

April 2025

Connecting the Chamber with members in a monthly news source.



ST. JOSEPH  
Chamber of Commerce

# Connections

## The President's Perspective

### Highs & Lows of Small Business Ownership

Recently News-Press NOW ran a series of articles focusing on small businesses. Closings and hardships were discussed, but so were some success stories.

I think it's important to show both sides of the coin. So often people can focus on the negative without realizing there's often many factors in play that determine if a business succeeds or fails.

Running a small business is an endeavor filled with ambition, hard work, and risk. Every success is a testament to the resilience and innovation of entrepreneurs who invest their time, energy, and resources into building something meaningful. At the same time, we must also recognize that not every business will thrive. However, even in failure, valuable lessons are learned that contribute to a stronger business community overall.

At the Chamber, we believe in celebrating the wins — big and small — because every milestone reached by a local business strengthens our economy and enhances the vibrancy of our community. Whether it's a grand opening, a new location, a record sales year, or an innovative product launch, these successes deserve recognition. They inspire other entrepreneurs, attract investment, and reinforce the importance of supporting local businesses.

Yet, we must also acknowledge that not every small business

will succeed, and that's ok. Markets shift, consumer trends evolve and economic pressures can be unpredictable. Failure, while difficult, is often a stepping stone to future success. Many of today's most successful entrepreneurs have faced setbacks before finding the right formula for sustainable growth. The key is to foster a business environment where owners feel supported through both their highs and lows.

That's why our Chamber remains committed to providing resources, mentorship, and networking opportunities to help business owners navigate challenges. Whether it's connecting with other professionals, gaining insights from seasoned entrepreneurs, or accessing financial planning assistance, we want to ensure that every business — whether in its infancy, growth phase, or recovery — has the tools it needs.

So, let's continue to champion the successes of our local businesses while fostering a culture that sees setbacks as learning opportunities rather than permanent roadblocks. By doing so, we create a thriving, resilient business community — one that supports innovation, embraces change, and ultimately grows stronger together.



Natalie Hawn  
President & CEO

## Need help recruiting or retaining talent?



Uncommon Life is here to make recruiting employees to work and live in St. Joseph easier. The Chamber has incorporated the Made with Uncommon Character brand to highlight why St. Joseph is a unique place... and why your recruits should call it home. This includes tools for you as a recruiter or human resources specialist to use when hiring and getting new hires acclimated to the community.

On the web: [uncommonlife.info](http://uncommonlife.info)  
E-mail [arthur@saintjoseph.com](mailto:arthur@saintjoseph.com)

## NEW MEMBERS

The following businesses and individuals have been approved for membership in the St. Joseph Chamber of Commerce:

### Planet Fitness

Bri Shanks

1325 S. Belt Highway Ste. B (07)  
(816) 390-8822

[stjoseph.mo@unitedfp.com](mailto:stjoseph.mo@unitedfp.com)

[www.planetfitness.com/gyms/st-joseph-mo](http://www.planetfitness.com/gyms/st-joseph-mo)  
Fitness

### Pop's Events

Rickie Maples

402 Main St., Van Buren, MO 63965  
(573) 323-8834

[rickiemaples13@gmail.com](mailto:rickiemaples13@gmail.com)

### Event Centers/Special Events

### Oswald Crow Agency

Laura Nitcher

3805 Oakland Ave. Ste. 101A (06)  
(785) 865-9908

[l.nitcher@oswaldcrow.com](mailto:l.nitcher@oswaldcrow.com)

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

### Insurance

### Tropical Smoothie Cafe

Danny Patel

5101 N. Belt Highway, Ste. B (06)  
(662) 931-4494

[tscstjoe@gmail.com](mailto:tscstjoe@gmail.com)

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

### Restaurants



March was busy for the Chamber as we helped celebrate National Ag Week with a couple of big events. First Missouri Department of Agriculture Director Chris Chinn attended an agribusiness committee meeting and tour at BioZyme Incorporated and also toured Albaugh, LLC. Then about 600 people attended the 21st annual Farm City Breakfast, where money was raised for agriculture scholarships and a Farm Family of the Year was honored.

**PETE'S**  
PEST CONTROL  
(816) 293-2727  
[www.petethebugguy.com](http://www.petethebugguy.com)

# April Calendar

For more information, call 816/232-4461. CREDIT CARD RESERVATIONS CAN BE MADE ONLINE, [www.saintjoseph.com](http://www.saintjoseph.com)

**1-3** **Washington, D.C. Fly-In** Tuesday-Thursday  
April 1-3  
Washington, D.C.  
Presented by Altec Industries, Inc.  
A delegation of local business and community leaders annually visit the nation's capitol as part of the Chamber's Fly-In. While in D.C., the delegation meets with members of Congress, U.S. Senators, legislative staff and U.S. Chamber officials. Contact Mary Kate Masters for more information at (816) 364-4106.

**2, 16 & 10, 24** **Circle of Influence** April 2 & 16 and April 10 & 24  
11:30 a.m. to 1p.m., Guests Free  
Circle of Influence is a leads group composed of small business professionals looking to exchange direct client referrals and leads. The group also provides a forum for the discussion of issues which businesses commonly encounter. Only one member per profession/specialty in each group is allowed. Cost is \$100 to join. There are two groups, one that meets the first and third Wednesdays and another that meets the second and fourth Thursdays. (Holidays affect this schedule.) Contact Tony Luke for more information, [luke@saintjoseph.com](mailto:luke@saintjoseph.com) or (816) 364-4101. Meetings held at Stoney Creek Hotel & Conference Center, 1201 N. Woodbine Road.

**8** **Lunch & Learn Seminar** Tuesday, April 8  
11:30 a.m. to 1 p.m., \$12  
St. Joseph Chamber of Commerce  
3003 Frederick Ave.  
RESERVATIONS REQUIRED:  
816/232-4461  
or [www.saintjoseph.com](http://www.saintjoseph.com)  
Presented by Altec Industries, Inc. *Lunch by Fresh Fare & Bakery*  
Topic: Health & Wellness in the Workplace -- Creating a Productive and Energized Team  
Employee well-being directly impacts productivity, engagement, and retention. This session will explore practical strategies for fostering a healthier workplace, including the role of ergonomics in preventing fatigue and injury. Attendees will learn how to optimize workspaces for better posture, reduce strain through proper desk setup, and incorporate movement into the workday. We'll also discuss stress management techniques, nutrition tips for sustained energy, and the benefits of workplace wellness. Whether you're an employer or employee, this session, presented by Thrive Family Chiropractic and IV Nutrition will provide actionable steps to create a healthier, more energized work environment.

**10** **DIPLOMATS CLUB Breakfast** Thursday, April 10  
7:15 a.m., \$10  
Breakfast provided  
B&J Skate Center  
6421 N. Belt Highway  
RESERVATIONS REQUIRED:  
816/232-4461  
or [www.saintjoseph.com](http://www.saintjoseph.com)  
Presented by Altec Industries, Inc., Nodaway Valley Bank & Rogers Pharmacy  
The Diplomats Club is a fun group that provides opportunities to promote your business and serve as a link between the Chamber and the community. Join them for their monthly meeting!

**24** **BUSINESS after HOURS** Thursday, April 24  
5 to 7 p.m., Free  
Geneo's Pizza and Pub  
809 Francis St.  
Presented by Altec Industries, Inc.  
Don't miss this fun Business After Hours downtown. Come meet us at Geneo's with some business cards. Have some food and drinks and maybe meet your next business connection.

**28** **Women's Leadership Group** Monday, April 28  
Noon to 1 p.m., Free  
St. Joseph Chamber of Commerce  
3003 Frederick Ave.  
RESERVATIONS REQUIRED:  
816/232-4461 or [www.saintjoseph.com](http://www.saintjoseph.com)  
Bring your own lunch  
Presented by Altec Industries, Inc. BMS Logistics Inc., Candlewood Suites, Human Resource Management Association of Northwest Missouri, RitePack, Inc., Sealed Air Corporation, Top Property Realty  
Each month the Chamber and Northwest Missouri State University's Small Business Development Center bring business topics to light that are important to women. This month the topic will be "How and Why to Certify a Woman-Owned Business."



Looking for a job?  
See our jobs board.

Want to make a job  
posting on this site?

Go to  
[choosesaintjoseph.com/job-post-form](http://choosesaintjoseph.com/job-post-form)  
(Small employer listings appear under  
the Chamber icon.)

Know a business that should be a Chamber member?  
Ask them to join today!

Contact [luke@saintjoseph.com](mailto:luke@saintjoseph.com)  
or send them to our website:  
[saintjoseph.com](http://saintjoseph.com)