



**ST. JOSEPH**  
Chamber of Commerce

# CHAMBER MEMBER TO DO GUIDE

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Agency Owner  
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# 2019 Member Guide

presented by Arthur J. Gallagher & Co.

The Chamber Member Guide is designed to help you maximize your membership investment. Learn more in the following pages.



**ST. JOSEPH**  
Chamber of Commerce

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# ABOUT THE CHAMBER

Three Divisions, Promoting Better Business

## ECONOMIC DEVELOPMENT



The Economic Development Division is responsible for recruiting new businesses to the community and assisting existing businesses in an effort to retain jobs

and provide expansion opportunities. Under the direction of the St. Joseph Economic Development Council, the Economic Development Division is funded through a community partnership for economic development -- the Partnership for Success campaign. It is supported with funds raised from both public and private sectors. The Partnership for Success includes the City of St. Joseph, Buchanan County, and more than 150 local businesses.

The Chamber recognizes what an important aspect community development plays in creating a community where people want to live and work and businesses wish to invest. As such, the Economic Development Division takes an active part in facilitating this mission and to improve physical infrastructure and amenities, other keys to growth.



This division also works with the St. Joseph Workforce Development Alliance. This group recognizes what an integral component the workforce plays in the economic

growth of a community. It seeks to support, enhance and implement initiatives focusing on the improvement of the area labor force. It is comprised of the Chamber, the St.

Joseph School District, Hilliard Technical Center, Missouri Western State University, the United Way of Greater St. Joseph and local businesses. The purpose is to coordinate local training and educational initiatives to support a prepared and engaged workforce, leading to successful local businesses.

## Government Relations

The Chamber works to foster relations with the various levels of government, and to represent the business community in addressing legislative issues. Government policies directly affect business, so the Chamber speaks out on behalf of the business community. The Chamber monitors a wide variety of issues and focuses on a number of key areas. The Chamber's advocacy ranges from formal testimony to informal discussions with key elected officials.

## MEMBERSHIP

The Membership Division works to strengthen the membership of the Chamber through effective retention and recruitment efforts. It also provides communication, marketing, networking and educational opportunities for members, and increases the visibility of the Chamber within the community.

## ADMINISTRATION

The Administration Division provides coordination and direction of all organizational resources, financial services and building management.

## Communications

The Communications Department is responsible for the management and dissemination of Chamber programs, activities and initiatives to members, potential members, the business community, and the general public, through various publications and marketing efforts.

# 2019 Calendar of Events

## January

8	Lunch & Learn
10	Diplomats Club
12	Annual Banquet
22	Elected Officials Social
24	Business After Hours

## February

5-6	Great NW Day at the Capitol
12	Lunch & Learn
12	Business After Hours
14	Diplomats Club
15	Public Affairs Coffee
28	Business After Hours

## March

12	Lunch & Learn
14	Diplomats Club
14	Business After Hours
22	Farm City Breakfast
28	Business Mixer
TBD	Chairman's Breakfast

## April

2-3	Washington, D.C. Fly-In
9	Lunch & Learn
11	Diplomats Club
11	Primetime
16	Speed Networking
25	Business Mixer
TBD	Public Affairs Coffee

TBD = To be determined  
Cup of Joe, every Wednesday  
Circle of Influence, 2 groups, meet twice a month

## May

9	Diplomats Club
9	Parties on the Parkway
14	Lunch & Learn
23	Business After Hours

## June

11	Lunch & Learn
13	Diplomats Club
13	Parties on the Parkway
26	Chamber Classic
27	Business After Hours

## July

9	Lunch & Learn
11	Diplomats Club
11	Parties on the Parkway
25	Business After Hours
TBD	Small Biz Tech Series
TBD	Public Affairs Coffee

## August

8	Diplomats Club
8	Parties on the Parkway
13	Lunch & Learn
22	Business After Hours

Women's Leadership Group, every fourth Monday  
Foodie Friday, the first Friday of the month.

## September

10	Lunch & Learn
12	Diplomats Club
12	Parties on the Parkway
17	New Executives Welcome
26	Business After Hours

## October

2-3	My Success! Event
8	Lunch & Learn
10	Diplomats Club
19	Donut Dash
24	Business After Hours
30	Small Business Summit

## November

5	Shop St. Joseph Kick Off
12	Lunch & Learn
14	Diplomats Club
21	Business After Hours
TBD	Economic Summit Luncheon

## December

3	Holiday Party
10	Lunch & Learn
12	Diplomats Club
18	Shop St. Joseph Drawing
19	Business After Hours
TBD	Public Affairs Coffee

Go to the Calendar of Events at [saintjoseph.com](http://saintjoseph.com) for current events and to register.



**J.L. Robertson**  
Chairman  
Rupp Funeral Home



**Sarah DeGarmo**  
Chairman-Elect  
Rise by Design



**Bill Severn**  
Secretary/Treasurer  
News-Press NOW



**R. Patt Lilly**  
President/CEO  
St. Joseph Chamber of Commerce



**Scott Albers**  
Nor-Am Cold Storage



**Col. Ed Black**  
139th Airlift Wing,  
Mo. Air National Guard



**Jody Carlson**  
Missouri American Water



**Brett Carolus**  
Hillyard Companies



**Rondale Dunn**  
American Family Insurance



**Dr. Bernd Eichenmueller**  
Boehringer Ingelheim



**Patti Eiman**  
First American Title



**Kevin Kelly**  
LifeLine Foods, LLC



**Jennifer Kneib-Dixon**  
Fairway Independent  
Mortgage Corporation



**Carrie Koelzer**  
KCP&L



**Bill McMurray**  
City of St. Joseph

# 2019 Board of Directors



**Ronan Molloy**  
Innovation Stockyard



**Michael Pulido**  
Mosaic Life Care



**Amy Ryan**  
Commerce Bank



**Lee Sawyer**  
Buchanan County



**Stet Schanze**  
Gray Manufacturing Co. Inc.



**Martial Thevenot**  
Perka Building Frames by  
Business Logistics, Inc.



**Don Tolly**  
Tolly & Associates Inc.



**Dr. Doug Van Zyl**  
St. Joseph School District



**Dr. Robert Vartabedian**  
Missouri Western State University



**Mark Woodbury**  
General Counsel  
Polsinelli



**Matt Robertson**  
Past Chair  
CLA



**Tony Luke**  
Diplomats Club Rep.  
News-Press NOW

## Past 10 Chairpersons of the Board of Directors

2018 Matt Robertson

2013 Vern Middleton

2017 Corky Marquart

2012 Matthew Dority/Vern Middleton

2016 Stet Schanze

2011 Brad McAnally

2015 Todd Meierhoffer

2010 Rick Gronniger

2014 Dr. Mark Laney

2009 James Hausman



## EVENTS

The Chamber provides a number of opportunities for members to network, socialize and learn. Look for dates, prices and locations in the Chamber Calendar of Events section each month in the Connections newsletter and the Monday Morning Memo, or check the Chamber website at [www.saintjoseph.com](http://www.saintjoseph.com). Contact Natalie Redmond for more information.

**PUBLIC AFFAIRS COFFEE** Hosted by the Government Relations Committee, this event features issues, questions, and responses involving social, economic, governmental, legislative and corporate activities that are of concern to members. Held quarterly.



**ANNUAL BANQUET** The Chamber's new year begins in January with the gala Annual Banquet. Retiring officers are honored, new leaders introduced and food and fun are enjoyed by all. More than 800 people usually attend.

**NEW EXECUTIVES WELCOME** Good things begin in St. Joseph each year when the Chamber welcomes and introduces new business leaders to the community.

**CHAIRMAN'S BREAKFAST** This general membership breakfast is held to update members and showcase recognized speakers.

**BUSINESS AFTER HOURS** Networking events held regularly at a member's place of business. Free admission.

**FARM CITY BREAKFAST** This rapidly-growing event, which now hosts about 600 people, is held in celebration of National Ag Day. It recognizes the farmer/producer and the importance of agribusiness to the area economy. Proceeds benefit Agriculture Future of America (AFA) Scholarships.





**SMALL BUSINESS TECH SERIES** Learn during this speaker series about technology issues that affect small business owners. Free.

**THE CHAMBER CLASSIC** The hottest golf outing around is annually sponsored by the Chamber in June. Members and their guests enjoy a day of fun and camaraderie.

**MY SUCCESS EVENT** Area businesses promote career opportunities available to area sophomores from Northwest Missouri high schools. Held in October each year, business representatives meet one-on-one with students and encourage them to develop a career path.

**HOLIDAY PARTY** Meet and greet Chamber members, staff and the Board of Directors at the annual Holiday Party held in December. Sample "Chamber Tastes" provided by member restaurants, caterers and beverage distributors.

**ECONOMIC SUMMIT** Luncheons are held annually and are hosted by the St. Joseph Economic Development Council. The Economic Summit is designed to keep members current on economic development activities and showcases a recognized speaker.

**LUNCH & LEARN SEMINAR** These box lunch seminars, held the second Tuesday of the month, focus on personal and professional development for members of the business community.

**DONUT DASH** Walk or run by some of St. Joseph's historical sites in a 5k where you can consume and burn calories at the same time. Proceeds benefit area museums.

**FOODIE FRIDAYS** Explore St. Joseph restaurants the First Friday of every month in this new networking event. Specials will be offered, but cost of meal is up to the individual. Come find a new favorite and make some new connections.

**SMALL BUSINESS SUMMIT** This event is held annually and focuses on the growth and success of businesses. Features recognized speakers and important business topics.

**SPEED NETWORKING** Meet new business connections in record time -- it's like speed dating for the business world. Bring lots of business cards and practice your elevator speech.

**PARTIES ON THE PARKWAY** This series of after-work community events features live music, food and drinks. "Parties" are held the second Thursday of the month, from 5 to 8 p.m., beginning in May and running through September, at various locations along St. Joseph's one-of-a-kind parkway system.

**CUP OF JOE** This weekly meeting offers the opportunity for entrepreneurs to discuss ideas and make connections.

**CIRCLE OF INFLUENCE** This exclusive group meets twice a month to exchange sales leads. One person per industry is allowed in each COI group. Guests are free for their first meeting.

**WOMEN'S LEADERSHIP LUNCHEONS** Each month women professionals are invited to bring their own lunch and discuss business topics important to women. This is held in partnership with Northwest Missouri State University's Small Business & Technology Development Center. Free admission.

## COMMITTEES

Membership in the St. Joseph Chamber of Commerce provides you with a multitude of ways to increase your visibility within the business community. And, like most membership organizations -- the more you put into it, the more you get out of it.

**DIPLOMATS CLUB** This club is the Chamber's public relations team and is highly visible throughout the Chamber and the community. With monthly breakfast meetings and seven subcommittees — Annual Banquet, Business Mixers, Events, Hospitality, Member Retention, New Member Contact and Public Relations — the Diplomats keep very active. Contact Natalie Redmond.

**PARTIES ON THE PARKWAY** This committee coordinates a series of after-work community events celebrating St. Joseph's unique parkway system. Contact Natalie Redmond.

**GOVERNMENT RELATIONS** This committee develops the Chamber's legislative positions on business-related issues and maintains working relationships with government officials at the local, state and federal level. Contact Patt Lilly.

**AGRIBUSINESS** This group serves as the Chamber's primary link with the agricultural community. Meetings are scheduled once a quarter from noon to 1:30 p.m. at the Chamber, except for the months of June, July and August. Contact Mary Brown.

**MEMBERSHIP COUNCIL** These volunteers meet quarterly and are led by the Board Vice Chair for Membership. They review current member programs and services to see where the Chamber can improve and add value to members. Contact Natalie Redmond.

**SMALL BUSINESS** This committee reviews small business programs the Chamber offers and discusses issues facing small business. Contact Patt Lilly.

**TRC** This committee helps organize the Total Resource Campaign, a main fundraiser for the Chamber. Contact Natalie Redmond.

**MANUFACTURERS COUNCIL** This new council, formed from two former organizations, the Eastside and Stockyards groups, has the purpose to bring all St. Joseph manufacturers together to discuss relevant issues. This group meets quarterly. Contact Patt Lilly.

**ECONOMIC DEVELOPMENT COUNCIL** This is a group formed from the business community and the private sector to give guidance to the Chamber on economic development issues. This group is open to Partnership for Success investors, which are companies and individuals that invest in the Chamber's economic development efforts. This group meets quarterly. Contact Brad Lau.

## OPPORTUNITIES

The Chamber offers several ways to showcase your business facility, products and services. Contact Natalie Redmond for more information.

**RIBBON-CUTTING & AWARD CEREMONIES** Ribbon-cutting ceremonies are provided by the Chamber Diplomats for new, expanded or relocated businesses. Ceremonies are scheduled at least two weeks in advance. Hosts should provide refreshments, tours, displays and a brief presentation. Photos are posted on the Chamber's website. Contact Deanna Greiner.



**DIPLOMATS CLUB** This fun group meets for breakfast the second Thursday of each month at 7:15 a.m. Host businesses should have a facility large enough to accommodate 70 to 80 people for breakfast, provide at least one door prize and offer a tour of the facility.

**BUSINESS MIXERS** Business Mixers are held regularly. Hosts provide a cash bar, appetizers and a door prize. Facilities must be large enough to accommodate 75-100 people.

**CIRCLE OF INFLUENCE** This is a leads group composed of small business professionals who are looking to increase their revenue by forming relationships with other Chamber members for the purpose of exchanging direct client referrals and leads.

**CHAMBER TASTES** Chamber Tastes events promote member restaurants, caterers, and food/beverage providers. Participants provide samples at Business Mixers and receive recognition in Connections, promotion in the invitation and the opportunity to distribute cards, brochures and menus at the event.



## PROGRAMS

Gain in-depth knowledge of St. Joseph, see our government in action and learn strategies for success from other communities by participating in these Chamber programs. Prices vary.

**WASHINGTON D.C. FLY-IN** A delegation of local business and community leaders annually visit the nation's capitol as part of the Chamber's Washington D.C. Fly-In. While in D.C., the delegation meets with members of Congress, U.S. Senators, legislative staff and U.S. Chamber officials. The Fly-In is held each spring. Contact Natalie Redmond.

**GREAT NORTHWEST DAY AT THE CAPITOL** This event serves as an important public relations effort on behalf of St. Joseph and the entire Northwest Missouri region. Join with local residents, officials and business leaders as they meet and mingle with our state legislators. Visit [www.greatnorthwestday.com](http://www.greatnorthwestday.com) for more information. Contact Natalie Redmond.

**SHOP ST. JOSEPH HOLIDAY PROGRAM** This program, which runs from November through December, is designed to encourage customer loyalty, retain sales revenue for participating businesses and raise public awareness of retail availability in St. Joseph. A \$10,000 grand prize is awarded to one lucky shopper. Contact Natalie Redmond.



The St. Joseph Chamber of Commerce is a Five-Star Accredited Chamber with the U.S. Chamber of Commerce. This is the highest level of accreditation a Chamber can receive.



## COMMUNICATIONS

Many publications and services keep members updated and informed. Contact Kristi Bailey for more information.

**CONNECTIONS NEWSLETTER** The monthly news source for Chamber members! Learn about business issues from the president, upcoming events, new members and other items of general interest to the membership.

All members receive a complimentary subscription to the **BUSINESS INTELLIGENCE E-REPORT**. This monthly e-newsletter provides the latest strategies, trends, tips and news for today's successful businesses.

**saintjoseph.com** The Chamber's main website features the Membership Directory, calendar of events, street map, online publications and more!

**choosestjoseph.com** The Chamber's economic development website gives site selectors and potential new residents all the information they need to choose to locate in our fair city.

**stjosephsmallbusiness.com** This website is created by Chamber members for the small business owner/operator. Learn from local experts from blogs in a variety of topics important to small business, learn about events and read success stories.

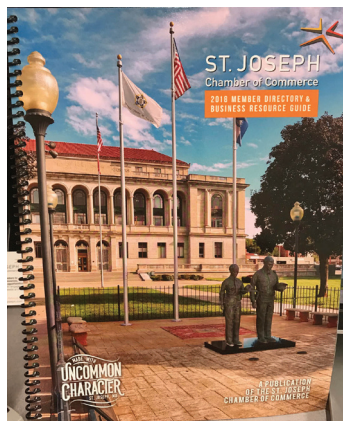
**MONDAY MORNING MEMO** This weekly e-mail updates members on events and activities taking place at the Chamber, and provides information from our members about events happening at their place of business. Sign up at [www.saintjoseph.com](http://www.saintjoseph.com).

## MEMBERSHIP DIRECTORY & BUSINESS RESOURCE GUIDE

This annual publication offers updates on Chamber members -- their location, leaders and information on their services. It also serves as a community guide to services provided, recreation opportunities, church listings, economic development statistics and much more.

**LEGISLATIVE UPDATES** These are e-mailed, real-time updates on state and federal business-related legislation to keep Chamber members informed of and engaged in our advocacy role.

**SOCIAL MEDIA** Follow the Chamber on Facebook, LinkedIn, Instagram or Twitter to see pictures from Chamber events, get breaking news and to talk about business-related issues.

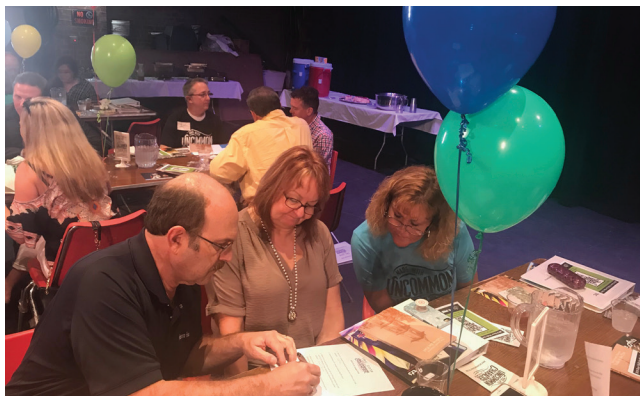




## ADVERTISING & SPONSORSHIPS

### TOTAL RESOURCE DEVELOPMENT CAMPAIGN

All of the Chamber's publications, events and programs are available for sponsorship, with varying benefits, through the Chamber's Total Resource Development Campaign (TRC) that takes place each spring/summer. The TRC is an all-volunteer effort to enlist new members, generate programs and sponsorships, sell advertising and raise awareness of the Chamber throughout the region. You may contact Natalie Redmond for more information on sponsorship opportunities.



**MEMBERSHIP DIRECTORY** The Chamber Membership Directory-Business Resource Guide is published each January. This publication has an annual circulation of 3,500 copies and is distributed to Chamber members, business prospects and new residents. Display advertising space is available to Chamber members only. Advertising rates vary depending on size and placement. Contact Kristi Bailey.

**BUSINESS INTELLIGENCE E-REPORT** Directly reach business leaders every month with your advertisement in this business strategies and trends electronic publication. A business card size ad is \$100/month, or less if you buy more. Non-compete ads only. Contact Kristi Bailey.

**MAILING INSERTS** Members can include a promotional flyer in the Chamber's monthly membership mailing. The 2,600 pieces are to be delivered to the Chamber by the 15th of the month prior to the mailing. Must be a "c" fold piece that will fit into a #10 envelope and be pre-approved by Chamber staff. One insert will be included in each month's mailing. The cost is \$500. Member must be in good standing. Contact Mary Brown.

**LABELS/EXCEL LIST** Would you like to send a direct mail piece to Chamber members? You can purchase mailing labels (for one-time use) or an Excel sheet of mailing addresses (to be used more than once). E-mail addresses cannot be purchased. Contact Mary Brown.

**MONDAY MORNING MEMO** Chamber members may submit an event (limit one per week) to be published in the Chamber's weekly Monday Morning Memo. This is a free opportunity and the e-mail goes to more than 2,600 e-mail addresses. Contact Kristi Bailey.

**WEBSITES** Interested in having your company's logo and link to your website featured on one of the Chamber's websites? Contact Kristi Bailey.

### PROMOTIONAL ITEMS

Members can supply samples, promotional items, coupons and brochures for participants at Chamber programs and events. Contact Natalie Redmond. Free.

### DOOR PRIZES

Door prizes can also be provided for give-aways at Chamber events. Contact Natalie Redmond. Free.

### NEW MEMBER WELCOME MUGS

These mugs are provided to new members within the first few months of joining the Chamber, 20-30 items (must be able to fit into a coffee mug). Coupons are encouraged. Contact Mary Brown. Free.

### NEW EXECUTIVES WELCOME GIFT ITEMS

These items are provided to those new to management in St. Joseph. 100 items. Contact Natalie Redmond. Free.

### THE CHAMBER CLASSIC GOODIE BAGS/PRIZES

Provided to Chamber Classic golfers. 150 items. Contact Natalie Redmond. Free.

## CHAMBER E-UPDATES

[www.saintjoseph.com](http://www.saintjoseph.com)

Would you like to be reminded of Chamber events and news on a regular basis? If so, sign up to receive requested e-updates on the Chamber's website, [www.saintjoseph.com](http://www.saintjoseph.com). We'll keep you informed and updated on the latest Chamber happenings. Also, you can follow us on Facebook, Instagram, LinkedIn and Twitter!

Members may pay invoices, update contact information, add company coupons and more, all online. Members can get their username and password for [www.saintjoseph.com](http://www.saintjoseph.com) by calling 816.232.4461.

## MEMBERSHIP INVESTMENTS

Investments in the Chamber may increase annually based on the Consumer Price Index (CPI), not to exceed 5 percent. Past increases have averaged 2-3 percent.

## MEMBERSHIP HAS ITS AWARDS

Businesses that have been continuous members of the St. Joseph Chamber of Commerce for 5, 10, 20, 30, 40, 50, 75 & 100 years are recognized annually as part of the Chamber Membership Awards Program.

Members receive standing awards in graduated heights.

Another award given by the Chamber is the "Diplomat of the Year" award presented each January at the Annual Banquet.





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[saintjoseph.com](http://saintjoseph.com)  
[choosetjoseph.com](http://choosetjoseph.com)  
[stjosephsmallbusiness.com](http://stjosephsmallbusiness.com)



Northwest Missouri State University's Small Business and Technology Development Center (SBTDC) is located within the St. Joseph Chamber of Commerce. The SBTDC is available to assist individuals and businesses with issues involving business start-up, expansion, purchase, sale, marketing, financial analysis and almost any other issue that presents itself to current or potential small business owners.

The services provided by the SBTDC are free and do not require Chamber membership. Funding comes from state and federal government funds, as well as other sources to make this service free to the public. If you or your business could benefit from any of these services, please contact the SBTDC.



**Rebecca Lobina**  
**Director, SBTDC**

lobina@northwestmissouri.edu  
www.saintjoseph.com/sbtcd  
816.364.4105



Each week, the Cup of Joe program offers local entrepreneurs an opportunity to share their experience with a diverse audience of mentors, advisors, and fellow business owners. To learn more and see who is presenting this week, see the group's website or its Facebook page below.

Cup of Joe also is utilizing Facebook Live now, so if you aren't able to make it in person, check it out from your phone, tablet or desktop on Facebook.

**Free**  
**Wednesdays**  
8:30 a.m., coffee; program starts at 9 a.m. & ends at 10 a.m.

**East Hills Library, 502 N. Woodbine Road**

[cupofjoe-sj.com](http://cupofjoe-sj.com)

[facebook.com/cupofjoestjoe](https://facebook.com/cupofjoestjoe)



**ST. JOSEPH**  
Chamber of Commerce

**MEMBERS**  
*only!*

Thank you for being a valued Chamber member.

As part of our commitment to providing the highest level of member value and engagement, we've launched a Members Only area where you can:

**Update contact information**

**Upload images to your online listing**

**Pay invoices**

**View and print Referral Reports**

**Access exclusive content**

**Take part in the Member-to-Member Discount Program**

**Participate in surveys**

We hope you enjoy having more control over your membership with us.

**Visit [saintjoseph.com](http://saintjoseph.com) and  
click on MEMBERS ONLY to log in.**

Contact the Chamber at 816.364.4103 or [greiner@saintjoseph.com](mailto:greiner@saintjoseph.com) for help



## NEED HELP RECRUITING OR RETAINING TALENT?

The Made With Uncommon Character campaign can help your business recruit top talent and keep your best employees. St. Joseph has a lot to offer and has tremendous character in our people, architecture and amenities and the Chamber is proud to be a part of this initiative.

Visit the website below and follow Made With Uncommon Character on Facebook, Twitter and Instagram for interesting stories, a community calendar and resources you can give to potential employees -- like housing, school, healthcare options and more.

Need a brochure or goodie bag to give recruits? We have them!



# UNCOMMONCHARACTER.COM

UNCOMMONCHARACTER@GMAIL.COM

# Make your workplace work better.

A better workplace attracts, engages and retains top talent at the right cost. It centers on strategic investments in your employees' health, financial wellbeing and career growth. And it utilizes data, helping gather insights and apply best practices that promote productivity and growth.

With **Gallagher Better Works<sup>SM</sup>**, you'll optimize your annual talent investment and mitigate organizational risk to maximize profitability. Because while your best is finite, your better is never finished.

To learn more, contact your Gallagher representative today.

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