



Weekly
Newsletter

www.prospectorsclub.com

February 27, 2014

THE BUSINESS BUILDING NETWORK

IN THIS ISSUE

Picking the Best Cherry Makes For A Better Piece of the Pie.

What makes YOUR business unique? How do you stand out to your current customers and to potential clients? Is it important to make your business different from your competitors? You bet it does!

So how do you pull all those ideas, those functions of promoting yourself and your business into focus so each facet of your growth will be an overall success? By turning to someone who has had the experience and know-how to direct you in a positive direction. So when you need someone to do these tasks, who better than **Linda Adams of Cherry-Pickers Marketing**.

Linda has been in the game for a while and has the experience and fortitude to direct a new marketing campaign or work with you to better connect your brand to the public and to your personal client base.

Cherry-Pickers Marketing tries to be honest and straight-forward in how they interact with their clients. She tries to follow the philosophy of keeping it simple (K.I.S.S.). To accomplish this, she sometimes assumes the role of a counselor, asking inquisitive questions.



Because each business is unique, she examines each project on its own merits. She tends not to think too far into the future, instead concentrating on something easy to follow. And she tells each of us not to expect dramatic results up front, as it takes seeing your message 7 times before somebody will actually

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Where We Are At This Week

The DEER CREEK COUNTRY CLUB. 7000 West 133rd St in OPKS. Meet at 7am; breakfast served at 7:25 am; program at 8am. Guests please contact Rod Foster, Membership, at 913-486-3714 before attending.

SPEAKERS SCHEDULE See Page 2

This Week's Spotlight Member



Sheri Mortko of Live Like You Mean It Life Coaching See Page 3

THANK YOU'S See Page 7



UPCOMING SPEAKER SCHEDULE

Here is a list of our upcoming speakers. Please note some events are evenings or away from Deer Creek CC.

ARE YOU INTERESTED IN JOINING PROSPECTORS?

Give Rod Foster, our Membership Chairman a call at 913-486-0778 or email at rfoster@banccard.com before you visit our group so we can make sure there are no category conflicts with our current members.

Feb. 27th – Matt Phar of Paydayz Payroll and HR at Deer Creek CC

March 6th – Beverly Williamson of DocInk at Deer Creek CC

March 13th - SPECIAL GUEST SPEAKER – Jim McGraw of Marion Labs (retired) – at Deer Creek CC. Guests and Prospective Members Welcome; details to follow soon.

March 20th – Doug Airey of Doug Airey Home Care at Deer Creek CC.

March 27th – Cliff O'Bryan of Benefit Brokers LLC at Deer Creek CC.



SPOTLIGHT MEMBER OF THE WEEK

This week's Prospector Spotlight Member is Sheri Mortko of *Live Like You Mean It Life Coaching*. We all have a genius...a 'Sweet Spot': a place where our standards, style, strengths, spirit, smarts and savvy collide in our grand scheme of things. Now is the perfect time to talk to Sheri and see what suggestions she has for your business and your life. See what she can tell you and maybe she will learn more about you as you talk. Please... just give Sheri a call. How about an early cup of coffee or tea, or an after-hours beverage? Here's Sheri's info: - phone is 913-706-7053 and email is – sheri@LiveLikeYouMeanIt.com

THIS WEEK'S TRIVIA QUESTION -

What is the only native North American marsupial ?

??

QUOTE OF THE WEEK

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no help at all.

~Dale Carnegie

ANSWER TO

LAST WEEK'S TRIVIA QUESTION:-



ME FROM.

THE FIVE RINGS OF THE OLYMPICS REPRESENT

THE FIVE DIFFERENT CONTINENTS OF THE

WORLD WHERE THE ATHLETES COME FROM.



MOTIVATION

IF A PRETTY POSTER AND A CUTE SAYING ARE ALL IT TAKES TO MOTIVATE YOU,
YOU PROBABLY HAVE A VERY EASY JOB. THE KIND ROBOTS WILL BE DOING SOON.

Picking the Best Cherry Makes For A Better Piece of the Pie.

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remember you.

Cherry-pickers is all about sending the right message to the right person at the right time. They utilize several partnered vendors to assure you receiving the most targeted expertise for many different areas of today's marketing focusing on what you need and what your budget can handle, including local search, branding, mobile marketing, SEO optimization, B2B,

direct mail, blogging, and the list goes on.

And putting together a well-structured plan is just the beginning to a successful and fruitful marketing strategy. So it only takes that initial meeting with Linda to let her show you what it is her company can do for your company. So take some time and talk with her to see what different types of promotion / marketing would be most beneficial for your unique situation.

Thank you Linda for being such an active part of Prospectors and for all your professional insights and expertise that we have seen so far

Prospectors Club Power Breakfast with Jim McGraw of Marion Laboratories

Remember Ewing Kauffman? He was the owner of the Kansas City Royals and also started a pharmaceuticals company called Marion Laboratories. We are honored to announce our **Power Breakfast with Mr. Jim McGraw**, who was one of the original people involved in the growth of Marion Labs from its infancy.

The author and presenter of this program is uniquely qualified.



Jim McGraw is the former chief operating officer, corporate officer and board member of pharmaceutical firm Marion Laboratories, and former Chairman of the Ewing Marion Kauffman Foundation Board of Directors, a leading voice for quality education, entrepreneurship and free enterprise. Jim was there with Mr. K as Marion Labs became the hottest stock on Wall Street and made millionaires out of assembly line workers and secretaries. Jim will share his insights and experience while showing us ways to succeed in our businesses.

This is a great chance to bring guests to share the expertise of an outstanding speaker and mentor. When thinking of inviting guests, we should target prospective new members, past members in good standing, and other professionals with whom we have both business and personal relationships.

See next page.....

For this special Power Breakfast, the cost for all guests attending will be \$15.00. You can purchase your tickets online at Event rite by going to this link:-

<http://www.eventbrite.com/e/prospectors-club-power-breakfast-with-jim-mcgraw-tickets-10646218125>

We only have 60 seats available for our guests, **so please forward this** to those on your contact lists that would benefit the most as soon as possible. This will be a great opportunity to meet such a dynamic speaker and business guru.

If you have any questions, feel free to contact Rick Wolverton at 913-393-1985 or rickwolverton@sbcglobal.net

***COME JOIN US THURSDAY FOR ANOTHER EXCITING
NETWORKING EXPERIENCE !!***

Prospectors Networking Breakfast Club
Attendance and Thank You's

Meeting Date: Feb 20, 2014

- Adams, Linda _____
- Airey, Douglas Linda Adams, Ken Eidson
- Ashurst, Amy & Chase _____
- Beckner, Pat Jim Bell, Chris P, Jeff W, Keith S, Ken Y, Matt P, Rod F
- Bell, Jim _____
- Boehringer, Kevin SIRNA, BECKNER, DAYAL, SHULTON, STEINIGER
- Bovard, Zach _____
- Brosseit, Mike Heriford, Ticktrip, York, Holk
- Cunningham, Rick Brosseit, Sirna
- Darby, Mike Janet Stone, Alan Heriford, Bert Oettmeier, Bryan Rapp, Chris P, Das, Ed, Janice, Coach Jen, Ken, Keith, Kevin Y, Matt P, Phil G, Sandy
- Dayal, Vivek Cliff G B, Rich S, Chris P, Kevin B
- Douglas, Kyle Chris P, Chase A
- Eckinger, Bill _____
- Eidson, Ken _____
- Emerson, Bill _____
- Felton, Dr. Sean Prospectors
- Foster, Rod Linda Adams, Sandy Kessinger, Kevin York, Rick Wolverton, Chris Pickering, Jim Bell
- Giordano, Phil Sandy & Keith S, Mike M, Mike D, Bev W
- Goodheart, Alan _____
- Goodheart, Bruce _____
- Hardin, Das Mike D, Alan H, Ed H, Ed Hutchinson, Matt P, Chris P, Rich S, Jimmie T
- Hawkins, Darryl KEVIN Y, DOUG A, ANN W, SEAN F
- Heriford, Alan Bruce K, Das H, Keith S, Matt P, Mike M, M-Ice B, Rich S, Rod F
- Holk, Dan _____
- Holland, Ed _____
- Hutchison, Ed Janet S, Das, Dr Sean M, Ke D
- Kessinger, Sandy Chris P, Mike D, Rich S, Phil G, Coach T, Mike B, Alan H, Neil S
- Knapp, Bruce BEV W, ANN W, ALAN H
- Mellott, Mike Gardner, Terstriep, Heriford
- Morgan, Jeff _____
- Mortko, Sheri Keith Steiniger, Rick Wolverton
- O'Bryan, Cliff Vivek, Coach Jen, ANN W, (Kessinger), Ed Hutchinson
- Oettmeier, Bert _____
- Page, Brad _____
- Phar, Matt Jim Bell, Alan H, Das H, Kevin Y, Coach Jen, Keith, Beverly W, Darby
- Pickering, Chris STEINIGER, FOSTER, YORK, BECKNER, BELL, KESSINGER, WILLIAMSON, DAYAL, ALAN H, STARKER, SHULTON, HOLLERTON
- Rapp, Bryan _____
- Shelton, Jennifer Boehringer, Steiniger, Sirna, Wilkinson, Darby, Williamson
- Sirna, Richard Heriford Stone, Wolverton, Cunningham Coach, Mellott, Bell, HARDIN, Boehringer
- Spencer, Neil Heriford, KESSINGER, KNAPP, PICKERING, SIRNA, WILKINSON
- Steiniger, Keith Rick W, Darby, Jim B, Coach Jen, Ed H, Alan H, Matt P, Sheri M, Kevin Y, Linda A, Phil G, Beverly, Rich S
- Stone, Janet Dr Bert E, ANN, Rich S, Pat
- Terstriep, Janine _____
- Trondson, Chad _____
- Turner, Kevin _____
- Webb, Tyler _____
- Wilkinson, Ann Janet Stone, Coach Jen, Shelton, Cliff O'Bryan, Amy H, (Hawkins), Nat Spencer, KEVIN Y
- Williamson, Beverly Rich S, Kevin Y, Linda A, Chris P, Jen S, Janine T
- Wolverton, Rick ROD F, RICH S, ALAN H, KEITH S, S. MORTKO, LINDA A, JEFF M
- York, Kevin Phar, Williamson, Steiniger, Darby, Sirna, Wolverton, Goodheart, Foster, Dayal

GUESTS SIGN IN PLEASE NAME OF YOUR BUSINESS