



## Who Do You Trust With One of Your Family's Most Precious Possessions?

Almost every family has them – Grandma's diamond wedding ring or a wedding band that dates back over 100 years. It even has engraving inside showing the day they got married. But more than the ring is the stories that go along with it. These are what is passed along from generation to the next.

And each preceding descendant takes and wears that ring until something breaks or a stone is lost. So when something does happen, who do you trust? Who can you turn to for advice and the skills to restore that heirloom to original condition? You should try talking to **Alan Goodheart of Goodheart's Jewelry**.

For over 60 years there has been a Goodheart serving those needs. Alan's parents had a store in Sedalia, MO where he was born. He and his brother and business partner began their business education early in life not knowing they would someday carry on a family tradition.

It was after school when they went to the store and just spent time goofing off not knowing they were listening and picking up sales and business acumen that would serve them for nearly 29 years in business of their own.

Alan worked as a buyer for a major retailer, then managed jewelry

departments for department stores before working on the Country Club Plaza in Kansas City for a guild high-end jeweler that serviced both local Midtown / Plaza residents and tons of people visiting from around the world.

His father passed away in 1986, and that is when the brothers decided to open a store in OPKS. They have had several locations, each time reducing their footprint but gaining a more stylish location.

Alan says they have refocused in recent years to concentrate on doing a lot of custom designs for their clients. Seems you can create something very unique and special to an individual and still keep you costs in line. It may not be more expensive than picking something out of the showcase. They still travel to trade shows to network and learn from their manufacturers and other vendors about what is trending in the market.

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## Weekly Newsletter

[www.prospectorsclub.com](http://www.prospectorsclub.com)

December 18, 2014



**WE ARE AT DEER CREEK CC,  
7300 WEST 133<sup>RD</sup> ST., OPKS;  
MEET UP AT 7 AM; BREAKFAST  
AT 7:25; SPEAKER AT 8 AM.**

### SPEAKERS SCHEDULE

See Page 3

**REFERRALS, IDEAS,  
SUGGESTIONS, AND  
"POSITIVE  
REINFORCEMENTS"**

**Vivek Dayal of Phone Tech  
Communications**

See Page 4

**THANK YOU'S  
See Page 6**



## 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](mailto:rfoster@banccard.com) before you visit our group so we can make sure there are no category conflicts with our current members.

December 18 –  
Annual White  
Elephant Gift  
Exchange and  
Breakfast at Deer  
Creek CC

December 25 – Christmas Day  
– NO MEETING

January 1 – New Year's Day –  
NO MEETING

**SNOW POLICY – IF THE  
SHAWNEE MISSION  
SCHOOL DISTRICT  
CANCELS CLASSES DUE TO  
INCLEMENT WEATHER, WE  
WILL NOT HAVE  
BREAKFAST THAT  
MORNING – PLEASE CHECK  
OUR LOCAL TV STATIONS  
OR RADIO STATIONS THE  
MORNING OF OUR  
MEETINGS.**



**REFERRALS, IDEAS, SUGGESTIONS, AND “POSITIVE REINFORCEMENTS”**

**THIS SPOTLIGHT MEMBER OF THE WEEK is Vivek Dayal of Phone Tech Communications. Let’s change our focus a bit and give a member each week at least one referral, or a suggestion or idea to help them improve their business. Really try and give Vivek the best information you can. New ideas, thoughts, or referrals. And Vivek - you be OPEN to accepting all the benefits we are ready to give you. Here’s his info: - phone is 913-345-0437 and email is [vivek@phonecommunications.com](mailto:vivek@phonecommunications.com)**

**Trivia Question:-**

**What is Radar O’Reilly’s favorite drink?**



**QUOTE OF THE WEEK**

**WOULD YOU RATHER BE COVERED IN SWEAT AT THE GYM OR COVERED IN CLOTHES AT THE BEACH?**



**LAST WEEK’S TRIVA QUESTION ?**

Worldwide, the luckiest number is NOT 7 but it is the number 9 !!

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Surprisingly **Goodheart's Jewelry** number one category has been pendants and necklaces for the last several years. But they still do a great business with young couples selling them engagement rings and wedding bands. They have lots of popular styles to pick from or again, they can create that setting that they've seen on another person's hand and want something like that. They also love talking about any colored stone your heart desires (ruby, emerald, sapphire).



And pearls, diamond earrings, and bracelets are just a few of other gift ideas they have to offer. And they don't leave out the men – they have alternative metal wedding bands and bracelets and necklaces for gents that offer a great rugged masculine look as well.



Most repairs are done on site by his brother (only thing really done offsite is casting in gold or platinum). And they have a watchmaker that deals with better quality high grade watches for replacing parts or repairing to a very workable condition.

And **Goodheart's** works with lots of insurance companies to replace jewelry that has been lost, stolen, or damaged beyond replacing.



The hardest thing right now is trying to keep pace with the latest trends in fashion and how jewelry relates to that. And the constant changes in the gold and silver markets add to that challenge of knowing what is happening in their respective markets.



Their newest endeavor tests their skill in the Social Media arena trying to utilize Facebook and Instagram

to begin to try and monetize the social media genre in the next 3 months. They have a strong presence on Facebook and have recently added Instagram to their media mix.



Being a member for over 28 years in Prospectors is an accomplishment in and of itself, but maintaining those friendships, both business and personal, have been the most rewarding thing.

Alan has tirelessly contributed to the success of the Club, both by serving on its Board as Secretary, and by helping in organizing events, and keeping the members informed about what is happening each month.

I guess you could say he loves what he does whether it drives his business to success or helps others along the way.

Alan is glad to be a part of such a distinguished group of business-minded individuals, and plans on being a part of the group for many years to come

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

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***UPCOMING EVENTS:-***

***TONIGHT:-***

***Dec. 16<sup>th</sup> – After The Facts Event at Goodheart's Jewelry, 7040 West 105<sup>th</sup>  
St., OPKS – 5pm to 7pm.***

***Dec. 18<sup>th</sup> – Annual White Elephant Gift Exchange – Bring a gift – real or bizarre –  
let's have fun at our last meeting of the year. Bring a gift to get a gift!***

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### Prospector's Breakfast Club

Attendance and Thank You's Meeting Date: DEC. 11, 2014

**PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING**

X Adams, Linda Jennifer Shelton, Sean Shelton, Alan Berglund, Dan  
Beverly Williamson, Keith Steeniger, Ann Williamson,  
X Airey, Douglas

Ashurst, Chase & Amy

X Beckner, Pat Ann W, Kevin B, Alan H

X Bell, Jim Ben W, Chris P, Jason T, Matt P, Pat B, Rick W  
Sean F

X Belzer, Dan Paul G, Alan H, Matt Phar, Janet Stone Neil Spencer,

Boehringer, Kevin BECKNER, SIRNA, KEITH, PICKERING, HOLVERTON

Bovard, Zach

Brosseit, Mike

X Brown, Erin Sheri, Keith, Rick, Janet, Sean, Matt P, Jeff Morgan,  
Linda Adams,

X Cocherl, Stephanie Janet Stone, Sheri Morillo

X Cunningham, Rick Kevin Y, Ann W, Alan H

Darby, Mike

X Dayal, Vivek Curt O, Rich S, Matt P, Kevin Y, Chris P.

Douglas, Kyle

Eckinger, Bill

X Eidson, Ken

Emerson, Bill

X Felton, Dr. Sean ERIN BROWN, JANET STONE, LINDA ADAMS, JOHN JONIMONY  
Jim Rell

X Foster, Rod Janet Stone, Rick Sirna, Stephanie Cocherl, Kevin York,  
Brian Rapp, Chad Trondson

X Giordano, Phil Keith S. M. K. M. Janet S. Shucie M. Jim B. JFK Rick W

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

\_\_\_ Goodheart, Alan \_\_\_\_\_

\_\_\_ Goodheart, Bruce \_\_\_\_\_

\_\_\_ Hardin, Das \_\_\_\_\_

Hawkins, Darryl CHRIS P. TIM BELL

Heriford, Alan Doug H, John K, Keith S, Kyle D, Linda A, Matt P, Mike B, Pat B

Holk, Dan Rick S, Rick W, Sheri M  
JANET STONE

\_\_\_ Holland, Ed \_\_\_\_\_

Hutchison, Ed Chris P, Ken E, Mike D

Kennedy, John F. Alan Heriford, Phil G, Sherie Montz, Neal Spencer, Dr Sean

\_\_\_ Knapp, Bruce \_\_\_\_\_

\_\_\_ Lowe, Mark \_\_\_\_\_

Mellott, Mike Giordano, Phar

\_\_\_ Morgan, Jeff \_\_\_\_\_

Mortko, Sheri Erin, Phil, Keith, Rick, Alan H, Janine, Neil & JFK

\_\_\_ O'Bryan, Cliff \_\_\_\_\_

Oettmeier, Dr. Bert Das Hardin, Zach Bouvard

Phar, Matt Rich S, Zach, Keith, Kim Y, Doug A, Pam B, Das H, Beverly, Vivet  
Alan N, Jeff M, Chris P, Mike M, Jim B

Pickering, Chris PHAR, HARDINI, BELL, STEVEN, ANITA, DAVE, TIERSTRUP,  
WILKINSON, SIRNA

\_\_\_ Rapp, Bryan \_\_\_\_\_

Shelton, Jennifer Adams, Ashurst, Heriford, Pickering, Sirna, Tierstrip  
Williamson, Williamson

Sirna, Richard Heriford, Stegman, Royal, Stone, Coach, Pickering  
Bohner, Annis, Douglas, Parry, Felton, Fulton, Dixon

Spencer, Neil BELER, HERIFORD, KENNEDY, MORTKO, CHRIS P,  
KEITH, JANET, JANINE, KEVIN

Steiniger, Keith Darby, Phar, Wolverton, Bouvard, Adams, Heriford, Shelton, Giordano, Mortko  
Pickering, Williamson, Sirna, Beehinger, Tierstrip, Hutchinso, Spencer, Cochran, Bell

**PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING**

X Stone, Janet Alan H., Rich, Ed., Eric, Day, Ann, Bev.  
 Janine, Neil, Spencer, Alan

X Terstriep, Janine Darby, York, Pickering, Sone, Wilkinson, Shelton,  
 Spenser, Cunningham, Bell, O'Bryan, Surha Bro.  
 Trondson, Chad

X Webb, Tyler Jeff Morgan

X Wilkinson, Ann Janine Terstriep, Chris Pickering, Ken Hudson, Kelli  
 Rick Cunningham, Chan, Patrick, Jim, Stuart, Pat Bellman, Janet Strain  
 X Williamson, Beverly Chris P., Lunda A., Keith S., Jim B., Bryan R,  
 Zach B., Jen S., Matt P, Janet S., Rod Foster

X Wolverton, Rick Jim B. K. STDIVIA, COACH JENN PHIL G. STRIM. ALAN H.  
 JANET S. RICH S.

X York, Kevin Rick Cunningham, RICH SURWA, RICH COLDMAN, KEITH STAINY  
 Ann Wilkinson, Mike Darby, Janine Terstriep, Matt Phas

**GUESTS**

| Name | Name of Business | Your Position (owner, sales, etc.) |
|------|------------------|------------------------------------|
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|      |                  |                                    |
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|      |                  |                                    |