



Weekly Newsletter

www.prospectorsclub.com

April 10, 2014

Having the Skills For Success Paves The Way to Achieving Your Objectives in Work and in Life.

It is a rare opportunity that presents itself to gain the knowledge and experience from someone who has truly walked the walk, and talked the talk. You find yourself feeling so fortunate to be a part of such a wonderful day. We speak of our visit last week of **Mr. Jim McGraw who was the COO of Marion Laboratories** under the tutelage of Mr. Ewing Kauffman.

He began by telling us how Mr. K was not monetarily wealthy, but his wisdom and foresight more than made up for that. To start his company, he borrowed \$5000, and based his ethics on three principles – 1)- Treat others as you want to be treated, 2)- share with those that produce the results, and 3)- share your success with others. By exercising those values, he grew a company worth billions of dollars and shared those profits in the form of bonuses and profit sharing.

Being a good leader entails those three values as well as providing clarity of organization and a way to measure that success. Achieving success is not complicated. People make it complicated. And organizations waste time and talent working on the wrong things.

Leadership drives innovation. Leaders don't waste time admiring yesterday's success. They are looking forward to the world of tomorrow to determine their new opportunities.

Jim then broke down a person's buying motives into 4 easy steps – what the product is, what benefits it offers, the advantages it has over competitors' products or services, and who pays for it. He used the "Post-It Note" as an example of these motives.

Then he proceeded to tell us how advertising wastes nearly 50% of their money by not following a formula that is basic in promoting your product or service – have an opener, tie it in, prove what it does, and close with a call to action.

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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



Rick Cunningham of Cunningham Appraisal

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.

April 10 – Dr. Sean Felton of Hammond Chiropractic at Deer Creek CC.

April 17th – Rick Wolverton of Advanced Interiors at Deer Creek CC.

April 24th – Bryan Rapp of Bryan Rapp Agency at Deer Creek CC.

More dates to be announced soon.



SPOTLIGHT MEMBER OF THE WEEK

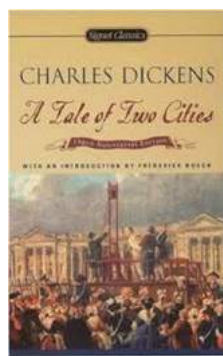
This week's Prospector Spotlight Member is Rick Cunningham of Cunningham Appraisal. Know someone that is making a move? Or maybe you secretly are too! Now would be the right time to have Rick help you appraise your property so you know what it is worth in today's marketplace. Why not see what Rick can do for you and maybe he will learn more about you as you talk. Please... just give Rick a call. How about an early cup of coffee or tea, or an after-hours beverage? Here's Rick's info: - phone is 913-339-9321 and email is – rick@cunninghamappraisal.com

THIS WEEK'S TRIVIA QUESTION -

**What race did Rosie Ruiz
not win in 1980 ?**



Rosie Ruiz, 1980 winner (later retracted)



QUOTE OF THE WEEK

What a wonderful
thought it is
that some of the
best days of our
lives haven't
☺ happened yet.

LAST WEEK'S TRIVA QUESTION ?

The first six words of Charles Dickens's *A Tale of Two Cities* was – *It was the best of times.*

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And Mr. McGraw then briefly explained that the higher a customer's perceived value / need value, the lower the cost is to promote your product.

He conclude his presentation by talking about how to put more into your life. He stressed that you need to be kind to others always. Try saying Thank You or Good Morning with meaning to those around you. Seek out opportunities to say Thank You to others for what they do for you.

Mr. McGraw is one of the finest examples of leadership both in business and in his personal life. It comes through in his approach to life, and his business savvy gained over many years. It is a true testament that each of us should strive to achieve in our own worlds.

Mr. McGraw, **"THANK YOU"** for your inspirational words and the explanation of becoming a better leader in life.

Brew-To-Brew Event was held last Sunday with lots of participation from some very fit Club members. They ran from Boulevard Brewing Co. to downtown Lawrence in a relay event. Then they returned to KCMO and landed at Murray's Tables and Tap on State Line. Overall a great time was had by all.



WHY NOT BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDAY!

Please join us for:

BEYOND BANKING for SMALL BUSINESS

sponsored by  **Bank Midwest**
A Division of NBH Bank, N.A.

THE TOP 7 THINGS HURTING YOUR BUSINESS (THAT YOU MAY NOT EVEN KNOW ABOUT)

Thursday, April 10, 2014 at
1580 N Church Rd, Liberty, MO
AND

Thursday, April 24, 2014 at
12500 S US 71 Hwy, Grandview, MO
5:45 p.m. - 7:00 p.m.

Presenter:

Christopher F. Pickering
The Pickering Law Firm, P.A.

Agenda:

- 5:45 - 6:15: Open Networking
- 6:15 - 6:20: Opening Remarks from
Banking Center Manager
and Introduce Presenter
- 6:20 - 6:45: Discussion
- 6:45 - 7:00: Open Networking

RSVP:

Email beyondbanking@bankmw.com or
call **816.412.9895**
Limited seating available.

 **Bank Midwest**
A division of NBH Bank, N.A., Member FDIC
Where common sense lives.®

About the Presenter:



**Christopher F.
Pickering,**
*The Pickering
Law Firm, P.A.*

Chris helps businesses and business owners protect their livelihood. He is involved in business planning, business transitions and business startups for small- to medium-sized businesses.

For over thirty years, Chris has regularly represented businesses, owners and principals in controversies, including shareholder disputes, non-competition disputes, and contract disputes. This perspective allows him to plan for what should be the three most important aspects of your business—how do you get in, how do you get out, and how do you get paid.

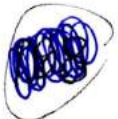
Chris has also worked closely with banks like Bank Midwest to make sure that the clients have the financial support and advice necessary to start, grow, and continue their successful businesses.

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Be sure to RSVP above – don't miss this great opportunity to learn more about your business.

Prospectors Networking Breakfast Club
Attendance and Thank You's

Meeting Date: APRIL 3, 2014



- Adams, Linda
- Airey, Douglas Phil Giordano, Darryl Hawkins, Mike Terstriep
- Ashurst, Amy & Chase Rich S., Janice T., Neil S., Chris P., Kyle D., Van H.,
- Beckner, Pat Jeff Morgan, Linda Adams, Dan Bell, Kevin Beckungay, Alan Herford, Bert O,
- Bell, Jim Ray W, Doug A, Matt P, Chris P, Pat B.
- Boehringer, Kevin RICH SIENA, PAT BECKNER, VIVEK DAYAL
- Bovard, Zach
- Brosseit, Mike Alan Herford
- Cunningham, Rick COACH JEN
- Darby, Mike Alan H, Dan H, Ken Eidson, Ed H, Matt Phar, Kevin Y, Kyle D.
- Dayal, Vivek
- Douglas, Kyle Darby, Ashurst, Lowe, Giordano, Foster, Eidson
- Eckinger, Bill
- Eidson, Ken Mike Darby, Alan Goodheart
- Emerson, Bill
- Felton, Dr. Sean SANDY KESSINGER, MARK LOWE, LINDA ADAMS
- Foster, Rod Linda Adams, Das Hardin, Rick Wolverton, Kevin York, Jim Bell, Kyle Douglas
- Giordano, Phil Doug Airey, Das Hardin, Mike Mellott
- Goodheart, Alan
- Goodheart, Bruce
- Hardin, Das Herford, Pickering, Giordano, Wilkinson, Oettmeier, Foster, Darby
- Hawkins, Darryl BRUNCTACHOMETER) RAPP, KEVIN Y, KEITH S. MIKE D, DOUG A. ALAN H.
- Herford, Alan Rich S, Kyle D, Mike B, Matt P, Pat B, Kevin B, Das H, Steve M, Bert O, K. H. S
- Holk, Dan DARBY, Rick W
- Holland, Ed
- Hutchison, Ed Mike D, Chase, Ken E
- Kessinger, Sandy Bell, Darby, Shelton, Pickering, Sirna, Mellott
- Knapp, Bruce Rick W, Alan H, And Wi
- Lowe, Mark Sean, Kevin Y
- Mellott, Mike Beverly Williamson, Cliff O'Brien, Phil Giordano
- Morgan, Jeff Mike Darby, Cliff O'Brien
- Mortko, Sheri
- O'Bryan, Cliff Jeff Morgan, Linda Adams, Ray Williamson, Vivek Dayal, Alan Goodheart.
- Oettmeier, Bert Janet Stone, Keith Steiniger, DAS HARDIN, ALAN Herford
- Page, Brad
- Phar, Matt
- Pickering, Chris Bell, Wolverton, Phoebe Steiniger, Hutchison, Beckner, Ashurst, Hardin, Darryl, Shelton,
- Rapp, Bryan Matt Phar, Chad Trondson
- Shelton, Jennifer Bell, Cunningham, Darby, Pickering, Sirna, Stinger, Terstriep, Wilkinson.
- Sirna, Richard Boehringer, Wolverton, Herford, Coach Jen, Kessinger, Skinger, Goodheart, Harbin, Spencer
- Spencer, Neil Jen Shelton, Rich Sirna, MIKE DARBY, BEVERLY WILLIAMSON, CHAD ASHURST
- Steiniger, Keith Wolverton, Mortko, Adams, Hawkins, Cunningham, Pickering, Bovard, Darby, Herford, Shelton, Sirna
- Stone, Janet Dr. Bert, Rich S. ANN
- Terstriep, Janine Shelton, Adams, Ashurst, Giordano, Morgan, Steiniger, Williamson
- Trondson, Chad B Rapp
- Webb, Tyler
- Wilkinson, Ann Das Hardin, Pat Beckner, Jen Shelton, Mike Darby
- Williamson, Beverly
- Wolverton, Rick SHERI M. SEAN F. ROOF. JEFF M. ED H. BRUCE K. RICH S. JENN S. KEVIN Y.
- York, Kevin JANINE, RICK, KEITH, MATT, DARRYL, ROD, ZACH, KYLO, MIKE D,

GUESTS SIGN IN PLEASE

NAME OF YOUR BUSINESS