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.

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.

Cont’d on Page 4 ....
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@bancard.com before you visit our group so we can make sure there are no category conflicts with our current members.

UPCOMING SPEAKER SCHEDULE

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.
THIS WEEK’S TRIVIA QUESTION -
What race did Rosie Ruiz not win in 1980?

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 TRIVIA QUESTION?
The first six words of Charles Dicken’s A Tale of Two Cities was – It was the best of times.

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

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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!
Be sure to RSVP above – don’t miss this great opportunity to learn more about your business.
PROSPECTORS BREAKFAST CLUB

Meeting Date: April 3, 2014

Attendance and Thank Yous

- Adams, Linda
- Airey, Douglas
- Ashurst, Amy & Chase
- Beckner, Pat
- Bell, Jim
- Boehringer, Kevin
- Bobard, Zach
- Brooks, Mike
- Cunningham, Rick
- Darby, Mike
- Dayal, Vivek
- Douglas, Kyle
- Eckinger, Bill
- Eidson, Ken
- Emerson, Bill
- Felton, Dr. Sean
- Foster, Rod
- Giordano, Phil
- Goodheart, Alan
- Goodheart, Bruce
- Hardin, Dan
- Hawkins, Randy
- Herford, Alan
- Holk, Dan
- Holland, Ed
- Hutchison, Ed
- Kessinger, Sandy
- Knapp, Bruce
- Lowe, Mark
- Mello, Mike
- Morgan, Jeff
- Mottke, Sheri
- O’Byrne, Chris
- Oestmeier, Bert
- Page, Brad
- Phar, Matt
- Pickering, Chris
- Rapp, Brynn
- Shelley, Jennifer
- Sirna, Richard
- Spencer, Neil
- Steinberger, Keith
- Stone, Janet
- Tregler, Jananne
- Tromsden, Chad
- Webb, Tyler
- Wilkinson, Ann
- Williamson, Beverly
- Wolverton, Rick
- York, Kevin

GUESTS SIGN IN PLEASE

NAME OF YOUR BUSINESS