



SPOTLIGHT ON CARTHAGE

Carthage Chamber of Commerce Newsletter ~ July 2008

Chamber Bits

The Carthage Chamber staff along with the Maple Leaf Committee is continuing to prepare for our Annual Maple Leaf Festival. We are currently working hard on the Maple Leaf brochure and expect to have it ready for distribution at the end of July.

The Chamber staff is currently training with PILR Technology, for the new Carthage Chamber website. The website will have a fresh new look with some additional features that were not available on the previous site. There will be a section dedicated to the Maple Leaf Festival. Visitors will be able to read about the annual event, register for any events that occur throughout the festival, and see a schedule of events. A addition that will be added next year will be a photo gallery of "Maple Leaf Memories." If anyone has great photos of the Maple Leaf Festival and would like to contribute to the photo gallery, e-mail them to the Director of Member Services at membership@carthagechamber.com. The website will also have an economic development section dedicated to those who are looking to start a business in the community. It will have up-to-date information about land or buildings that are available, information about our city and contact information. This will be a great addition for any prospects that might be looking to start a business or industry in the area. The Chamber staff hopes to have the website up and running by the end of July.

The State of the Chamber Report for 2008 – 2009

As we finish the 2007 – 2008 budget year and begin the 2008 – 2009 new budget year, I wanted to let the membership know some of what took place last year and what some of our plans are for this coming year. Last year had an array of different experiences for the Chamber. First, our Chamber Golf Tournament fell several teams short of filling up as several of our businesses had meetings out of town that week, so for those of you who are planning to attend this year, the Chamber Golf Tournament is scheduled for September 19th at 7:30 am. If you would like to sponsor a hole, or one of the contests, call us and let us know as soon as possible, while there are opportunities still available.

Maple Leaf last year was a huge event, but with this success came the realization that some changes needed to be made. While the entries in the Parade increased to over 200, the public was getting more dissatisfied with the lack of quality in the parade, and voiced requests for more emphasis on real floats and a Parade with traditional content. Because of these requests and because of some concerns about safety in the Parade, we will be issuing additional regulations to participants this year, to attempt to bring the quality of our parade up, but in the short run, this may drop the number of participants by a small number. The Maple Leaf Festival this year will be October 11 – 18. Brochures will be available the end of July.

While we are on the topic of Maple Leaf, I would like to thank the members of the Carthage Chamber of Commerce for their continued support of Maple Leaf and the increasing number of you who are willing to give sponsorship support and volunteer hours to make all the events of Maple Leaf an annual success. This event brings, not only tens of thousands of people to Carthage, but it brings literally over a million dollars in sales to our businesses and sales tax dollars for the city. We have already begun the efforts of the individual Maple Leaf committees and have secured most of the needed sponsorships for this year's activities. With the brochure going to the printer within the next few days, if you are interested in a sponsorship opportunity, please let us know.

I will bring you additional information on these and other issues as the year progresses. As always, if you have any questions or suggestions concerning these or any other issues, you may contact me and we can discuss your issues. May you have a prosperous 2008 – 2009!

John W. Bode
President, your Carthage Chamber of Commerce

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Mission Statement

To improve the overall business climate for our members and community through sponsorship of programs which promote civic and economic development, stimulate growth, and support relevant political action.

Spotlight on Carthage is published monthly by the Carthage Chamber of Commerce as an information source for our members. Your comments and contributions are welcome.

Send newsletter correspondence to:
Carthage Chamber of Commerce
402 South Garrison Avenue
Carthage, Missouri 64836
Phone: 358-2373 Fax: 358-7479

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Summer Sidewalk



Sale-Bration!



The Chamber recently announced that the Summer Sidewalk Sale-Bration will be on Saturday, July 26th this year. The \$75 fee participants pay will offset the costs associated with the production of the event. Part of the fee will go towards advertising and printing material for the event (approximately \$65) and the remainder will go toward drawings for "CARTHAGE CHAMBER CASH". There will be game cards similar to last

years. Shoppers must have their game card stamped by all sponsoring businesses to be entered into the drawings for "CARTHAGE CHAMBER CASH". There will be \$50 and \$150 in "CARTHAGE CHAMBER CASH" that will be given away. "CARTHAGE CHAMBER CASH" is similar to gift certificates, available in increments of \$25, with winners only able to use their "CARTHAGE CHAMBER CASH" at businesses that sponsor

and participate in the Summer Sidewalk Sale-Bration. The sponsoring businesses will be listed on the gift certificates indicating where they are redeemable. Doing the event this way should create a higher attendance at the event and create a flow of traffic through the sponsoring businesses. For further questions on the Summer Sale-Bration call the Chamber office at 358-2373, or by e-mail: membership@carthagechamber.com

On Wednesday, June 25 the Chamber staff and Chamber members joined the Ziggy's Café staff for a ribbon cutting. Ziggy's Café is a Springfield-based restaurant that has continued its expansion into smaller markets throughout the tri-state area. The breakfast-all-day diner opened in Carthage on March 13th. Faisal Khan is in partnership for the Carthage location with Ziggy's founder and CEO Agim Zindeli. Ziggy's is strictly a family-owned franchise.



"Carthage was an ideal small town opportunity, we've been targeting because it seems to be working better for us," states Khan. Khan said that Ziggy's is unique in that it serves breakfast all day. It is a big attraction for those in the business community with the lunch express that is offered from 11 am to 2 pm, Monday through Friday. Ziggy's Café is open from 6 am to 9 pm, seven days a week and 365 days a year. For any additional information call Lorna Secor (Store Manager) at 417-237-0043.

This Year Remember To...



Members In The News



The Carthage Chamber staff and members joined the **Sherwin Williams** staff on June 17 to conduct a Ribbon Cutting at the new Sherwin Williams store. Nick Scott is the new local manager of Sherwin Williams. Nick has worked for the company for several years. He was an assistant manager at the main location in Joplin for two years. Nick's assistant manager, Stephen Lutz, has been in the Carthage store for about a year now and previously worked at a Sherwin Williams store in the Springfield area. The old location of the store was scheduled for remodeling, so when the new building was built Sherwin Williams took the opportunity to move to the new location with it's increased visibility from the main road. They are hoping to draw more walk in customers and help with the overall appearance of the center.

Habitat for Humanity is currently building a home for a well deserved family. The basement has been dug and the basement walls put up. They are currently working on the plumbing. On **July 19th**, Habitat for Humanity will receive help as 30 Marines donate their time to raise the walls of the house. They are looking for additional volunteers that would like to help or participate. If you would like to help or know someone who could please contact Debbie Ralston at: dralston@ehometownbank.com or by phone at 417-358-0616.

Carver/Stone's Throw Theater is holding a fundraiser event on Saturday, August 9th at 7:00 pm. Paxton Williams will be doing his one-man performance "Listening to the Still Small Voice: The Story of George Washington Carver. This one person play has been performed by Paxton over 100 times in 17 U.S. States and in England. The performance will be followed by a Dessert Reception. Tickets are \$12.50 and the proceeds will be divided between The George Washington Carver Birthplace Association (CBA) and Stone's Throw Theater. There will be a live auction and a silent auction. Make reservations early as they expect tickets to sell-out. For reservations contact Betty Bell at 417-358-7268, or the theater at 417-358-9665, or e-mail bbell23@ecarthage.com.

The Carthage Chamber of Commerce is now accepting nominations for **Grand Marshal** for the 42nd Annual Maple Leaf Festival. If you would like to submit a nomination, we will need the name and brief description of why this person would make the best Grand Marshal. submitted by mail at 402 South Garrison or by e-mail at info@carthagechamber.com. If you have further questions call 358-2372.

Other performances at Stone's Throw Theater:
The Magician's Nephew
By Anne Coulter Martens
Directed by Angel Ambrosius
July 10-13 & 18-20, 2008
Jake's Women
By Neil Simon
Directed by Sonya Kew
September 4-6 & 12-14, 2008
The Glass Menagerie
By Tennessee Williams
Directed by Jonathon Peck
October 16-18 & 24-26, 2008

Red, White and Boom!

Friday, July 4th

The Red, White and Boom celebration will be at the Municipal Park on Friday, July 4th. A "Presentation of Colors" by the Carthage Boy Scout Troop #9 will open the evenings activities at 5:15 pm. Entertainment will follow from three different bands from 5:30 pm until the fireworks

start at 9:30 pm. The fireworks are provided by the City of Carthage and will be choreographed to music. Bring your radio and tune it to 95.1 FM to hear the music synchronized to the fireworks to Celebrate America's birthday. For more information call 358-2373.

CALENDAR OF EVENTS

July

- 4 Chamber Office Closed in Observance of Independence Day!
- 5-12 Jasper County Youth Fair, you can go to: www.extension.missouri.edu/jasper/youth/4-h.shtml for a complete schedule of events and registration forms.
- 11 Chamber Drop By, 9:00 am at the Chamber office. Join the Director of Member Services to visit six local members.
- 17 Chamber of Commerce Board Meeting, 7:30 am at the Chamber office.
- 18 Eggs & Issues, 7:00 am, Grace Pointe Assembly of God (1605 Baker). Have breakfast and talk with the Jasper County Candidates before the August primaries. RSVP to: membership@carthagechamber.com.
- 25-26 British Car Show on the Carthage square.
- 26 Summer Sidewalk Sale-Bration, stores in the community will open as early as 7:00 am. Go shop and find great savings!

August

- 7 Chamber Drop By, 9:00 am at the Chamber office Join the Director of Member Services to visit six local members.
- 21 Chamber Board Meeting, 7:30 am at the Chamber office.



CITIZENSHIP

The fact of being a citizen, community participation

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For more info call: Gina Robbins
At 359-7070

Carthage

CHAMBER OF COMMERCE

402 SOUTH GARRISON AVENUE
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2008 Member 2 Member Discount Program

Third Quarter Participants ~ July 1—September 30

BeautiControl

Buy \$50 or more of products and receive a regular or brown sugar set free. Call 793-1778

Lambeth Auto, Inc.

FREE tire rotation with service (oil change)

The Lily Pad Gift Shop

10% off merchandise

Best Western Precious

Moments Hotel

10% off single King or double Queen rooms. (Subject to availability)

Hardee's of Southwest Missouri

10% off any purchase (not valid with any other discount)

Central Pet Care Clinic

10% discount on Three Dog Bakery products

Powers Museum

20% off gift shop purchase

Curves

50% off Service Fee and 1 Month Free, or Join 6 Week Solution Class and work out Free for 6 weeks

Sonic Drive-In

15% off entire order

Total Rejuvenation Massage

\$10 off a one-hour massage

Domino's Pizza

FREE side item of your choice with any pizza purchase

To learn how to join the Chamber's Member-2-Member Program, call

**358-2373 or
membership
@carthage
chamber.com**

Florette by Countryside

20% off all products and services, including weddings (excludes wire orders)

Want to have a networking event at your business? Do you have a new employee that you want to introduce to the community? Call the Carthage Chamber to set up a Friday Morning Coffee or a Business After-Hours. These events will now be held on request by you at little or no cost.