



Palmyra Chamber of Commerce

Chamber News

Your Daily Dose is Served...

FEATURED BUSINESS OF THE MONTH

LOVEGREEN MOTOR COMPANY

The story begins and a part of the family business history still stands near the southeast corner of Main & Church. The sign on the building reads "Lovegreen Motors since 1934." Elmer D. Lovegreen, better known as E.D., founded Lovegreen Motor, the Ford Dealership in Palmyra that year for supplemental income to his farming business. Startup funds: \$1000. He was 45 years old when he started selling cars.

In 1939, he added Ford tractors, and, as new vehicles weren't available during WWII, E.D. took on a steel building franchise to survive.

By 1949, times were improving, and E.D. optimistically built a new building for his car dealership at its current location: 122 E. Church St.

In 1956, E.D.'s youngest son, Jim Lovegreen, returned to Palmyra after serving two years in the Army and joined his father in the business. He purchased the dealership from E.D. in 1965 when his father could have retired. Instead, E.D. turned the original Lovegreen Motors into Palmyra's first car wash! Jim remodeled the inside of the dealership, adding a new showroom and installing a canopy over the adjoining car lot. The vehicle display on the corner of Church and Main Street was added in 1973 when Lovegreen purchased the site of what had been the Standard Oil service station.

Another generation, Stephen and Bill Lovegreen, both grandsons of the founder, joined the business in 1981. That year a used car sales lot was added on Highway 61 and Ross Street. In 1988, they expanded beyond Palmyra, purchasing a Chrysler/Jeep store in Kirksville, Missouri and adding a Ford/Mercury store there as well in 1991.



The opening of the new showroom, 1950.



Stephen, the Parts Manager and Warranty Advisor for the Kirksville businesses commutes daily between the two towns. Bill serves as the General Manager for these establishments and resides in Kirksville with his family.

The current owner of the Palmyra dealership, the founder's youngest grandson, Robert Lovegreen, joined the family operation in 1991, though he says he says he "started washing cars at ten." Robert has been in management since 1994. The local business employs nine. As a manager, identifying the right market is one of the keys to the business' success and longevity. Lovegreen Motors reaches out to "virtually half of Marion County, Lewis County, and Shelby County. The sparse population is causing a draw," noted Robert. He finds social media and technology a boon to his business and has a well-developed and extensive website and up-to-date Facebook page.

The family has always believed in community promotion and involvement and lived by this creed. Personally Robert donated twenty years as a Kiwanis liaison to Key Club. This year, July 27th will be Ford night at the Marion County Fair, and Lovegreen Ford will be sponsoring the Saturday night concert.

As Lovegreen Motors approaches its 80th Anniversary, to paraphrase the motto in the opening ad: "This dealership is open and ready to serve you. We are confident we will do it well."



Lovegreen Motors today: Jim, Marge & Robert Lovegreen in front of the business.

BUSINESS INFO Lovegreen Motors
 122 E. Church, Palmyra, MO 63461
 573-769-2255 • lovegreencars@centurytel.net
www.lovegreencars.com
 Like Lovegreen Motors on Facebook

Chamber Briefs...

PALMYRA CHAMBER OF COMMERCE
MONTHLY MEETING
TUESDAY, APRIL 9, 2013

The Palmyra Chamber of Commerce held its monthly meeting at the VFW Hall Tuesday, April 9th. Former President Michele Hopson welcomed everyone in President Merkel's absence including FBLA members Katee Hinkle and Alexis VanNostrand. She reminded members of the upcoming Chamber Business Expo scheduled for April 13th and the first Business After Hours of 2013 to be held at HATS on Wednesday, April 24th from 5 - 7 p.m. Palmyra State Bank plans to host Business After Hours in May, and any business interested in the following month should contact Michelle Merkel or the Chamber Office. Chamber members will have an opportunity to advertise in Chamber News beginning with the May issue; information was emailed and can also be obtained at the Chamber office. The speaker at the May 7th Monthly Meeting will be a representative from the Flanagan South Pipeline Project.

THE AMERICAN CANCER SOCIETY & RELAY FOR LIFE

The April featured speaker was Ginger Hodson, Community Manager of Development with the American Cancer Society. She works with volunteers in Marion, Lewis, Monroe, Pike, Ralls, and Shelby counties to plan their Relay For Life events. Did you know that May 22nd will be the American Cancer Society's 100th Birthday?! The organization was founded in 1913 to raise awareness about the disease. The first successful chemotherapy treatment for cancer was discovered in 1947 by American Cancer Society-funded researcher Sidney Farber. In 1948 the Pap test was introduced, and the American Cancer Society's push for its wide adoption has resulted in a 70% decrease in uterine and cervix cancer. The fight to stop smoking and reduce lung cancer began in 1954. An American Cancer Society study confirmed the link between smoking and lung cancer. Additional smoking prevention work helped lead to a 50% decrease in smoking and a reduction in the death rate from lung cancer. This launched an era of cancer prevention research at the Society. In 1973, The American Cancer Society invests in a mammography study that demonstrated it is the best tool for the early detection of breast cancer. Two American Cancer Society-funded researchers won the Nobel Prize in 2011, bringing the total number of Society-funded Nobel Prize winners to 46. In 2012, The U.S. celebrated a 20% decline in cancer death rates. This translates to 1.2 million lives saved from cancer between 1991 and 2009.

The question people ask most is how is money donated to the American Cancer Society and the Relay For Life used? 80% of the money is allocated for research. Much of the rest is allocated for patient services.

This year's Marion County Relay For Life will be held June 7 - 8 at Flower City Park in Palmyra from 6 p.m. to 6 a.m. Susan Berti, Entertainment and Activities Chair for the Marion County Relay For Life and a 2013 Hero of Hope, shared her reason to relay with the group. "When there is a cancer diagnosis, there are many questions. The question for me was, when a loved one is diagnosed and loses the battle, will you stand and fight, or will you retreat in defeat?" Her husband, David, died of pancreatic cancer March 2, 2004. He did get to walk the survivor lap at the Marion County Relay For Life once - the same Relay into which she passionately invests her time and energy. She chooses to stand and fight because too many of the people she loves are no longer with us today because of cancer, and they won't be with us when we celebrate finding a cure. Susan thanked Palmyra for past financial support of the Relay and invited Chamber members to dream bigger, hope bigger and relay bigger by joining her at this year's Marion County Relay For Life.

The meeting ended with the traditional "featured business of the month" drawing. To read articles on the featured businesses, go to Chamber News on the Internet, which can be viewed by all by accessing the Chamber of Commerce page under COMMUNITY RESOURCES at www.showmepalmyra.com.

New
Chamber
Member:

BLP Women's Club
7741 C.R. 426
Hannibal, MO 63401
573-248-9092

upcoming events **CALENDAR**

Saturday, May 4
City Wide Garage Sale

Sunday, May 12
Mother's Day

Be sure to shop our chamber businesses for your Mother's Day gifts!

Wednesday, May 22
Palmyra State Bank
Business After Hours

Be sure to join fellow chamber members on May 22nd at Palmyra State Bank. The bank has recently underwent extensive remodeling - be sure to join us for a complete tour!

Monday, May 27
Memorial Day

Friday, June 7
ACS Relay for Life

Flower City Park, Palmyra
from 6 p.m. to 6 a.m.



REMINDER

YOUR NEXT CHAMBER MEETING IS
Tues., May 14, 2013 • VFW Hall
Topic: Flanagan South Pipeline Project
with Guests Katie Lange and Mike DeRosia