information about Medicare changes for 2014 is available at www.Medicare.gov.

Essential Strengths of Front-line Retail Employees

By Barbara Wold, International Speaker,
Author and Business Strategist



How sales personnel engage customers can make or break a retail store. Most customers assume that small, local stores generally have a bigger focus on customer-care excellence. However, this isn't always the case. Big box retailers also can harness the power of engagement. It all boils down to how employees relate to customers.

Whether or not you need or want the help, you can't help but be pleased when you are shown attention. Feeling important and wel-

come are two of our most basic needs.

It's all about the initial engagement and how the engagement commences that determines how the rest of the shopping experience will go. What skills and qualities are required by retail sales associates to facilitate positive initial engagements with customers?

- **Confidence:** The confidence to make eye contact and strike up a conversation with strangers is absolutely essential.
- **Innate friendliness:** Customers don't want to deal with sales associates who have to force themselves to be pleasant and nice.
- **Flexibility:** When dealing with the public, things can go wrong. You have to be flexible enough to roll with the punches and think outside the box sometimes.
- **Ability to multitask:** Sales associates have to juggle customers and their questions and needs, and at the same time attend to their other store duties.
- **Patience:** Dealing with people means that you will have to take the good with the bad. The patience to deal with all types of customers is vital.
- **Articulate:** Sales reps must be conversational and have the ability to formulate answers and provide information when asked.
- **Respectful:** The customer might not always be right, but she is always the customer. Customers must be treated with respect, even in the most challenging situations.
- **Proactive:** It's never a good idea to wait until a customer is stressed or agitated before offering assistance. Being one step ahead to gauge when someone needs help is the best way to minimize a brewing situation.
- **Positivity:** The ability to smile in the face of a long and possibly chaotic day can make a world of difference to customers.
- **Empathy:** Being able to look at a situation through the eyes of a customer is an extremely valuable skill that can enable you to provide the highest degree of service.

At the end of the day, it's all about how a sales associate interacts with a customer. Sales associates are the front-line representatives of a store and business. How that interaction goes will ultimately determine if that customer will buy and recommend the store to her friends and family, or turn around and walk out, never to return again.

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!



BROUGHT TO YOU BY THE ATCHISON AREA CHAMBER OF COMMERCE

ATCHISONKANSAS.NET

800-234-1854 | 200 S. 10TH STREET, ATCHISON, KANSAS
HISTORY. SHOPPING. DINING. ENTERTAINMENT.

Now Accepting Registrations for

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

Get Your Customers to Sell For You

Get your customers to sell for you. According to Rob Fuggetta, author of *Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force*, start by identifying your best customers with this survey question: "On a scale of 0 to 10, how likely are you to recommend our company or product?" Any customer who responds with a 9 or 10 is a candidate for being a brand advocate for you. Invite each individual to write a review on sites that post customer reviews, providing them with links to the appropriate Web pages. According to Fuggetta, you can expect about 20% of the invited 9s and 10s to write reviews.

Source: www.inc.com

Resources to Help Businesses with Affordable Care Act

Business.usa.gov/healthcare brings info from the Dept. of Labor, IRS, the Small Business Admin. and others. Users can feed info about company size and location plus current insurance plans into a tool, getting back what they need to know and do to comply with the law. Call 800-706-7893 for info also. Go to www.kfb.org/news/healthcare for a fact sheet on these "exchange notices."

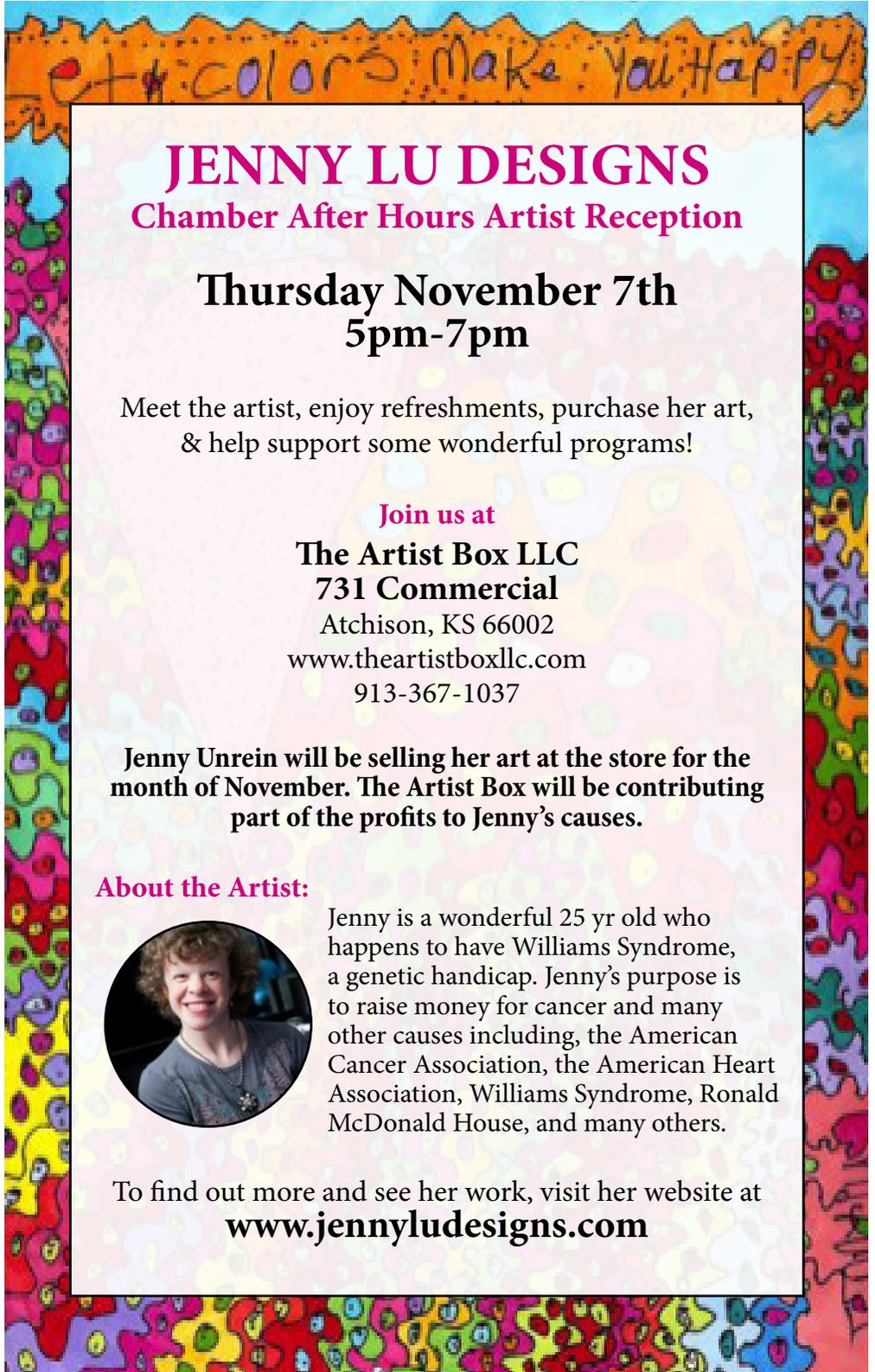
The Kansas Insurance Department has established a website to help Kansans learn more about changes in the health insurance market at www.insureks.org

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.



JENNY LU DESIGNS
Chamber After Hours Artist Reception

Thursday November 7th
5pm-7pm

Meet the artist, enjoy refreshments, purchase her art, & help support some wonderful programs!

Join us at
The Artist Box LLC
731 Commercial
Atchison, KS 66002
www.theartistboxllc.com
913-367-1037

Jenny Unrein will be selling her art at the store for the month of November. The Artist Box will be contributing part of the profits to Jenny's causes.

About the Artist:



Jenny is a wonderful 25 yr old who happens to have Williams Syndrome, a genetic handicap. Jenny's purpose is to raise money for cancer and many other causes including, the American Cancer Association, the American Heart Association, Williams Syndrome, Ronald McDonald House, and many others.

To find out more and see her work, visit her website at www.jennyludesigns.com

NEWS

ACEF to Hold Wine Tasting Fundraiser on Nov. 9th



The Atchison Community Educational Foundation will host a wine tasting fundraiser on November 9, 2013 to provide funding for scholarships for at-risk students in the Atchison community. At the event, participants will enjoy hors d'oeuvres as they sample a variety of wines and network with current and past scholarship recipients, as well as fellow foundation supporters.

Tickets for the wine tasting cost \$30 each or \$50 per couple and can be purchased by contacting Barb Schletzbaum at 913.367.4384 or bschletzbaum@usd409.net. The event will be held from 3 p.m. to 5 p.m. at Benedictine College, Ferrell Academic Center, 4th Floor, 1020 N 2nd Street. Parking is free.

Proceeds from the wine tasting and silent auction will support the foundation's mission of providing at-risk students the opportunity to receive a higher education and develop homegrown leadership for Atchison's future.

NEK-CAP Head Start Accepting Applications!

NEK-CAP Head Start helps parents make the most of the first 5 years - School Readiness begins before Birth. NEK-CAP Head Start has both home-visit and classroom programs, which teach the children and supports the parents so the child's emotional, social, language and physical abilities (through health and nutritional programs) are appropriate for their age. School Readiness is more than just learning your ABC's. Head Start provides services for children with disabilities. NEK-CAP Head Start is free, ready and waiting for your application.

Bring to your appointment:

- Child's birth date verification
- Proof of the 2012 income, (i.e. tax return, SRS benefits verification, last three months payroll slips, etc.)
- Child immunization record
- Medical insurance information

For Atchison County (Atchison): Call 913-367-7848 or 913-367-7114.

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:

Nov. 5th, 12th, 19th. (3 part workshop), 6-8pm

- Paper Mache Angels, \$30.00

Thursday Nov. 7

- After Hours Artist Reception, Jenny Lu Designs, 5-7pm

Saturday Nov. 9th

- Turkeys (from toilet paper tubes) \$5.00, anytime 9am-3pm

Saturday Nov. 16th

- Georgia O'Keefe style painting of a leaf \$5.00 anytime 9am-3pm

Saturday Nov. 23rd

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

Saturday Nov. 30th

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

Yoga & Wine at Riverwood Winery



Sunday, Nov. 10th and Saturday, Dec. 7th. Yoga! What could be better for your spirit? Relax your mind and body. We'll start with an hour of yoga then continue to unwind with a glass of wine! Yoga instructor Marilyn Gibson of Healthy Living Solutions will lead the session. Let go of your tension and stress. Rejuvenate your spirit. Afterward enjoy a delicious glass of wine selected from the Riverwood Winery collection paired with light fare. No yoga experience required - the yoga session is suitable for all levels of ability from novice to regular practitioners!

Please bring your own yoga mat (or blanket) and wear comfortable clothing. Cost: \$15 per person, includes yoga, a glass of wine, and light fare.

Reservations and prepayment required. Spaces limited. 816-579-9797.

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.



This Week at the Atchison Public Library

Tuesday, November 5th

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

Wednesday, November 6th

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

Thursday, November 7th

- Kansas Humanities TALK Book Series @ 6:00 p.m. – "Empire Falls"

Monday, November 11th

- Pre-school Story Time @ 10:30 a.m. – stories and crafts



facebook.com/visitatchison

CHAMBER NEWS (continued from page 1)

NECESSITIES & ACCESSORIES

ONE-YEAR ANNIVERSARY SPECIALS THROUGH NOV. 16!



**117 N 5TH ST.
(AROUND THE CORNER FROM NELL HILL'S)**

Parent Training Series in Atchison - Free 5-Week Program

Become a Love and Logic Parent, is a free 5-week program with facilitators trained by the Love and Logic Institute to help parents raise respectful, responsible, fun-to-be-around kids. Classes are grouped for families with preschoolers, elementary school aged, and teenage children. A free family meal will be provided each night of training. Childcare is available after the meal for children up to 12. Classes will meet at Atchison Elementary on **Oct. 29, Nov. 5, 12, and 19** from 5:30-8pm. If interested, contact Donna McCloskey at (913) 360-0279 or Steve Durkin at (913) 367-1593.

Atchison Juneteenth Committee "Giving Thanks" Banquet & Program - Sat. Nov. 9th

This event is sponsored by Atchison Juneteenth Committee and will take place on Saturday, November 9, 2013. The banquet is from 5:30 - 6:30 P.M., with the program running from 6:30 - 8:00 P.M. Donation is \$10 per person, and the event will take place at Atchison High School, 1500 W. Riley St., Atchison, KS.

Fall into the Holidays! Join Atchison Senior Village - Nov. 5th

Tuesday, November 5, 2013 from 3:00-6:00 p.m. **FUN FOR THE WHOLE FAMILY!!!! EVERYONE IS INVITED!** Hosted by Senior Care Pharmacy and Sunflower Healthcare Hospice. Bring your Medicare questions for our professionals with Senior Care Pharmacy Sunflower Hospice to answer questions about available care for loved ones.

- Insurance professional on hand to answer questions regarding Medicare supplements.
- Hot dogs, hamburgers, snacks and beverages provided.
- Face painting, balloon animals, clowns for the young and the young at heart!
- Pie contest- Pies to be submitted by 2:00 day of event

Keri's Journey 5k/2k Fun Run Nov. 9 @ Veterans Memorial



You can help us build a better future for families like ours that live with the challenges of autism and other special needs children every day! Sign up today and help children play. Building a Playground, Inspiring Hope.

Our intent is to provide a safe play area that all members of the community can enjoy. We want to instill in our children that need and the desire to help someone and to make a difference in someone's life for the good of giving and not because they will get something in return.

Playgrounds set the stage for people, particularly children, to come together, make new friends, learn and play.

A playground though is about more than just play. It's community! Families coming together where they know their children are safe, where they can play, where they can just be children!

We can help make a difference in their lives! Join us today. You will be helping your mind, your body and your community.

Keri's Journey 5K/2K will take place on November 9, 2013. We will gather at Veteran's Memorial Park at 8:00 am and walk down River Road. Registration begins at 7.

Cottage of the Seasons

HOLIDAY OPEN HOUSE NOV. 7-9

Cottage of the Seasons starts their Holiday Open House with BREAKFAST w/ VERA!

Thursday at 7AM be the first to see & buy Vera Bradley's Winter Launch! Come in to have breakfast with us from 7-9AM. We will have biscuits & gravy, cinnamon rolls and coffee waiting for you. There will be door prices and specials on Vera Bradley. **Feel free to wear your PJs!**



Free Tote
November 7-11
Receive a Tote (reg. \$49) in select colors with your Vera Bradley purchase of \$125 or more!
While quantities last. See a store associate for details.

Vera Bradley

SHOP LATE ... SHOP LOCAL ...

on Thursdays!

Several downtown Atchison stores are now open late on Thursdays after 5pm!

Shop Thursdays at participating stores and enter to win in a weekly \$25 Chamber Gift Certificate drawing!

VISIT ATCHISONKANSAS.NET FOR MORE INFO!

NEWS (continued)

New Engineering & Design Group, R.E.D., at Atchison High School

Redmen Engineering and Design – R. E. D., is a newly formed club at Atchison High School. The club, mentored by Mr. Paul Ogle, will serve as host to several engineering competitions and activities each school year. Our first and most intensive competition is taking part in the BEST Robotics competition. BEST, Boosting Engineering, Science, and Technology, is a competitive event that serves to motivate high school students toward engineering, science, and technology careers.

Over the past several weeks, with the guidance of volunteer mentors, we have used the engineering process to build a working robot. Our robot must carry out specific tasks the day of competition and it had to be built following very specific rules and only the items from the kit of raw materials provided.

Our group had to work as a company as we focused on the task provided. Tasks included marketing, fundraising, building the robot, and creation of a team notebook. The time constraints, material constraints, team make up, and financial constraints all produce a real-world working atmosphere.

For more information about RED or BEST you can contact Mr. Ogle or Riley Aversman at AHS or [CLICK HERE to visit the BEST website](#).

**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.

**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
heritagetractor.com**

**BOUNTIFUL BASKETS
Food Co-operative**

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



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

**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**.