

# BUSINESS JOURNAL

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Spring 2017

## Mosaic Moves in Downtown

St. Joseph Talks Community College Options  
More Than 200 Jobs, \$10 Million in Payroll  
Add to St. Joseph Economy So Far in 2017



## Top 10 Employers

Mosaic Life Care	Health Services	3,471
Triumph Foods, LLC	Meat Products	2,767
School District of St. Joseph	Education	2,047
139th Airlift Wing	Government	1,494
Boehringer Ingelheim Vetmedica, Inc.	Animal Pharmaceuticals	1,100
Missouri Western State University	Education	820
American Family Insurance	Insurance	778
City of St. Joseph	Government	751
Wal-Mart	Department Store	740
Johnson Controls	Manufacturing	675



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## Demographics

Population	76,780
Housing units	32,495
Average family size	3

## Unemployment (April)

St. Joseph	3.6 percent
Missouri	3.9 percent
United States	4.4 percent

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## Kudos and Constructive Criticism Offered at Legislative Event

Some members of the St. Joseph area legislative delegation met with Chamber members to discuss the highs and lows of this year's session at a Public Affairs Coffee on May 30. Sen. Dr. Rob Schaaf (R), Sen. Dan Hegeman (R), Rep. Delus Johnson (R), and Rep. Pat Conway (D) each gave their opinions on the session and then fielded questions and comments from the crowd.

"People say we didn't get a lot done, but we really did, especially if you're business minded," said Hegeman.

He gave Right to Work legislation as an example.

"We don't even know how many companies didn't even look at Missouri because we weren't a Right to Work state," he said. "Now we've joined the other states around us by becoming a Right to Work state. I think it'll help mid-size companies come to the state."

He explained that Right to Work legislation means that you don't have to join a union to be employed at a company that has a union.

Conway, who is in the minority party, had a different view of the legislation.

"We're taking away unions as we know it," he said.

He also had a different perspective of how the session turned out.

"Listening to my three colleagues... I'm pretty sure I was in Jefferson City with them," he said.

Johnson had just said that he thought that they had a very

productive session, even though the House only passed 75 bills, which is far less than normal. He cited the passing of legislature that establishes the framework for Uber and Lyft to operate in the state as an example.

"That was a two-year project that we had to change two different laws for," he said. "That bill is law now and will create 10,000 jobs."

He also said how the special session just ended with lawmakers agreeing to allow major electricity users to negotiate discounts for lower rates, which will send more jobs to southeast Missouri.

All legislators commented on the frustration to get bills to committee or to the floor. Dr. Schaaf said he had two bills on ethics reform that never even got a hearing, while Conway said the same thing about two election reform bills.

Comments from the audience ranged from thanks for support of certain issues to the urging to make other items a priority. Bruce Woody, city manager, urged state legislators to help keep local decisions to be made locally. He compared it to how states dislike when the federal government mandates too many restrictions on states and urged them to consider that when making decisions that affect municipalities ability to govern themselves.

Becky Boerkircher said that every year historic tax credits are on the chopping block in the budget, but reminded legislators how important they have been to the redevelopment of St. Joseph's downtown.



**R. Patt Lilly addresses the crowd at the May 30 Public Affairs Coffee, at which Sens. Rob Schaaf and Dan Hegeman and Reps. Pat Conway and Delus Johnson spoke about the recently-finished legislative session.**

"We're really coming into our own and many of the projects would not be possible without the historic tax credits," she said.

Police Chief Chris Connally said that he thought it was difficult to talk about the success of the session when major priorities aren't being addressed. He gave examples of transportation and a prescription drug monitoring program. Johnson said that transportation is likely to be a priority in the next session because of a possible upcoming loss of federal funding, but said that a bill being passed for a prescription drug monitoring program was unlikely. Some local communities, like those in

the St. Louis area, are having success on their own.

Chamber President and CEO R. Patt Lilly brought up that three of the four men on stage were soon going to be reaching their term limits and asked how they thought that would affect St. Joseph's representation in Jefferson City. All agreed that term limits had good and bad aspects.

"By the time you really learn how to get things done, it's time to go," Dr. Schaaf said.

Johnson said that he wishes the term limits were longer so legislators could get more accomplished.

## BusinessBriefs

### Library Awarded Grant

The St. Joseph Public Library was recently awarded \$11,550 in grant funding to support the 2017 summer reading program by the Offices of John R. Ashcroft, Secretary of State.

With this funding, the library has been able to purchase new materials for activities and will provide weekly entertainment programs throughout the 2017 "Build a Better World" summer reading program. The summer reading program runs May

30, 2017 to July 30, 2017 and will include a reading initiative, eight weekly performers, weekly story times and other fun library programming events.

The St. Joseph Public Library offers a summer reading program

for all ages, from babies to adults. Much of the grant funding will be dedicated to support science, technology, engineering, and math (STEM) programming in the library this summer.

More details are at [sjpl.lib.mo.us](http://sjpl.lib.mo.us).



# LifeLine Foods Unveils State of the Art Investment in St. Joseph Facility

LifeLine Foods, LLC. announces the installation of a state of the art \$1.8 million Premier Tech Chronos packaging line.

This investment reinforces the long-term commitment LifeLine Foods has to its headquarters in St. Joseph, along with efficiently providing customers consistent products.

"As customer expectations evolve, so must our business," said LifeLine Foods Interim Chief Executive Officer Mike Sobetski. "We take pride in being able to make this investment. Furthermore, we're excited about what it can do to grow our business and the long-term economic impact in St. Joseph."

The Premier Tech Chronos packaging line provides increased efficiency, consistent bag weights, greater stability of pallets for both transport and storage, as well as, increased product integrity and traceability.

"This investment contributes to our ongoing effort to ensure LifeLine Foods operates with high quality standards consistent with current regulatory requirements," said Casey Housman, Operations Manager. "Our customers require the quality control provided by a Premier Tech Chronos packaging line. Exceeding customer expectations has separated us from our competition and will continue to be a differentiator for quite some time."

LifeLine Foods has operated in the St. Joseph community since 2001. It is owned by more than 600 progressive farmer/owners spanning Missouri, Kansas, Iowa and Nebraska and also by ICM, Inc., a leading ethanol engineering firm. This level of vertical integration has combined the talents of the farmer/owners and the ethanol engineering firm with a processing facility capable of producing high quality food ingredients.



**LifeLine Foods recently held a ribbon-cutting ceremony for its \$1.8 million Premier Tech Chronos packaging line.**

"Our progressive owners are committed to investing in and maintaining a state of the art facility that allows us to provide unmatched customer services

and product offerings," added Mr. Sobetski.

For more information about LifeLine Foods, LLC please go to [www.LifeLine-Foods.com](http://www.LifeLine-Foods.com).



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# Filling the Gap:

## Businesses & Educators Talk About A Community College

by Clinton Thomas, St. Joseph News-Press

An idea that created new higher education opportunities in south-east Missouri could soon come to St. Joseph.

Up until five years ago, the educational landscapes in St. Joseph and Cape Girardeau, Mo., were very similar. Both river cities have a large public school system, a strong technical school, and a regional university.

Cape Girardeau took a step forward in 2012 when it filled the biggest gap in its educational offerings — two-year community college programming — through a collaboration in which Cape Girardeau Public Schools joined with Southeast Missouri State University, Mineral Area College and Three Rivers College.

The Cape Girardeau Career & Technology Center — similar to St.

Joseph's Hillyard Technical Center — would host classes from all three participating schools at a facility called Cape College Center.

So instead of creating a new community college that would have competed with existing schools, the center now serves as a one-stop shop where all three institutions of higher learning serve the same group of students.

The St. Joseph Chamber of Commerce invited Rich Payne, director of the Cape Girardeau Career & Technology Center, to St. Joseph last week to discuss the model his center used to better serve the community.

"If you do it collaboratively, you cut down on administrative and operations costs and all those kinds of things, but you can still provide the services that would be provided at a

community college," Payne said.

Payne estimated that Cape College Center serves 250 to 300 students per year, ranging from teenagers to people in their 60s who want to continue their education.

Dr. Robert Newhart superintendent of the St. Joseph School District, said chamber officials told him about the need for a community college when he first took the job two years ago.

He said the district did not have the time or resources to address the issue sooner, but he is now eager to learn more about the Cape Girardeau model and how it could potential be implemented at a facility like Hillyard Technical Center. Potential programs could range from diesel mechanic training, culinary certification, or a

range of other two-year programs not currently offered.

"It would help provide a trained workforce that our business community and our industrial community and tech community is really clamoring for right here in St. Joe," Newhart said.

Local officials are still in fact finding mode at this point and have not made any financial commitment to the idea.

They have meetings scheduled next week with the Missouri Department of Higher Education to learn how they might move forward with the idea.

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**Hillyard Technical Center is pictured here in a News-Press file photo. Members from the business, government and local secondary and higher education fields all recently met to discuss how more technical education and two-year degrees could be offered in St. Joseph.**

## 2-Year Education Could Help Employers & Poverty Rate

St. Joseph has a problem. At least 250 high school graduates a year leave high school without a plan to further their education. They take low-paying, low skill jobs and often remain in them for a long period of time.

"We need to bridge the gap between the high school diploma and a two-year degree," said Bruce Woody, St. Joseph City Manager at a meeting between business leaders and Rich Payne, director of the Cape Girardeau Career & Technology Center.

On June 1, Payne spent the day talking with business leaders and educators from the St. Joseph School District and higher education institutions about his experience in developing Cape College Center, a place where

various institutions work together to educate the workforce.

Representatives from Gray Manufacturing Co. Inc., Hillyard Companies, Herzog Contracting Corp., Mosaic Life Care and others told Payne about the types of programming needed to fill jobs at their companies including advanced manufacturing, maintenance, medical coding, welding, machining and more. They discussed the need for Hillyard Technical Center, Missouri Western State University, Metropolitan Community College and the St. Joseph School District to work together to meet the needs of the students and employers.

"You as business people have to be the driver," Payne said. "Educators



listen to the business community if they're smart."

The focus needs to move away from educational institution territory and toward the good of the student and the economy. This can be done by developing programming and encouraging high school graduates to get certifications and education in a two-year environment.

"Instead of arguing about the slice of the pie, let's increase the size of the pie," Woody said.

If more residents are getting a technical education and making more money than low-skill, low pay jobs offer, that will affect the poverty rate, R. Patt Lilly, President and CEO of the St. Joseph Chamber of Commerce said.

"What they did in Cape Girardeau, we can do here," Lilly said. "This is a model that can work in St. Joseph."

Al Landes, President and COO of Herzog Contracting Corp., said that someone along the way demonized careers in skilled manufacturing. High school students often don't even consider it as a career choice, even though these jobs often pay much

more starting out than what four-year college graduates can make after graduation.

"Establishing a program like this is a win-win," Landes said. "There are no losers in this."

Payne said that a main message that parents need to know is that technical education and two-year degrees are a quicker return on investment.

"All you want for your children is a better life," Payne said. Workforce development has been a Chamber priority for the last few years, after Lilly returned to the Chamber of Commerce from a job in the private sector, but it's been an issue that has been needing addressed for a while.

"This has been an issue for some time that has been shoved to the side," said Stet Schanze, President of Gray Manufacturing Co. Inc. "This hasn't just come up because of the tight labor market in the last four or five years. But it has become very critical now because it's affecting the health and vitality of our businesses."



**The new Cape College Center is a partnership between Southeast Missouri State University, Three Rivers College and Mineral Area College. It is an open enrollment higher education center and provides community college-type services to the citizens of Cape Girardeau County and the Cape Career and Technology Center service region. A similar partnership is being considered in St. Joseph. Photo from news.semo.edu.**

# BusinessBriefs

## CVB to Offer Business-Related Eclipse Sessions

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## AgriLabs Vaccine Reduces Bacteria in Trial

A new vaccine based on Siderophore Receptor and Porin (SRP®) technology is showing considerable promise in reducing Klebsiella mastitis in dairy cows, based on data from an Iowa State University trial shared at the recent Academy of Veterinary Consultants spring conference in Dallas.

Dr. Patrick Gorden, clinical professor of Vet Diagnostic and Production Animal Medicine at Iowa State, said the Klebsiella pneumoniae bacterial extract vaccine (Kleb-

SRP) reduced the prevalence of Klebsiella mastitis by 71 percent in the vaccinated half of the herd. The Iowa State dairy herd was chosen for the trial due to an ongoing Klebsiella mastitis problem, which had persisted despite using multiple doses of E. coli core antigen vaccine annually.

In addition to prevalence reduction, the Kleb-SRP vaccine also reduced mastitis incidence, which accounts for recurring infections in a single dairy cow, by 76 percent. Milk production also increased in Kleb-SRP vaccinated cows by two pounds per cow per day, and somatic cell count was reduced by 42 percent, compared to the half of the herd not receiving Kleb-SRP vaccine.

"Production losses from Klebsiella mastitis, as well as deaths or culling that result from severe mastitis infections, are a significant challenge for the dairy industry," Gorden said. "A different approach to controlling Klebsiella mastitis is sorely needed."

The Kleb-SRP vaccine is currently offered as an autogenous product by AgriLabs® in partnership with EpiTox. AgriLabs is working to license the vaccine with USDA, and the Iowa State study is part of the efficacy trial work associated with the licensing process.

Sean O'Hare, executive vice president of AgriLabs, said the Iowa State results align with field results with the autogenous product. "Klebsiella mastitis is a frustrating production challenge for dairy producers, and we're seeing considerable potential for the Kleb-SRP vaccine to reduce production losses, deaths and culls."

The Klebsiella vaccine technology is fundamentally different from other options because it utilizes SRP technology. Disease-causing bacteria such as Klebsiella require iron for growth and survival.



# MemberProfile

**SJC Marketing**  
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**Marketing**

SJC Marketing was founded as Susan J. Campbell Copywriting Solutions in 2005. Founder Susan Campbell led the development of the brand by supporting organizations, marketing teams and national companies in the creation of their marketing content. Through this work, the demand for services evolved beyond marketing content to include full traditional and digital marketing services. Through this evolution, the company expanded from a single professional to a team of 15, with an additional five team members that support SJC Marketing efforts through contract work. Today: SJC is a marketing,

communication and content creation company. It offers professional communication solutions for businesses and organizations. With its team of writers, marketing professionals, design and development gurus and social media experts, it offers targeted content and highly-focused marketing plans. It delivers exceptional strategies and unique content, backed by proven research and creativity. Clients range from chambers of commerce, locally-owned businesses, innovative startups and international companies. Environment: SJC Marketing is focused on excellent design, content, strategies and campaigns for its

clients. In doing so, it manages a unique environment of innovation, flexibility and a family-first philosophy. This healthy approach to work-life balance enables the creation of a strong team with extremely low turn-over, solid collaboration and powerful campaigns. Staff: The SJC Marketing Staff ranges in experience and expertise, creating a dynamic team for the creation of successful campaigns and long-

term client relationships. Team SJC is passionate for collaboration with clients and community partnerships. This company was founded on the belief that content is key to any success that an organization can have. Because it all starts with content - from words on a letterhead to keywords in your blogs to your online web content. So yes, they do full-service marketing, but they also write ... so you can shine.



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# More Than 200 Jobs, \$10 Million in Payroll Added to St. Joseph So Far in 2017

## Expansion Projects Lead the Way in Job Creation

The first five months of 2017 have been very productive for local economic development. The St. Joseph Chamber of Commerce has been able to assist four local companies grow in St. Joseph, adding more than 200 jobs, \$10 million in new payroll and \$85 million of capital investment into the local economy.

"It has been a very busy spring," said R. Patt Lilly, President and CEO of the St. Joseph Chamber of Commerce. "We've been able to announce four expansion projects, we're working on several others and anticipate another announcement this month."

Lilly said the reason for the expansions is due to an uptick in the economy and is a signal of the local companies' abilities to continue to grow in their respective markets.

"Many of our local businesses continue to benefit from the expanding local and global market growth," Lilly said. "The result is in the addition of employees and investment in local facilities."

The four announced projects include:

**Altec Industries, Inc.** – Altec is investing a significant amount of capital in personal property improvements, manufacturing and nonmanufacturing machinery and equipment, as well as real property improvements. The investment will increase the efficiencies and improve quality through advanced manufacturing processes at the main campus and at leased facilities in St. Joseph. The project is expected to create a minimum of 105 new jobs over a three-year period. To encourage the investment in St. Joseph, various local incentives were offered including real property tax abatement under the Enhanced Enterprise Zone program and personal property tax abatement under the State of Missouri Chapter 100 program. The State of Missouri also provided incentives under the Missouri Works program.

**Johnson Controls** – Johnson Controls will do a significant expansion of

almost \$36 million to expand production of a new product line that was currently in proto-type production, due to the growing demand for Absorbent Glass Mat (AGM) batteries. The expansion is a result of increased popularity of start-stop vehicles and increasing power needs. The project will create an estimated 51 new, full-time manufacturing jobs with an annual average wage of \$48,000, plus benefits. The City will assist the expansion with the use of Chapter 100 for personal property tax abatement and enhanced enterprise zone tax abatement on the real estate improvement.

**St. Joseph Petroleum** – St. Joseph Petroleum expanded its distribution of oil lubricants for the food industry with the construction of additional square footage and the creation of three new jobs. Total capital investment was \$110,000. The average annual wage of the three new jobs was \$43,333. The project qualified for the Missouri Works program and the local



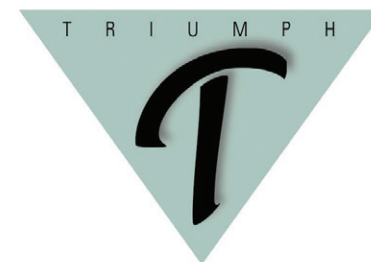
**ST. JOSEPH**  
Economic Development Partnership

Enhanced Enterprise Zone program on the real property improvements.

**Triumph Foods** – Triumph Foods is expanding its ham boning line through a capital investment of \$1.5 million with new machinery and equipment. The capital investment will lead to the creation of 72 jobs with an average annual wage of \$35,000. The project was eligible for the Missouri Works program.

These projects all were made possible with assistance of the City of St. Joseph and Buchanan County.

"Without the public/private partnership between our local governments and the business community, we would not be able have this kind of success in St. Joseph," Lilly said.



## BusinessBriefs

### Trails West! Offers "Total Eclipse of the Arts"

The Trails West! ® Festival committee proudly announces its 2017 entertainment lineup, which includes funk rock, country, and blues-pop. Bringing together chart-topping musicians and exciting newcomers

to the main stage, Trails West!® 2017 promises to deliver an incredible weekend of music, entertainment and visual arts on August 18-21 in Civic Center Park in St. Joseph, Mo.

Funk rock fan favorite, Here Come the Mummies, takes the stage Friday night; country music stars Clare Dunn and Trace Adkins entertain crowds Saturday; and festival attendees will

reminisce on classic hits with Grand Funk Railroad Sunday evening.

"We are thrilled to announce such a fantastic lineup for the 2017 festival," says Shana Meyer, Trails West!® Festival co-chair. "Trails West!® offers a great weekend full of exceptional entertainment. We are proud to continue with the tradition of bringing well-known as well as fresh and new

artists to St. Joseph."

Admission to the festival is by souvenir button or 2017 Trails West! ® T-shirt. All festival guests over the age of 10 will need a button for admission. Trails West! ® T-shirts must be purchased in advance and can be worn to the festival as an alternative option to purchasing an admission button. Buttons will go on sale July 1.



# DowntownDigest

Information and photos provided by the St. Joseph Downtown Partnership

## Mosaic Life Care Business Plaza Employees Move Downtown

More than 250 employees from Mosaic Life Care's business plaza formerly located on the Belt Highway close to HyVee have moved downtown into the newly renovated German-American bank building.

The building was designed by the architect, Harvey Ellis, an employee of E.J. Eckel Architectural Company in 1889. The building was originally constructed as the German-American Bank, with the eagle shields of Germany and America on either side of the entrance.

Mosaic Life Care has completely renovated the building, keeping the historic charm but adding state of the art technology for its employees.

A new restaurant, Longboards, will be opening soon on the Seventh Street side of the building.

A welcoming party for the new downtown employees hosted by several of the downtown businesses will be held in conjunction with the first "Sounds of Summer" concert featuring Soca Jukebox on July 7.

To accommodate employee parking, Mosaic Life Care has completely rebuilt the parking lots on the southeast corner of Seventh and Edmond streets and the northwest corner of Seventh and Edmond Streets. The lot at the southeast corner of Seventh and Edmond streets will be for employee parking only during the day, but the public will be allowed to park here after hours and on the weekends.

## DaVita Clinic to Open in Former YWCA Aquatic Center

The former YWCA Aquatic Center at 802 Jules St. will re-open as a DaVita dialysis clinic. DaVita dialysis clinics provide a variety of kidney-care services, including dialysis at more than 2,300 outpatient centers



**Mosaic Life Care's new signage atop the German American Building stands out in the downtown skyline.**

across the country.

The YWCA built the approximately 10,000 square foot building in 1998 for an aquatics center. The center closed in 2012 due to a lack of revenue. The pool was removed in 2014. The building will undergo a more than \$2 million in renovations before opening.

## Wild Layne Boutique Opens

Downtown's newest boutique, Wild Layne recently opened at 118 N. Seventh St. in the historic Kirkpatrick Building. The store features affordable clothing to fit all women, as well as jewelry, shoes and bags.

## New Parking Garage/Retail Space Takes Shape

The City of St. Joseph and Mosaic Life Care have partnered to build a brand new retail complex/parking structure at Ninth and Felix streets. The new structure will have 300 parking spaces. Half of the spaces will be for Mosaic Life Care employees and the rest will be for public parking.

Plans are for three retail units

in the ground floor of the structure.

The city and Mosaic Life Care are looking for a grocery store to occupy the largest space in the retail portion of the building and the other two spaces will be available for rent as well. Completion of the project is scheduled for January 2018.

## Sculpture Walk Sees New Additions Downtown

A new group of sculptures have been installed downtown. The sculpture walk began three years ago and has grown into a popular downtown activity.



**The new parking garage to service Mosaic Life Care employees as well as the public, will also offer retail space.**





### River Queen

A visual arts committee, created by the Allied Arts Council, originated the project to enhance the culture of the downtown area. Project expenses are covered by in-kind services and private funds generated through sponsorships and marketing investments. The committee selects a sculpture to purchase every year and add to our permanent collection.

This year the committee chose



### White Buffalo Calf Woman

River Queen by artist Jim Collins as the piece to purchase. Another sculpture, White Buffalo Calf Woman by artists Lee Leuning and Sherri Treeby, was purchased by an anonymous donor and donated to downtown. We encourage you to pick up the new sculpture walk brochure and take a stroll around downtown to see the new pieces and vote for your favorite.

## Upcoming Events Downtown

Downtown is the fun place to be. Check out these events coming downtown this summer:

June 16 & 17 -- St. Joe Pride Festival  
 June 18 -- Imagine 11 concert—Funk Syndicate  
 June 23 & 24 -- Celtic Street Faire -- Chance the Arm Friday night; Rattle & Hum Saturday night  
 June 25 -- Imagine 11 concert – The Center State  
 July 2 -- Imagine 11 concert -- Liverpool  
 July 7 -- Sounds of Summer concert -- Soca Jukebox  
 July 9 -- Imagine 11 concert -- Star Jazz  
 July 14 -- Sounds of Summer concert -- Under the Influence  
 July 16 -- Imagine 11 concert -- Maria the Mexican  
 July 21 -- Sounds of Summer concert -- The Motors

July 23 -- Imagine 11 concert -- Ann and Terry Brock  
 July 28 -- Sounds of Summer concert -- Friends  
 July 30 -- Imagine 11 concert -- Multiphonics  
 Aug. 4 -- Sounds of Summer concert -- Cherry Bomb  
 Aug. 5 -- Jeep'n Jamm'n for Brett  
 Aug. 6 -- Imagine 11 concert -- Atlantic Express  
 Aug. 11 -- Sounds of Summer concert -- Bob Walkenhorst & Jeff Porter (Rainmakers)  
 Aug. 13 -- Imagine 11 concert -- Soca Jukebox  
 Aug. 21 -- Solar Eclipse Party  
 September 1, 2 & 3 -- Joestock Festival  
 September 8 & 9 -- Coleman Hawkins Blues Festival  
 September 15 -- Rock the Park  
 September 22 & 23 -- Bluegrass Battles Hunger

# BusinessBriefs

## Eagle Honored with Excellence Award

Eagle Communications, Inc. has been selected by the ESOP Association as the winner of the 2017 Printed Materials Annual Award for Communications Excellence. The AACE Awards are sponsored each year by the Association to recognize the outstanding communications and educational programs of its members. The awards are presented each May at the ESOP Association's Annual Conference in Washington to companies that have excelled in communicating the ESOP (employee stock ownership plan) and its meaning to the company's employees.

This is the third time in the past four years Eagle has been recognized

by the national ESOP Association in the Printed Materials category. This award recognizes excellence in the use of original, printed informational materials to explain or promote the company's ESOP to employee-owners, customers, or community.

Eagle was also recognized for its Intranet. This award recognizes company Intranets that excel at educating the employee-owners about the company ESOP, and excel at spurring employee-owners to engage in the company's ownership culture.

"We are excited to have been selected as a 2017 AACE Award winner by The ESOP Association," Eagle President and CEO, Gary Shorman said. "We are proud to be an ESOP company and strongly believe in the power of employee-ownership and work hard to share that belief with all our employee-owners and our customers."



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# SmallBusinessMatters

## Employee Retention for Small Business

It's no secret that smaller businesses face unique challenges concerning employee retention. Some of those challenges include

- (1) the inability to pay as much as larger businesses,
- (2) unclear expectations due to processes not being defined,
- (3) ambiguous career paths or professional development opportunities,
- (4) a lack of brand recognition,
- (5) and an absence of employee feedback due to limited personnel or human resource expertise, just to name a few.

Those challenges can lead to higher turnover, which is costly for any business. High turnover is expensive because it means more time screening, interviewing, verifying and training new employees.

Additionally, turnover can generate a loss of expertise as well as a loss in productivity and customer service. All of the aforementioned are bad for any business.

There are several strategies that

can be implemented to combat the challenges that small businesses face with retaining employees.

The first strategy is to remember that small businesses have the opportunity to create a family atmosphere and this is attractive to many employees. Offering staff lunches or a summer picnic, for example, is a way to foster that family feeling.

Another strategy is to truly take an interest in the needs and well-being of your employees. Companies that do so have a higher retention rate. The employees' needs (a.k.a. motivation) could include recognition, security, flexibility in working hours, or even the values of the company. The more an employee identifies with the values of a company, the more willing they are to stay with that company long-term.

A third strategy to retain good employees is to have open, honest communication. Without this, there can be confusion, conflict, and low employee morale. Open communication, on the other hand,

helps eliminate negativity and shifts people's attitudes to one of cooperation and mutual respect.

Open communication can be achieved by having regular staff meetings where everyone has the opportunity to ask questions, express concerns, and understand where the company stands regarding its mission, vision, goals, and finances. This leads to trust and understanding.

Finally, remember to offer some kind of career path or professional development opportunities for those who desire it. This eliminates the need to go elsewhere to feel growth and challenge. Professional development could include trainings, manager coaching/mentoring, or tuition reimbursement for college courses that are pertinent to the employee's job or future job with the

company.

Succession planning can also be used to show that there is a possibility to own the company or a portion of the company in the future. If this is aligned with the objectives of the employee, it will help to retain them long-term.

Acquiring and retaining responsible, reliable, dedicated employees is difficult for all businesses, but it's not impossible. Start with your company's values, find people that identify with those values and fit with the culture of the company, then really listen to what they need so you can retain them. It's not a magic formula, but when all of the ingredients are properly blended, you end up with wonderful employees and a prosperous company.

***The Small Business & Technology Development Center (SBTDC) is located inside the St. Joseph Chamber of Commerce. You do not need to be a member of the Chamber to receive services. The SBTDC can complete a walk-through of your business to determine if there are any wastes that are causing your operation to run inefficiently and what can be done to correct those situations. All services performed by the SBTDC are pre-paid by the Small Business Administration, so there is never a charge to the business.***



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# MWSU Bachelor of General Science Degree Helps More Finish College

Dr. Gordon Mapley understands that sometimes, life gets in the way of a college degree. As executive director of the Western Institute, he knew there were many people in St. Joseph who had a lot of credit hours without completing a degree, and he wanted to figure out a way to help them finish their college education, earn a bachelor's degree and possibly advance their careers.

With those goals in mind, a new degree program was created for students with 75 credit hours or more – the Bachelor of General Studies – and Missouri Western began offering it in the fall of 2013. To date, 110 students have graduated with the BGS degree.

Dr. Mapley explained that the BGS degree, which he calls a “completion degree,” requires the same amount of hours as any other bachelor's degree from the University and it has the same requirements for general studies courses and upper level courses. The difference, he said, is that instead of choosing one major, the student chooses two minors (concentrations).

In most cases, many of the hours they have already earned count toward at least one of the minors, which reduces the hours they need to graduate. Dr. Mapley said the minors can even be customized if students earned hours from a different university.

Eric Kramer, academic advisor in the Western Institute, said last year, graduates in the BGS program needed an average of 34 hours to complete a degree, and it took them an average of three semesters and one summer to do it. However, he said he has worked with some graduates whose credits already fit into the BGS degree, and they only

needed to apply for graduation.

Kramer said the degree can be for students who have been taking courses for several years, but changed majors a lot so they have credit hours in a variety of programs. Or, it could be students who earned a lot of hours in one field and decided that it wasn't the career field for them.

“Many started out as traditional students, and then life happened,” said Dr. Melody Smith, interim assistant dean of the Western Institute, who also works with the degree program.

That was the case for Bridget Blevins '16 who recently earned the degree.

Blevins, director of communications for the St. Joseph School District, had earned an associate degree from Highland Community College in Highland, Kansas right after she graduated from high school, and she transferred to Missouri Western to earn a communication degree. When she started working for KQTV full-time as a student, she continued taking classes, but realized her hectic work schedule made it too difficult.

“Being in media is demanding, and there was no such thing as normal work hours,” she said. “It became too difficult to get to class on time, or even to get to class.”

With her education on hold, Blevins stayed in the television business for 17 years, advancing to news director and anchor before she left KQTV last year.

When she returned to Missouri Western in 2015 to earn the BGS degree, she needed just 16 credit hours to graduate and had already earned the hours she needed for a communication minor. Blevins took all the classes she needed online to



**Bridget Blevins '16 at her desk in the communications office of the St. Joseph School District. Blevins recently earned a Bachelor of General Studies degree from Missouri Western. Since the degree program began in Fall 2013, 110 students have completed the degree.**

earn a psychology minor, and was ready to graduate within a year of returning.

“Part of me was embarrassed that it took me so long to get a degree,” she said. “I was able to find success and work my way up in my career, but getting that degree was about finishing what I started. I was really proud.”

Blevins also noted that she would not have been able to apply for her current position without the degree.

Many of the students working on the BGS degree are primarily or entirely taking online courses, and Missouri Western's online course offerings have continued to grow. Most of those returning to college to earn the BGS degree are working full-time, Dr. Mapley said, and earning all the credits they need in a physical classroom just isn't possible.

Since Missouri Western began the initiative to grow its online

programming, the number of titles in the inventory has grown from 30 in 2008 to 302 in 2016. There were 257 active online titles in fall 2016.

Blevins said she probably would not have been able to complete her degree without the online option.

For more information about the BGS degree, go to [missouriwestern.edu/completion](http://missouriwestern.edu/completion) or call the Western Institute at (816) 271-4100.

“We really are transforming lives through the power of education,” Dr. Mapley said.

**Thinking of joining the Chamber? Visit [saintjoseph.com](http://saintjoseph.com)**

# Craig School of Business Offers Supply Chain Management Option

One of Missouri Western State University's newest offerings in the Craig School of Business began last fall: a Bachelor of Science in Business Administration Supply Chain Management.

Supply chain management is the study of the movement of materials, information and finances as they flow from supplier to manufacturer to wholesaler to retailer to consumer, explained Dr. Michael Lane, dean of the Craig School of Business. He added that supply chain management is one of the highest paid areas for professional positions both in the United States and globally.

Dr. Lane said the program was developed in response to requests from local and regional employers.

The supply chain management

curriculum covers the functional areas of the process as well as purchasing, demand planning, logistics, inventory and quality management. Students will gain hands-on experience in regional businesses as part of the program requirements.

"Graduates of this program should be able to enter into many areas of supply chain management from purchasing to negotiating to productions, and logistics to sale and delivery of goods to final customers," Dr. Lane said.

Two more concentrations for the Bachelor of Science in Business Administration are currently in process. Additionally, the Craig School of Business will begin offering an MBA this fall, its second graduate program.

## Supply Chain Management



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# Parties on the Parkway Concerts Keep Music Moving Through St. Joseph

Thousands of residents come out each year to locations along St. Joseph's parkway system to soak up some sunshine, enjoy refreshments and listen to some great local and live music. The Parties on

the Parkway concert series gives St. Joseph residents a chance to network with friends and co-workers after the workdays ends, all while enjoying the sounds of local bands and the beautiful, natural scenery

of the Parkway system. Parties on the Parkway were held in May and June as well. It is presented by the St. Joseph Chamber of Commerce with the partnership of the City of St. Joseph. The presenting sponsor is

Nodaway Valley Bank.

Admission is FREE so there's no reason not to join the fun. Please note: some food and beverage vendors are cash only.

## July 13

### State Line Drive

### Pop & Country

S.W. Noyes & Messanie,  
Parkway A  
5 to 8 p.m.

## Aug. 10

### Heather Newman Band

### Soul Blues

Corby Pond  
5 to 8 p.m.

## Rockin' on the River --

4:30 to 8:30 p.m.

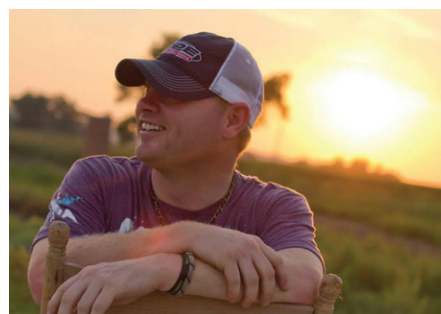
### Remington Nature Center

Casey Brett  
Country

## Saturday, Aug. 26

### Blue Oyster Culture Club

### 80s Cover Band



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