

Palmyra Chamber of Commerce

# Chamber News

Your Daily Dose is Served...

FEATURED BUSINESS OF THE MONTH

## Tastefully Simple - W.T. Johnson

*"I embraced their promotional philosophy, and the easy-to-prepare foods that can be made with two ingredients or less."*

W. T. Johnson

Why did W. T. Johnson become a Tastefully Simple Consultant? "Because I like to eat!" He also shared two other reasons: "I embraced their promotional philosophy, and the easy-to-prepare foods that can be made with two ingredients or less." W. T. has been with the direct sales company since September 2010. He got involved after meeting a dynamic Tastefully Simple representative at a convention in the company's home state of Minnesota. The representative thought she was sending information about becoming a representative to W.T.'s wife Cynthia, not W.T. She obviously had that wrong, didn't she!

W.T.'s interests and diverse skills can come as a surprise. Those who grew up here may know he graduated from Palmyra High School. Some may remember that he attended Northeast Missouri Teacher's College, now known as Truman State University, before serving in the United States Army at Fort Hood during the Vietnam era. Those same people may have known him when he returned home to attend Culver-Stockton College and receive a degree in education. How many people, however, know that he taught preschool in New Jersey, and elementary school in Atlanta, Georgia and the Republic of Panama? From Panama, W.T. went on to be a principal for the Department of Defense in Cuba, his family with him all the while, his children attending school on base. No surprise then, that for the past twelve years, W.T. Johnson has served as the assistant principal at Veteran's Elementary School in Hannibal.

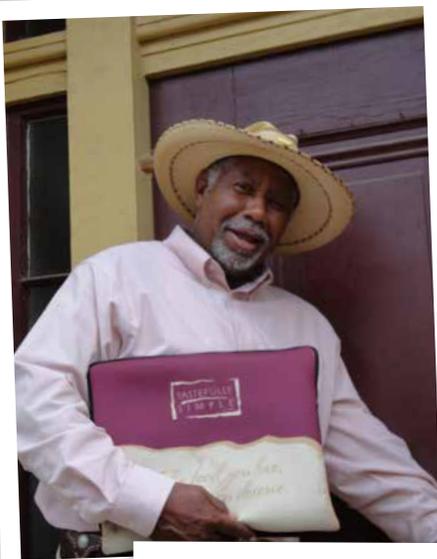
W. T.'s love of reading to children expanded into storytelling. He says he began dressing up for military balls in Cuba and won his first first-person re-enactment contest in Monroe City, Missouri as Fredrick Douglass about twelve years ago. He continues to engage in this activity for the Heritage Seekers and other re-enactment groups to this day.

In his early days as a Tastefully Simple consultant, W. T. focused on home parties. Today, because of other commitments, he sells at more events and does fewer in-home tasting parties. Gregarious and outgoing, either format fits his personality. As a consultant he also has the opportunity to share his product via online shopping, through the Tastefully Simple catalog, and through fundraisers. He is able to build his business in several ways:

- Have parties. W.T. would love to bring delicious samples into your home for a gathering of friends. As a hostess/host you can earn free merchandise.
- Sell to individuals. W. T. boasts a client list of 300+ repeat customers.
- Sponsor others. If you are interested in becoming a Tastefully Simple consultant W. T. can help get you started!

W.T. tries to do monthly events as a Tastefully Simple consultant. Last month he could be found at the Marion County Fair. You'll be able to catch up with him the Taste of Palmyra, October 21st. Each month, W.T. also joins a group of Hannibal businesses individuals for Hannibal Quarter Madness at the American Legion Hall in Hannibal for a FUNdraising event for a local charity.

What a perfect time to book a party or order from the new Tastefully Simple catalog. The holidays will be here before you know it, and everyone loves food! According to W.T., Bountiful Beer Bread Mix is a favorite, and goes well with the spreads and dip mixes available. He'll be waiting for your call!



## BUSINESS INFO

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# Chamber Briefs...

PALMYRA CHAMBER OF COMMERCE  
**MONTHLY MEETING**  
**TUESDAY, AUGUST 13, 2013**

At its monthly meeting, August 13, President Michelle Merkel welcomed a guest and two newcomers including Joel Booth, loan officer at the Palmyra F&M Bank; guest Caleb Lovell, Site Manager for KBR Industrial Services, a maintenance service provider at BASE; and Selena Wasson, Media Specialist with Townsquare Media. A round of applause and congratulations were extended to Michele and Randy Hopson for the huge success of this year's Marion County Fair. The Chamber now will focus its attention on upcoming fundraisers the first of which will be Bowling For Palmyra on Saturday, September 28; the proceeds will be split between the Palmyra Nutrition Center and the Paws Packs Program. Anyone able to donate raffle, silent auction or door prize items should contact Michele Hopson at 769-2086 or Leeanna Delaney at 769-2001.

The Taste of Palmyra, scheduled for Monday, October 21 from 5-9 p.m., has a committee, but can always use more help! To offer assistance, contact Michelle Merkel at 769-2001.

Christmas in Palmyra won't be far behind, and a committee is needed; the event will kick off with a 5K Christmas Run to benefit the local Food Pantry on Saturday, November 23; the Christmas event will take place Thursday, December 5.

Speakers have already been secured for the next two monthly Chamber meetings: (1) On Tuesday, September 10, Mark Bross and Steve Lewis will be presenting information on Phase 1 of the new Sports Complex, the track & field facilities. (2) On Tuesday, October 8, Ed Dent will share plans for the Senior Housing Project proposed for downtown Palmyra.

W.T. Johnson of Tastefully Simple was thanked for hosting August's Business After Hours. If your Chamber business is interested in hosting the event in the future, you are encouraged to contact President Merkel.

## TODD AHRENS, PRESIDENT & CEO OF HANNIBAL REGIONAL HEALTHCARE SYSTEM

Todd Ahrens, guest speaker, became President and CEO for the Hannibal Regional Healthcare System in October 2012 succeeding John Grossmeier. Mr. Ahrens joined the organization as General Counsel in 2007 after serving on the board of directors from 2001 until 2005.

There are four subsidiaries of the Hannibal Regional Healthcare System: Hannibal Regional Hospital, Hannibal Regional Medical Group, Hannibal Regional Hospital Foundation, and the Center for Applied Medical Research. The new mission statement which encompasses all four of these entities is simply: Your health is our mission.

Ahrens feels it is a challenging time for healthcare with changes to the Affordable Care Act and the current economic state. The reimbursement model's focus must be on keeping people healthy.

Ahrens shared that Hannibal Regional Hospital has recently been recognized by the Healthgrades organization as a 2013 Outstanding Patient Experience Award recipient - ranking HRH among the top 10% in the nation for providing outstanding performance in the delivery of patient care. In 2012, HRH was ranked #1 overall for orthopedic services in Missouri by Healthgrades. Healthgrades is a leading national healthcare ratings organization and online resource that helps consumers search, evaluate, compare and connect with physicians and hospitals.

Since 2007, the Hannibal Regional Healthcare System has been adding specialists so that patients don't have to travel out of the area for their medical needs. For example, in 2012 the Cary Cancer Center added a Patient Navigator, Registered Nurse, Belinda Krchelich.

Hannibal Regional Healthcare System employs over 900 people and last year volunteers logged over 2800 hours. "My goal is that the Hannibal Regional Healthcare System remains a community resource for years to come."

## PALMYRA CHAMBER OF COMMERCE

As always, the meeting ended with the traditional "featured business of the month" drawing. To read articles about 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](http://www.showmepalmyra.com).

**REMINDER**  
YOUR NEXT CHAMBER  
MEETING IS AT NOON

**Tues., Sept. 10, 2013 • VFW Hall**  
Guest Speakers: Mark Bross and Steve Lewis  
Presenting information on Phase 1 of the new  
Sports Complex, Track & Field Facilities

upcoming events

## CALENDAR

**Sat., September 21st**  
**Annual Chamber Steak Fry**  
6pm, Nipper Park, (Riverfront) Hannibal

**Sat., Sept. 28th**  
**Bowling for Palmyra**  
**6:30 pm • Pal Bowl**  
Proceeds to benefit the Palmyra Nutrition Center and the Paws Packs Program. Individual bowlers welcome or teams of five. Register at Pal Bowl; \$15 for 3 games. Donations for raffle, silent auction or door prizes accepted - contact Michele Hopson at 769-2086 or Leeanna Delaney at 769-2001.

**Mon., October 21st**  
**Taste of Palmyra • 5-9pm**

**Sat., November 23rd**  
**5k Christmas Run • 10am**  
Flower City Park-Proceeds benefit the Food Pantry.

**Thurs., December 5th**  
**Christmas in Palmyra**  
Wanted: Chairperson & Committee for this event!

## CHAMBER MEMBERS IN THE NEWS...

### ◆ NREDA RURAL ECONOMIC DEVELOPMENT LEADERSHIP AWARD PRESENTED TO GORDON IPSON

Gordon Ipson, Manager of Economic Development, Northeast Missouri Electric Power Cooperative, was recognized at the National Rural Economic Developers Association's (NREDA) conference in Austin, Texas earlier this summer. He was awarded the "2013 NREDA Rural Economic Development Leadership Award." Nominees are those who have demonstrated outstanding leadership in an economic development project resulting in the improvement of the quality of life, creation of new jobs, and opportunity for growth and development in rural America. "Gordon Ipson is the epitome of a rural economic developer," said Dennis Mingyard, NREDA Awards Chair. "His vision, leadership and guidance to the profession have made him a source of knowledge and guidance. His commitment to supporting the growth and development of rural economic development extends from the local community to the national scene."

### ◆ MASTIN EARNS TOP SALES FROM JORDAN ESSENTIALS

Pat Mastin, an independent consultant with Jordan Essentials, received the 2013 top sales award at the company's recent annual convention in Springfield, Missouri. Pat has been with the Bath & Body Products Direct Sales Company based in Nixa, Missouri for four years and has been in the top ten for sales three of those years. Jordan Essentials is an American owned company with American Made products. Mastin does private home skin care parties and private pamperings and facials. "We have just added essential oils to our product line to bring you health and wellness," shared Pat.

### ◆ SYDENSTRICKER'S NAMED 2013 "BEST-IN-CLASS" FARM EQUIPMENT DEALERSHIP

Sydenstricker's of Missouri; with locations in Palmyra, Mexico, Macon, Rocheport, Kirksville, Chillicothe, Moscow Mills, Curryville, Tipton, and Herman has been selected as the 2013 "Best-In-Class Farm Equipment Dealership" by Farm Equipment magazine. It earned the distinction in the over \$50 million category, not only for its outstanding financial and operational results, but also for its attention to customer care, and employee and community development. Sydenstricker's of Missouri is a 10-store retailer of John Deere equipment, along with several shortline brands. It was founded in 1944 as a family-owned dealership, which it continues as today, nearly seventy years later. "Our business philosophy is consistent with our tag line - 'Your partner in growing a better tomorrow,'" says Eddie Sydenstricker. "Our success comes from that partnership philosophy with our customers and suppliers."