

UPCOMING SPEAKERS SCHEDULE

Oct. 3 – Phil Giordano of Grade A Tree Care will branch out and discuss his arborist skill set at the Deer Creek Country Club.

Oct. 10 – TENTATIVE – Darryl Hawkins of Innovative Design and Renovation will be hosting us for a change of pace in the West Bottoms of Kansas City – details to follow.

Oct. 17 – Rod Foster of BancCard Credit Card Services will explain current trends happening in his in-

THIS WEEK'S TRIVIA QUESTION:

What type of humorous verse might begin: "There once was a man from Nantucket,"?

UPCOMING DATES TO REMEMBER

OCTOBER IS BREAST CANCER AWARENESS MONTH – MAKE A DIFFERENCE.

October 8 – 5 pm to 7 pm – Next After Hours at Coach's South hosted by Rich & Bill Sirna of Sirna Bros. Hauling and Kevin Boehringer of BSE Structural – Light Hors D'oeuvres and a CASH BAR.

Dec. 7th – Prospectors Annual Christmas Party at Hallbrook Country Club – details to

QUOTE OF THE WEEK:-

Success is going from failure to failure without loss of enthusiasm.

-Winston Churchill

Answer to Last Week's Trivia Question:

The country that is closest to the United States, after Canada and Mexico is – Russia (The Soviet Union), approx. 55 miles apart.

Sometimes Our Best Days Take Us Where We Never Thought We'd Go.

Do you know what is the greatest thing about the Prospectors Club? We have the most unique and diverse group of business owners and decision makers, and we need to utilize our strengths to learn from each other. And that is exactly what we got to do last week when we held a great **Marketing Discussion** centered on developing new business leads.

It was great to have **Linda Adams of Cherry-Pickers Marketing** facilitate this discussion. She brings many years of experience, and the ability to get the most out of each of us. Linda had some opening comments, then she through it out on the floor, asking us what worked for each of us.

Beverly Williamson spoke of Google Local Search, and how Google uses its keyword algorithms to find your website. Linda told us to make sure each page of our sites have titles and tags depicting keywords.

Keith Steiniger says that personal networking is what works best for him. He is constantly introducing himself to strangers and building relationships. He does more B2B

rather than C2B. He says have a plan in place and keeping it consistent is critical.

Linda continued talking about connecting with your local Chambers of Commerce to see if they are a good fit for YOU! What's your goal? What are you trying to find in that chamber?

We also had questions regarding branding yourself. It is important to market yourself in a different light than your competitors. For example, **Alan Heriford** has his kids try and write his Thank You notes, but in the kid's voice. His clients love them!

The bottom line that Linda discussed is our customers buying out of pain. Problems arise daily, even hourly. And we each are given the chance to solve that person's issues. A better product. A faster service. That is what will make us better than our competition.

Lastly we talked about where our customers are coming from. Take the time to actually do a query to see what zip code brings you the most clients, and learn what See Page 2.....

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MEETING THIS WEEK AT THE DEER CREEK COUNTRY CLUB.

ATTENDANCE & THANK YOU'S

✓ Adams, Linda	Williamson, Steiniger, O'Bryan, Pickering
✓ Airey, Doug	
Ashurst, Amy & Chase	
✓ Beckner, Pat	
✓ Bell, Jim	Steiniger, Pickering, Kessinger
✓ Boehringer, Kevin	Sirna, Foster, Giordano, Darby, Dayal
✓ Bovard, Zach	
✓ Cunningham, Rick	Wolverton
✓ Darby, Mike	Goodheart, Steiniger, Hardin, Mellott, Foster, Eidson, York, Sirna, Kessinger, Holk, Dayal,
Beckner, Coach Jen	
✓ Dayal, Vivek	Boehringer, Heriford, Sirna, O'Bryan, Williamson
Douglas, Kyle	
Eidson, Ken	
✓ Emerson, Bill	
✓ Felton, Sean	Mellott, Steiniger, Spencer, Wolverton, Stone, Shelton
✓ Foster, Rod	Darby, Steiniger, Wilkinson, Kessinger, Knapp, O'Bryan, Mellott, Wolverton, Goodheart, Heriford, Stone, Giordano, Sirna, Kessinger
✓ Giordano, Phil	Mellott, Morgan, York, Hutchison, Douglas, Boehringer
✓ Goodheart, Alan	Sirna, Airey, Foster, Darby, Dayal, Eidson, Kessinger, Oettmeier, Mehlin, Pickering, Stone,
Page, Mortko	
Goodheart, Bruce	
Hardin, Das	Eidson, Turner, Pickering, York, Sirna, Hutchison, Shelton
✓ Hawkins, Darryl	Sirna Bros., York, Steiniger, Foster, Pickering
✓ Heriford, Alan	Douglas, Beckner, Ashurst, Cunningham, Hutchison, Sirna, Phar, Dayal, Shelton, Darby,
Turner, Stone, Foster	
Holk, Dan	Darby, Page
Holland, Ed	
Hutchison, Ed	Steiniger, Darby, Wilkinson, Wolverton, Stone, Heriford
✓ Kessinger, Sandy	Darby, Pickering, Felton, Sirna, Morgan, Goodheart, O'Bryan, Wilkinson
Knapp, Bruce	
✓ Mellott, Mike	Giordano, Williamson, Felton, Cunningham, Spencer
✓ Morgan, Jeff	
✓ Mortko, Sheri	
O'Bryan, Cliff	Dayal, Foster, Adams
✓ Oettmeier, Bert	
Page, Brad	
Phar, Matt	
✓ Pickering, Chris	Hardin, Douglas, Shelton, Williamson, Steiniger, Beckner, Hawkins
✓ Rapp, Bryan	
✓ Shelton, Jennifer	
✓ Sirna, Rich	Boehringer, Darby, Dayal, Kessinger, Steiniger, Coach Jen, Giordano, Foster, Wolverton, Har-
din	
✓ Spencer, Neil	Pickering, Mellott, Heriford, Kessinger, Felton, Sirna
✓ Steiniger, Keith	Wolverton, Bovard, Sirna, Adams, Coach Jen, Felton, Rapp, Darby, Phar, Pickering, Oettmeier
Stone, Janet	Goodheart, Heriford X 2, Wilkinson X 2, Foster, Darby
Turner, Kevin	Mellott, Heriford
✓ Webb, Tyler	
✓ Wilkinson, Ann	Stone, Foster, Rapp, Shelton, Kessinger, Oettmeier
✓ Williamson, Beverly	Page, Shelton, Adams, Pickering, York, Pickering, Oettmeier, Mellott
✓ Wolverton, Rick	Giordano, Sirna, Foster, Steiniger, Cunningham
York, Kevin	Darby, Steiniger, Felton, Williamson, Hawkins, Adams, Douglas, Spencer

Guests: None

OPERATION GIVE-A-BEAR

9th Annual Benefit Event
October 10th, 2013
5:00 pm
Ironwoods Lodge, Leawood, KS

Pre-Register at:-
www.operationgiveabear.net

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...their interests are and what they do in their spare time. These things will go miles to helping you market properly to them. And be sure to stay in touch no matter how with those clients through thick and thin have been

there for you. These are your most valuable and loyal fans !!!

Thanks to all of you that were at breakfast last week. Our discussion was beneficial to all, and we hope it brings you better and more business in the coming months.