



The Fruit of Your Own Hard Work is the Sweetest.

Most everyone in Prospectors has a daily challenge – how to get more people to know about your business. Twenty to thirty years ago, it wasn't as hard to focus because there was not the totally different avenues of marketing to choose from. Today there are so many ways you can creatively promote yourself. You now can select or "cherry-pick" what works best for your company. Boom! That's where **Linda Adams of Cherry-Pickers Marketing** shines!

This past Thursday we got caught up with what's happening in current marketing and advertising trends listening to Linda explain where we are headed in the near future. She has been a part of her industry for 25 years. Her experience took her through being a marketing director for a bank holding company. When her husband was offered a position in KC, away she went, and waited a year or two before opening a new marketing firm (if you know no one in a city, what better way to get to know them better).

Linda started with a small group of creative marketers who had a passion for what she wanted to accomplish. Within two years, she bought them out and continued growth reaching over a dozen collaborators. But right in front of their eyes, the marketing arena was changing and FAST! The web / being online was where you "needed to be"! Cherry-Pickers Marketing was one of the first to bring virtual marketing to the mass businesses of KC.

Now they can adapt to the fast world of virtual marketing that is changing weekly. They are able to handle every aspect of advertising and marketing. But now the shift is happening again Linda said.

Her clients listen to her direction as she uses what they have in place to build a more responsive strategy for success. This

would include the use of all mobile devices. More people almost exclusively use their cell phones as their stand-alone communications device, more so than iPod, or even desktop. She will continue to work at optimizing SEO and using Google My Business because Google is THE search engine most used to drive traffic to your website. SEO is not dead, but it is definitely changing. Hard to believe but Facebook is now the network for targeting older adults, and Instagram is where the millennials and younger clients are at. Social media is meant to be just that – social! Be sure you are involved and when you choose to make comments always make a Comment and SHARE it with your network.

Geo-targeting is where a company is able to target a specific market group they want to sell to – by income, gender, salary, home price, and so much more to pinpoint their target. And she still uses email marketing because people continue to communicate with email. Lastly, she couldn't be more spot on – today, if you do not have a website that is totally responsive, you are not going to be found in the top pages of anyone's search. And also be sure you won your URL address. Linda works in the most economical way, using what they have in place to get them the maximum bang for their buck. She tries to enhance what they already have in place, making what they use so much more effective. Everyone has a web presence, so be sure to go in and enhance it!

Linda pointed out how many members were involved in their recent move downsizing to a smaller home, and others that help with her business, and helping keep her mind, body, and soul at its best. So if you think you could use a different set of eyes to examine how the world knows about your business, maybe Linda would



Weekly

Newsletter

"There is Strength in Our Numbers."

www.prospectorsclub.com

August 30, 2018

should meet with you and start a conversation. Thanks Linda for all you do to make us look so good!



**WE ARE AT DEER CREEK CC -
7300 W. 133RD ST., OPKS.
MEET UP AT 7 AM; BREAKFAST
AT 7:25; SPEAKER AT 8 AM.**

SPEAKERS SCHEDULE

See Page 2

**ALL THANK YOU'S
See Pages 6-8**



UPCOMING SPEAKERS 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 Sean Felton, our Membership Chairman a call at 816-258-3774 or email at DrSean.Felton@gmail.com before you visit our group so we can make sure there are no category conflicts with our current members.

Aug. 30th – Rod Foster of BancCard Credit Card Services at Deer Creek CC.

Sept. 6 – Alan Heriford of Johnson County Auto AT HIS LOCATION

Sept. 13 – Rick Wolverton of Advance Interiors at Deer Creek CC.

Sept. 20 – Dave Flessner of The Mustard Seed at Deer Creek CC.

Sept. 27 – Cliff O'Bryan of Reconciliation Services invites you to breakfast AT RECONCILIATION SERVICES, 3101 Troost, KCMO

Cont'd from Page 1.....

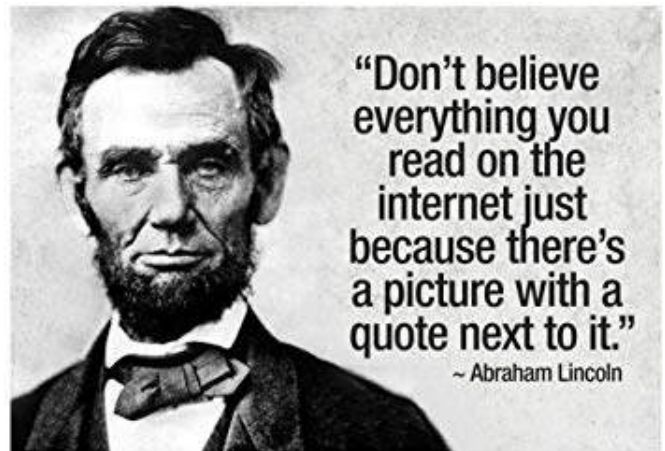
None today...

Trivia Question:-

What's the main vegetable ingredient in vichyssoise ?



QUOTES OF THE WEEK



The name of the mythical utopia of James Hilton's *Lost Horizon* was called Shangri-La.

PROSPECTORS EVENTS SOCIAL CALENDAR 2018 – SAVE THE DATES

<p>Tuesday September 4th – Prospectors Board Meeting at Coach’s Bar & Grill – 5:30 pm – Fireplace Room. If you can’t make it, please let someone know.</p>	<p>September 6 – Breakfast at Johnson County Automotive with Alan Heriford hosting. The weather should begin to head into fall temps, and the atmosphere is always quiet, serene, and the ambience is amazing! Come join us for a grease-free meal experience.</p>
<p>September 27th – Breakfast at Reconciliation Services, 3101 Troost Ave., KCMO. Cliff O’Byran is welcoming us to come experience the organization that is so near and dear to his heart, and learn a bit more about what they do and who they benefit. A great chance to see Kansas City in another perspective. Don’t miss this amazing morning!!</p>	<p>Thursday, Oct. 11th – NO MEETING THIS THURSDAY</p> <p>Friday, October 12th –Cool weather can mean only one thing - It’s our Prospectors Annual Best Ball Golf Tournament held again this year at Deer Creek Golf Club. Save the date to be your date for golf! Tee off is about 11:30 am and an After Hours starts at 5pm at Coach’s South, 135th and Grandview.</p>
<p>Saturday, December 8th – Better mark your calendars !! It’s our Annual Prospectors Club Christmas Party! Same location as last year – Brass on Baltimore, 1228 Baltimore Ave., KCMO</p> <p>6pm – 9:30pm – Open Bar; 9:30pm to 11pm – Cash Bar; Dinner at 7:30pm; 9:15pm – Program. A great venue to come celebrate the Holidays with your Prospectors Family, so please plan on attending this joyous event. More details to follow.</p>	<p>December 20th – Special Breakfast at Deer Creek – our Annual White Elephant Gift Exchange. You will need to bring a gift to get a gift. Three exchanges and it’s yours! And we will have a special breakfast menu planned so don’t miss our last meeting of 2018 !!!</p>

BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDAY

Home Care Project Assistant Needed

Doug Airey of Doug Airey Home Care is looking for an assistant to help with numerous home repair and remodeling projects. Some experience in this field a plus. Would fit someone who is retired and is looking to keep themselves busy. If interested or you are wanting an interview, give Doug a call at 816-853-0359.

Position Available - Hangers Cleaners / Kathleen Cussen

We are looking to add a team member at our Martin City location. This is a customer service position, so a friendly upbeat attitude is a must (you don't have to wear the mascot costume, unless you want to). Monday thru Friday, 2 pm (could do 3 pm) - 6 pm and Saturdays 8 am - 12 pm. Please apply in person at 13852 Wyandotte Street or online at www.hangerskc.com.

If you have any causes you are supporting this spring, please pass them along to the newsletter editor.



***Mike Darby 2nd Annual Memorial Golf Tournament
September 30, 2018 - Sunday at Deer Creek Golf Club.***

Looking for volunteers and/or Auction/Raffle Items that can be used at the tournament. Let Keith know if you can help. Will need Auction/Raffle items by Mid-September. Bring to Keith at Breakfast or call me to arrange pickup.

SOON - Link for Donations.

Prospector's Breakfast Club

Attendance and Thank You's

Meeting Date:-

Aug 23, 2018

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

- Adams, Linda _____
- Airey, Douglas _____
- Alexander, Jay Neil Spencer, Mike Brosseit, Alan Heriford, Matt Phoe,
Ed Hutchison, Bryan Pepp
- Ashurst, Chase & Amy _____
- Beckner, Pat _____
- Bell, Jim Anke S, Chris P, Margot, Matt Phoe, Rich S
Ked F
- Belzer, Dan Janice, Kathleen, Rod, Chris Pickering, Kevin Skarner,
Kevin York, Ann Wilkerson, Don Volk, Matt Paperi
- Boehring, Kevin _____
- Bovard, Zach _____
- Brosseit, Mike _____
- Brown, Erin _____
- Cocherl, Stephanie Rich Sina, Bryan Pepp, Janice T, Amber Sewell, Phil G,
Alan G, Kathleen Curran, Patryc Stevens, Chris P, Rod Foster Pick W.
- Cunningham, Rick _____
- Cussen, Kathleen Phil, Rich, Rod, Keith, Joe, Erin Sheri, Sean, Brad, Alan G
Tyler, Bryan, Danny
- Dayal, Vivek Chris O.B, David Richs, Matt P, Chris P, Phil G,
Dr Twiss, Kevin B, Sheri M
- Douglas, Kyle _____
- Eckinger, Bill _____
- Eidson, Ken _____
- Emerson, Bill _____
- Felton, Dr. Sean _____

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

- Flessner, Dave Neil Sparker, Chris A, Rod F, Uwek, Rich, Kara J, Fiedl
- Foster, Rod Pickering, Tyler & Erin Webb, Keith S, Tim B, Rick W, Stephanie C, Rich S, Coaches
- Full, Kevin _____
- Giordano, Nick _____
- Giordano, Phil _____
- Goodheart, Alan CUSSEN, SIRNA, STEINIGER, MORTKO, WILKINSON, STONE, FOSTER, PICKERING
- Goodheart, Bruce _____
- Hardin, Das Chris P, Kyle D, Moil S, Alan H, Rod F, Jennifer S, Brian S
- Hawkins, Darryl NEIL SPENCER, KEVIN YORK, KEITH STEWART
- Heriford, Alan _____
- Holk, Dan Ken Sparker, Susan Mortko
- Holland, Ed _____
- Hutchison, Ed Kyle, Alan G, Rick C + W, Rich Jarrett
- Kopplin, Mike _____
- Mortko, Sheri Chick, Fosters, Bryan, Dan H, Kathleen, Keith, Erin, Ruby, Phil, Rick, Rich, Jen, Alan G, Alan H, Janine, Linda, Dr. Brad
- O'Bryan, Cliff _____
- Oettmeier, Dr. Bert _____
- Oppold, Greg Rich Sirna & Rick Wolveston
- Paperi, Matt JAY, KEVIN, MOLL, CHICK, MARGOT, ROD, DAVE, LINDA, JANE, MARY, DAN, CHRIS, KARA SCAM, PATT, RICK & BRYAN, VIVIC
- Phar, Matt _____
- Pickering, Chris HARDIN; WILKINSON; TERSTRIP; FOSTER; MORTKO; DOUGLAS; PHAR; PAPERI; FELL; TWIGG; BECKNER; SIRNA
- Pickering, Margot _____

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

Rapp, Bryan Linda, Stephanie, Kyle, Leigh, Zach, Matt, Poor, Ken, Chris, Margo
Dave, Keith, Sam, Sheri, Bronnie, Matt, Paperi, Rod, Chad, Rick

Runyan, Joe _____
 Sewell, Amber _____

Shelton, Jennifer Wilkinson, Das, Felton, Steiniger, Sirna,
Wagner

Simpson, Brownie _____

Sirna, Richard OPOLD, Timothy, Tyler, Jack, Steven, Victoria, Mandy, Cassen, Holly
Lawrence, Tom, Cona, Corral, The Foxes, De, Pillars, Celia, Ted, Corral, Brad

Spencer, Neil Doug, Airey, Jay, Alexander, Coach's, Dave, Flessner,
Das, Hardin, Darryl, Adkins, Chris, Pickering, Rich, Sirna, Kevin, York,

Steiniger, Keith Rick, Rich, Kashlear, Phil, Jen, Dan H, Erin, Robyn, Sheri, Papi,
Bryan, Alan H, Sam, Tyler, Amber, Rod, Stephanie, Brad, Chris

Stevens, Robyn Keaton, Chris D, Sner, Ann W, Darryl B,
Carolyn, Rod, Foster

Stone, Janet York, Rod, Brad, Lebering, Foster

Swim, Scott _____

Terstriep, Janine Steph, Rick, Sheri, Rich, Kevin, Bronnie, Tyler,
Alan H, Alan G, Chris, Linda, Eric, Jen, Danny, Ann

Trondson, Chad Mike K, Amber

Twigg, Brad Erin + John, Sheri, Chris, Pat, Vivek, Jand, Leigh, Rich, Keith,
Rick, Amber

Wagner, Leigh _____

Webb, Tyler _____

Wilkinson, Ann Tyler, Chris, Sam, Rod, Juan, B, Danny, Rod,
Robin, Rick, Darryl

Wolverson, Rick CHRIS, ROD, SHERI, BRAD, ALAN G, GREG, JANINE, PHIL,
RICK, KATHLEEN, JIM, ANN, AMBER, KEITH, STEPHANIE, ROBYN

York, Kevin JAMES, Rich S, Darryl, Rod F, Chris P, Neil S, Dan B, Kevin B,
Matt Poor, Matt Paperi, Janet, Kyle D, Ann W,

GUESTS

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