



Palmyra Chamber of Commerce

Chamber News

Your Daily Dose is Served...

FEATURED BUSINESS OF THE MONTH

EDWARD JONES FINANCIAL ADVISOR BETSY RUSH

Betsy Rush, a financial advisor for Edward Jones, is making a serious long term investment of her own: she's investing in the success of her new branch office in Palmyra. Betsy opened her doors on Main Street August 1, 2012, and spent the month of September remodeling the office as well as seeing clients. She used her own funds for the project purchasing paint, cabinetry, and new furniture to let clients know this is a permanent career plan. The business had its Grand Opening and Ribbon Cutting Ceremony on November 15th that same year.

But Betsy found her way into the world of finance via a circuitous path. She grew up just across the river in Kinderhook, Illinois, got her Associates Degree in business at John Wood and earned a Bachelors Degree in Textiles and Apparel-Manufacturing & Marketing from the University of Missouri. In 2001 Betsy worked in the corporate offices of May Department Stores in the little known fashion position of Technical Designer. She quickly rose to management in the field, but when the May company merged with Macy's and reorganized, she found herself faced with a major decision: either move to a major metropolitan area to continue working at the position she had achieved or at the age of twenty-six start a new career path. A newlywed, married to a fellow May company employee in similar straits, Betsy and her husband decided to move closer to home and a more rural environment.

Shortly after making the decision to return to the area, Betsy had a few job offers and chose to start work as an advertising executive with the Quincy Herald Whig. She enjoyed the challenge of the new industry but was ready to take on a new career path with more opportunity.

After five years, she again made a career change, this time following her personal interest as an investor in stocks and bonds. In March 2011, Betsy joined John Ballance's Edward Jones Branch in Quincy, Illinois. After completing the rigorous required training and licensing for securities and insurance she took on her role as financial advisor, and was exceeding expectations. Perhaps it was because she could put financial jargon into layman's terms using analogies like mutual funds being like shopping carts where you have a basket of different brand names and occasionally have to replace the bad produce. It was time to look for her own office. Because of the quality of her work, the Palmyra office was offered to Betsy who thought it was ideal.

Being a financial advisor fits Betsy's personality, in her own words "to a T. I get help people achieve goals, build relationships, and be a teacher. The reason I came to Edward Jones was because I liked the way Edward Jones runs their business. We are all about working with our clients face to face and meeting long term financial goals. We also put our branch offices in the communities where our clients live and work." Since taking over the Palmyra office, Betsy has been able to grow the branch serving Palmyra clients and bring over her Illinois clients.



Edward Jones got its start in 1922 when Edward D. Jones Sr. founded the firm that bears his name. In the '40's and '50s, the representatives from Edward Jones traveled the countryside surrounding the company's office in St. Louis serving clients. In 1948, Edward D. "Ted" Jones Jr., son of the founder, returned to the family business after studying agriculture at the University of Missouri and working on Wall Street. While working his territory in rural Missouri and Illinois, he began experimenting with the concept of locating offices in communities outside St. Louis. In 1957, he hired a representative for Mexico, MO, and with the opening of this first branch office, a new era began.



Edward Jones provides financial services for individual investors in the United States and, through its affiliate, in Canada. The company, which ranked No. 8 on FORTUNE magazine's "100 Best Companies to Work For 2013," is headquartered in St. Louis.

Advisor, Betsy Rush (L) and Office Manager, Missy Buckman (R).

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Chamber Briefs...

PALMYRA CHAMBER OF COMMERCE MONTHLY MEETING TUESDAY, MARCH 12, 2013

The Palmyra Chamber of Commerce held its monthly meeting at the VFW Hall Tuesday, March 12. President Michelle Merkel greeted the group and welcomed Henry Sweets of Hannibal as the featured speaker for the National Honor Flight.

Mr. Sweets explained that Honor Flight started with just one person. This physician's assistant/retired Air Force Captain worked in a Veteran's Hospital in Ohio and managed to take twelve WWII veterans on six small planes to visit the WWII memorial in Washington, D.C. in May, 2005. Honor flight was born. Today there are 121 hubs in 41 states including the Great River Honor Flight, our local chapter, which has taken 16 missions and 400 WWII and Korean veterans. Nationwide, 98,500 veterans have had the opportunity to travel to Washington D.C. as part the National Honor Flight. It has always been at no cost to any veteran despite the fact that it costs between \$300 - \$500 for the flight alone. Donations sustain the program. Guardians accompany the veterans for assistance but pay their own way.

The next Great River Honor Flight is scheduled for April 11, 2013. To meet this flight and welcome the veterans home or more information about future flights click on the Great River Honor Flight COMMUNITY link at www.wgem.com.

GUESTS IN ATTENDANCE

President Merkel then held the business meeting, commenting on the increased attendance. Board member Raj Kshirsagar introduced his guest, Paul Manuel of Enbridge, Inc., the lead man here for the Flanagan South Pipeline Project. Board member Betsy Rush also introduced her guest, Missy Buckman, her new office manager.

2013 BUDGET APPROVED/REMINDER

President Merkel presented the 2013 Budget for the membership to review; it was approved by a unanimous vocal vote. She reminded members of the upcoming Business Expo at the Sesquicentennial Building, Saturday, April 13 from 10 a.m. - 2 p.m. There is no cost to exhibit for 2013 Chamber Members. Donations of items for door prize drawings will be greatly appreciated. Responsibility for the Candidate Forum for the April elections, discussed at the last meeting, has been taken on by Palmyra Area Community Betterment. The event will be held at 7 p.m. at the Courthouse on Tuesday, March 26th.

FAIR UPDATE/ADVERTISING OPPORTUNITY

Michele Hopson shared Marion County Fair updates. The opportunity to advertise on the fence around the arena will be discounted for Palmyra Chamber members. Banners will be \$25 for Chamber members and \$50 for non-members. Ford Company will be sponsoring Ford Night at the Fair on Saturday with a free concert. The concert will take place after the Queen contest. Monday night's entertainment will be the Tate Shade Bull Bash.

FEATURED BUSINESS OF THE MONTH

The meeting ended with the traditional drawing to be the next featured business of the month in Chamber News. Chamber News can be viewed by all by accessing the Chamber of Commerce page under COMMUNITY RESOURCES at www.showmepalmyra.com. Previously featured businesses include The Palmyra Spectator, Palmyra State Bank, the Country Butcher Shop, Merkel Metal and Recycling, the Budget Inn, Maple Lawn, Lemons & Lynn Dental, Mark Twain Title, and Lewis Brothers Funeral Chapel.

upcoming events CALENDAR

Tuesday, March 26th

Candidate Forum

7 p.m. • Palmyra Courthouse

Don't miss this opportunity to hear what the candidates have to say!

This is the first race in several years where all 3 wards have opposing candidates!

Ward 1 Candidates: Gerre Feigenspan & Ken Sheputis
Ward 2 Candidates: Jim Bross & Nathan Miller
Ward 3 Candidates: Carolyn Andresen & Adam Gillam
Mayoral Candidate: Loren Graham

Hosted by: Palmyra Area Community Betterment
Moderator: Bob Ravenscraft
Refreshments: Compliments of the Palmyra Chamber of Commerce

Saturday, April 13

10:00 am - 2:00 pm

Business Expo Too Good To Miss!

You're invited to the Palmyra Business Expo at the Sesquicentennial Building. There is no cost to exhibit for 2013 Chamber Members. Just call the Chamber Office at 573-769-0777 or Michelle Merkel at 573-769-2001.

Experience a great networking opportunity while gathering information about products and services from many different businesses. Consider donating an item for the door prize drawings even if you won't be exhibiting! The public is also invited.

Already signed up to exhibit: BASF, B&S Insurance, Heartland Bank, JCaseworks, Jordan Essentials consultant Pat Mastin, KICK & KHMO Radio Stations, Marion County Library Subdistrict #1, Palmyra Area Community Betterment, Palmyra State Bank, Scentsy consultant Shelby Bier, W.T. Johnson with Tastefully Simple, and United Country Real Estate.

See you there!

REMINDER

YOUR NEXT CHAMBER MEETING IS
TUES., APRIL 9, 2013 • VFW Hall

Topic: Marion County Relay For Life
with Guest Ginger Hodson, American Cancer Society
Community Manager-Development