

A large group of diverse people, including men and women of various ages, are smiling and posing for a group photo. They are arranged in several rows, with some standing and some sitting or kneeling in the front. The background is a plain, light-colored wall.

Make Your Community & its Businesses a Destination, Part 2

Presented by Jon Schallert

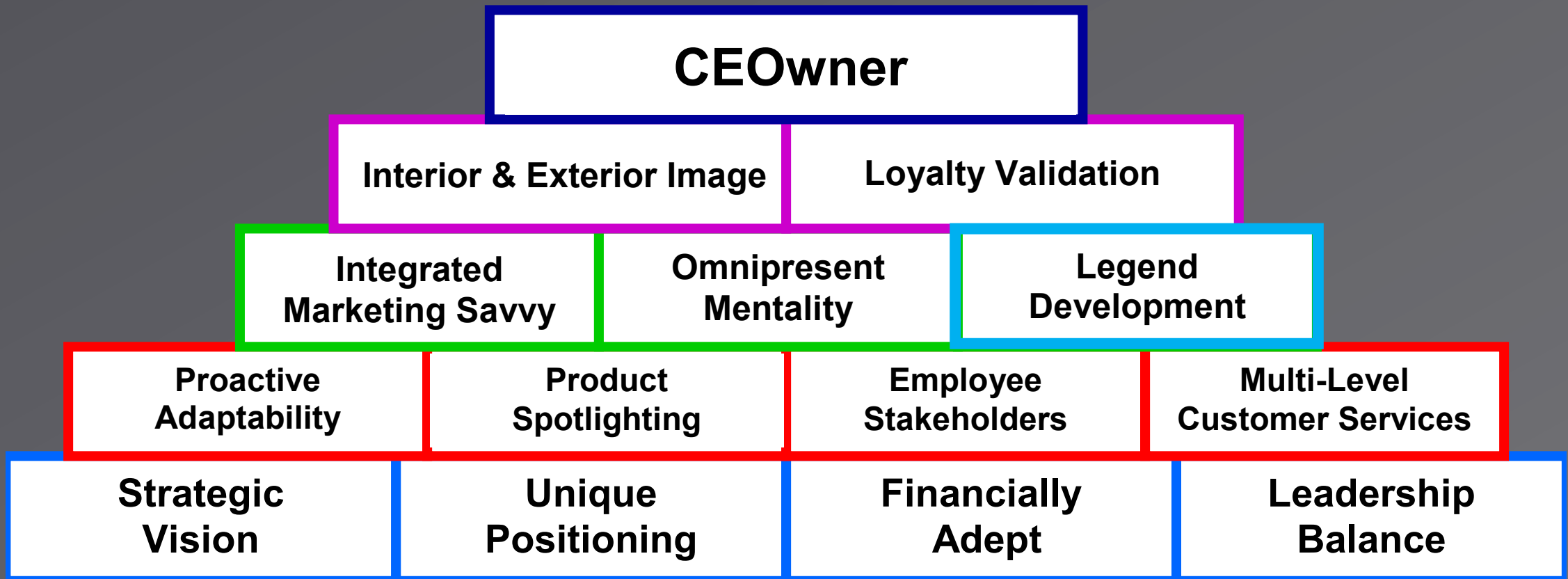
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14-Step Destination Business Process





“Things take time”

RETAILING

Word of Mouth Makes Kansas Store a Star

By KEVIN HELLIKER

Staff Reporter of THE WALL STREET JOURNAL

ATCHISON, Kan. — About once a month, Melanie Krumbholz drives her Jeep here from a Kansas City suburb 60 miles away. The trip through wooded bluffs is scenic, and this old railroad town is quaint. But the real treat is a home-furnishings store called Nell Hill's.

The store, which offers a sophisticated mix of big and small items, doesn't advertise, isn't listed in any Kansas City phone directory and has received hardly any attention from the media. But thousands of women drive long distances to get to it. "To shop Nell Hill's you have to be in the know, and that adds intrigue," says Jan Lingle, a Northwest Airlines flight attendant who lives in the Kansas City suburb of Olathe.

Enough women are in the know so that nearly 95% of Nell Hill's sales go to homes that are more than 50 miles away, mostly in greater Kansas City. And the number of shoppers is growing. In the last decade, sales at Nell Hill's have risen between 20% and 30% annually, reaching \$1.7 million last year.

The store's popularity highlights the challenge facing suburban-mall chain stores, many of which are struggling for sales growth. Convenience, value and selection are no longer enough for many shoppers; they want adventure. The local outlet of Pier 1 Imports or Pottery Barn or Bombay Co. no longer appeals to many of them; they want peculiarity. "People are looking for shopping experiences that are off the beaten path," says Nancy Ornce, creative director of gift-wrapping and other specialty products at Hallmark Cards Inc. in Kansas City, Mo.

Atchison, once a high point on the beaten path, isn't any longer. Its wide streets and huge mansions hark back to the last century, when the town was a shipping port and the birthplace of the Atchison, Topeka & Santa Fe Railway and, a few years later, Amelia Earhart. Since then, its population and economy have declined so much that the whole town threw a party — and the mayor declared it the high point of his career — when a McDonald's restaurant came to Atchison.

Mary Carol Garrity wasn't trying to bring outsiders to town in 1981, when she opened a gourmet food and gift outlet that quickly evolved into a home-furnishings

store. She just wanted to serve the fewer than 11,000 residents of Atchison. But in hindsight, she says, "That was the height of craziness."

Indeed, the retailers that have closed in Atchison include Sears Roebuck & Co. and J.C. Penney Co. Upon retiring, Ms. Garrity's own parents closed rather than sold their Atchison apparel store. At first Nell Hill's, which was named after Ms. Garrity's late grandmother, didn't fare much better. For seven years, it made no profit, and Ms. Garrity took home only a \$12,000-a-year salary.

But just when she was considering giving up, shoppers started to arrive. They came from such Kansas towns as Topeka and Lawrence, and from such Missouri towns as St. Joseph and Higginsville. Mostly, though, they came from metropolitan Kansas City.

How did this happen? "It was a lot of cases like this," Ms. Garrity says: "A traveling salesman, say a pharmaceutical rep, comes to Atchison, has a few minutes to kill and visits Nell Hill's. Then he goes home and tells his wife she has to see it."

Customers say it is surprising in a small town to find a retailer as sophisticated as any urban store. "Before moving to Kansas City I lived and shopped in Dallas and Houston and Denver, and I've never seen another store like Nell Hill's," says Mrs. Krumbholz, a school secretary in Overland Park whose home is a showcase of items from the shop.

The store occupies a turn-of-the-century bank building downtown. Inside, though, it looks like a home. High, painted interior walls separate a maze of small rooms with carpeted floors. Instead of shelves, merchandise hangs from walls and ceilings and sits atop furniture, which is both new and old. In between \$2 candle holders and \$7,000 French antiques are \$300 framed pictures, \$150 lamps and \$30 Christmas ornaments.

From visit to visit, customers say, they never know how the store will look or what it will offer. Ms. Garrity, who is 41 years old, overhauls the merchandise every couple of months, eliminating some product categories and adding others. At the same time, she repaints the walls and changes the look and purpose of every room.

Though she attends the same markets in Dallas, Atlanta and New York as most other retailers, Ms. Garrity recognizes

what items will become popular before other buyers, customers say. Ms. Ornce of Hallmark says she found at Nell Hill's a particular type of picture frame and cut-glass candle holder that some Kansas City stores stocked only months later and one product — a French market basket — that she has never seen anywhere else.

Ms. Garrity devotes such energy to finding unusual products and displaying them in creative ways (she used that French market basket as a Christmas-tree stand) that giant Hallmark — which sends its artists to New York and Paris in search of inspiration — has added Atchison to its itinerary. Last month, 60 Hallmark artists visited Nell Hill's to study its just-erected Christmas displays and products.

While it isn't a discounter, Nell Hill's is able to keep prices down because its expenses are so low. Both the store and warehouse sit in space that was abandoned when Ms. Garrity rented it.

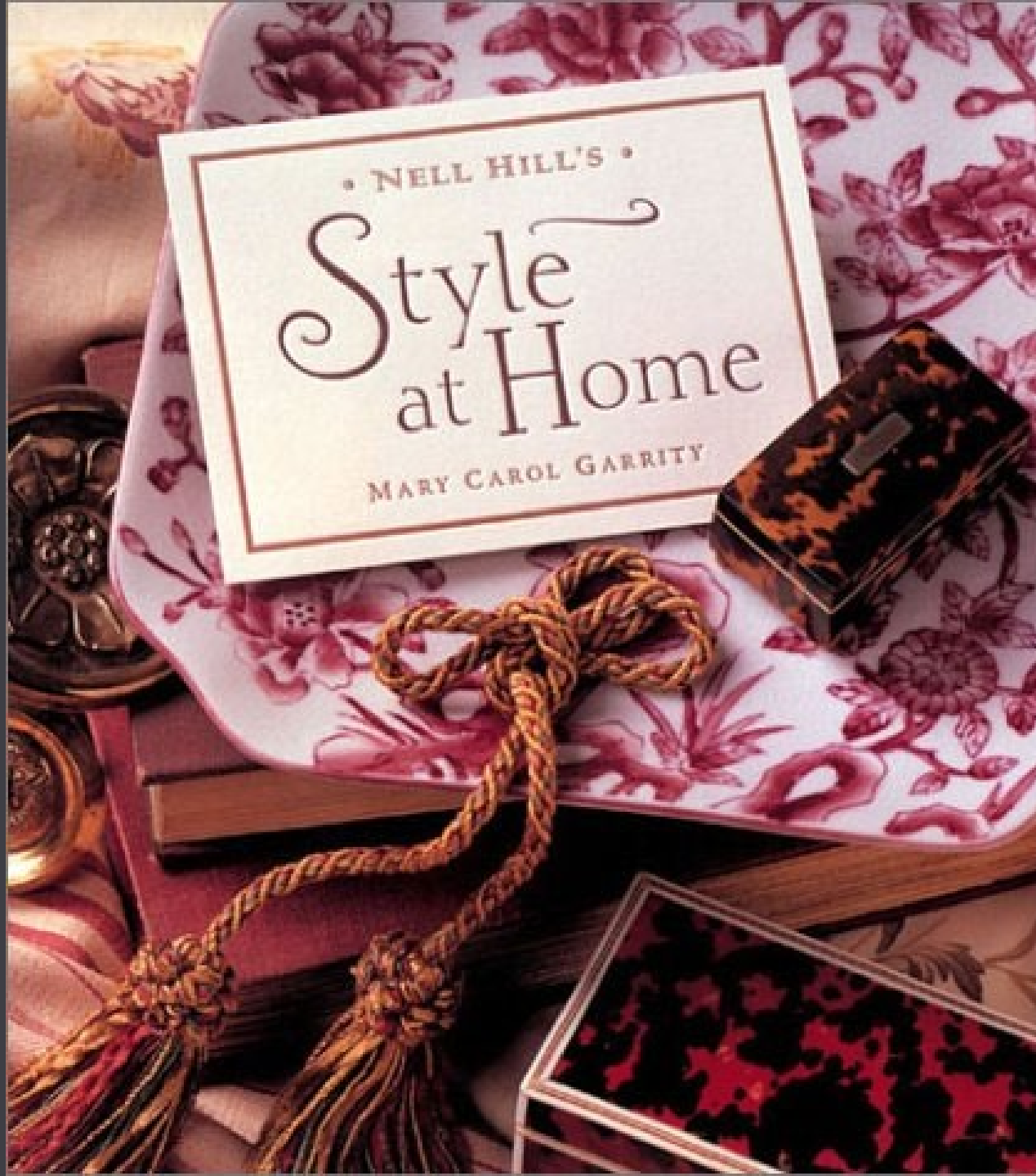
Also appealing is the chance to purchase items directly from the store's buyer and owner. On a recent bustling Saturday, Ms. Garrity greets many customers by name. At her request, several have brought photographs of their homes to help her make recommendations. She is willing to work after hours with any customer contemplating a new look at home. "Mary Carol drove an hour to my house — twice," says Mrs. Krumbholz, who furnished her new home entirely from Nell Hill's.

"We can't go out to dinner in Kansas City without two or three customers coming up to say hello to Mary Carol," says Dan Garrity, her husband, who dropped his law practice to run the store's finances a few years ago.

Ms. Garrity says Nell Hill's has succeeded not in spite of its distance from customers but because of it. "It's the romance of a small town," she says.

With other stores and eateries opening near Nell Hill's to serve the outsiders it attracts, Ms. Garrity has become a one-person economic-development force in Atchison.

And, she says, she has just begun. Like many successful retailers, she plans to expand. But she won't be opening Nell Hill's stores in other markets. Her idea is to open as many as four additional stores in Atchison, each with a different name and theme. The first, a bed and bedding store, is scheduled to open in March.



• NELL HILL'S •

Style at Home

MARY CAROL GARRITY

NEEL HILL'S *Decorating Secrets*

Easy and Inspiring Ways to Bring Style into Your Home



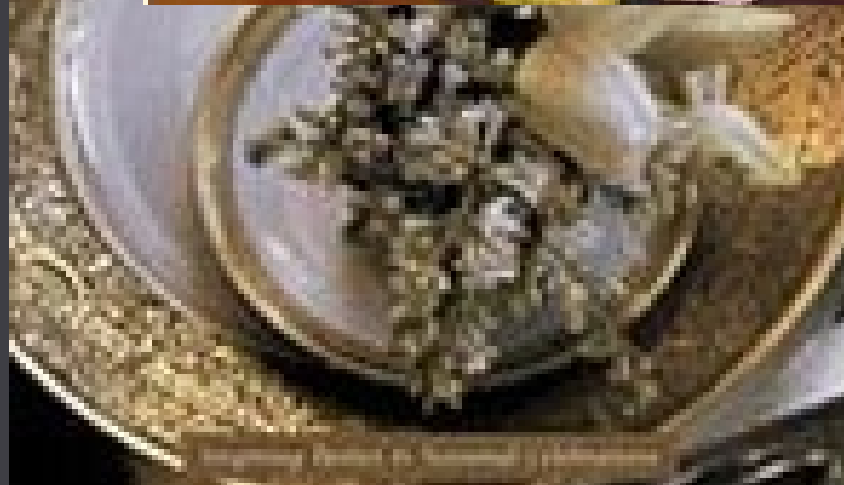
Feather Your Nest

45 Fall in the Woods

MARY CAROL GARTY

NEEL HILL'S *Stylish Weddings*

MARY CAROL GARTY



Learn the style secrets of famed entrepreneur

Mary Carol Garrity



Bookstand, page 52

Meet the woman the *Wall Street Journal* calls a “star”...and *Fortune* magazine calls “one of America’s hottest little retailers.”

No wonder people routinely come from Dallas, New York, and Atlanta to her retail shop in Atchison, Kansas, named *Nell Hill's* after her beloved grandmother. Grandma Nell was strong and hard working, traits Mary Carol herself has clearly inherited. She also inherited a loving heart and a rare sense of beauty, which has enabled her business and her shop not just to thrive but to triumph! Against all odds, she built a robust enterprise in that small Kansas town, all due to her determination and *STYLE*, pure and simple.

**Find new ideas, new confidence in
*Nell Hill's Style at Home!***

This beautiful book is like a fascinating rambling walk through Mary Carol's shop—filled with unique and unpredictable home

furnishings to inspire you. She pulls out all the stops and shares exciting ways to accessorize every area of your home.

You'll find tips for creating spaces that will add drama and dazzle and learn Mary Carol's golden rules of design, room by room. Over 120 gorgeous photos will inspire you. A must-have for adding elegance to each room of your home. 128 pages on rich paper stock.

(9" x 10¼")

Hardcover.

~~\$27.95~~ 24.95

•40490 New!



What are the advantages for communities that have Destination Businesses?

1. Non-locals spend more on every Individual Average Transaction (IAT) than locals
2. Destination Businesses generate more free publicity
3. Destinations can compete with larger competitors, both physical and online
4. Destinations pull locals, tourists, and out-of-town customers from well beyond the demographics of an area

The 20 Hamburgers You Must Eat Before You Die



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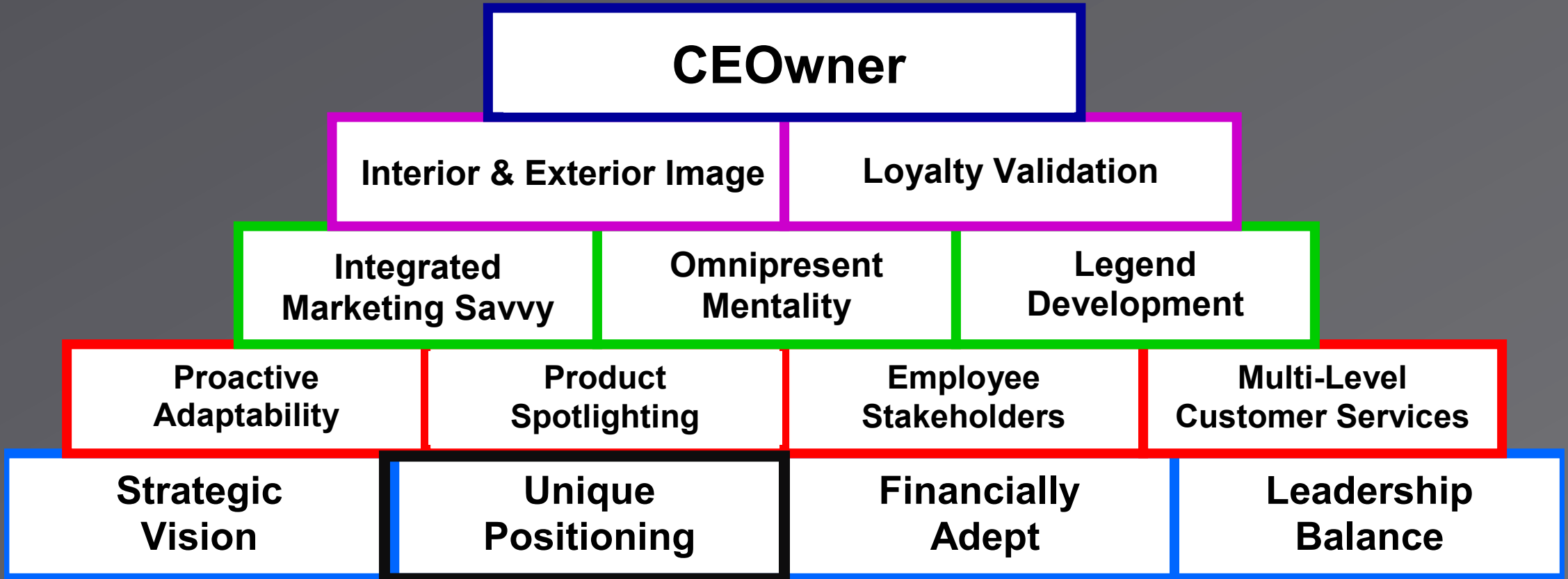
Go Up
Great Burgers





14-Step Destination Business Process

Step 2: Unique Positioning



Your Unique Positioning

- Everyone needs a Unique Positioning Statement!
- 2 to 4 paragraphs
- How your business is one-of-a-kind
- The first sentence: Your most unique strength(s)
- Truthful, honest statement
- **NOT A TAGLINE!**





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6/5	7	7	5	



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Your Unique Positioning First Sentence

1. Start with your company name:
_____ is the:
2. Create a truthful, balanced statement:
 - *Our puppy is a Bernese Mountain Dog*
3. Words like “Only, Home of, Source for” create singularity
 - “The only store that...”
4. Add multiple points of uniqueness
5. Add a location you can dominate





Mildred Store – Mildred, Kansas
Population : 23





Party Time Turkey - 9.69/lb
Mac & Cheese - 6.11/lb
Luxury Loaf - 5.11/lb

Hot Cheese



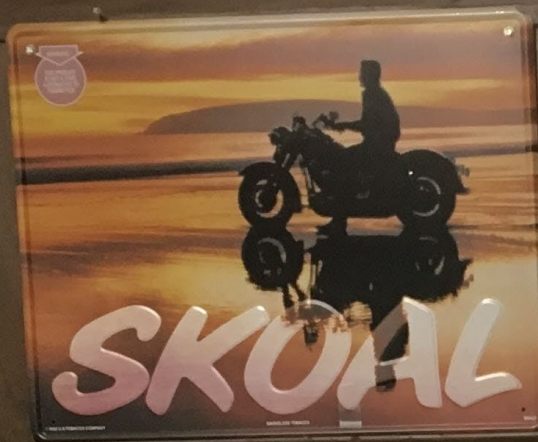
VICTOR CEMENT

MILDRED

Hot Ruy
Dinner
Franks
only \$3.99

18 lbs \$9.99

JUST GIVE ME
Coffee
AND ONE
GETS IT



MILDRED STORE

Budweiser --DON'T MISS--
LIVE MUSIC
EVERY 3RD SATURDAY
OF THE MONTH

Coors Light

A stylized illustration of a cowboy hat and a pair of boots with decorative patterns, positioned on the right side of the sign.





This Place Is A
Country Music Song
Waiting To Happen



The country's only grocery store with a country music dance floor and the home of the Belly Buster sandwich

Mildred Store celebrates 10 years

Loren and Regena Lance set out to save their small town's grocery store in 2014. They created a destination featuring monthly country music dances, an RV park and campground. Their efforts received national recognition and awards.



By VICKIE MOSS

LOCAL NEWS

June 3, 2024 - 2:47 PM



Loren and Regena Lance purchased the former Charlie Brown's Store in Mildred on June 2, 2014. They celebrated the 10th anniversary with an all-day festival Saturday.

Photo by Vickie Moss / Iola Register

A small town grocery store wins an award

Mildred Store connects with the community more than groceries [Mar 3, 2023](#) Updated [Mar 3, 2023](#)



Dancing with a fading past: Why hundreds flock to tiny Kansas town on Saturday nights

BY DAVID HUDNALL
MAY 14, 2023 5:30 AM



READ MORE

Hidden gems of Kansas & Missouri

If you're thinking about a trip into the Sunflower or Show Me states, consider these unexpected attractions: New businesses putting small towns on the map, hidden gems recommended by locals or entire towns that make for delightful getaways.

EXPAND ALL

MILDRED, KAN.

While the fiddle player sawed off the dizzy opening notes of Bob Wills' "Take Me Back to Tulsa" on the stage in the back room, Charles Blagg was browsing the refreshments cooler up near the checkout counter.

It was a rainy Saturday night in April, and in a few hours, Blagg — 78, with a white Stetson to match his mustache — would be driving not quite to Tulsa but to his home outside Nowata, Oklahoma, about 110 miles south. He's made the four-hour round trip to [The Mildred Store](#) several times over the past few years.





EYE ON AMERICA

RURAL TOWNS LOOK TO INCREASE FOOD ACCESS

©CBS EVENING NEWS WITH NORAH O'DONNELL



THE MILDRED STORE

Targets for your Unique Positioning Statement

1. You as the Owner

- Important being clear how your business is Unique

2. Your Employees

- Elevates your company & your uniqueness becomes repeatable

3. Your Customers

- Use it in place of a tagline

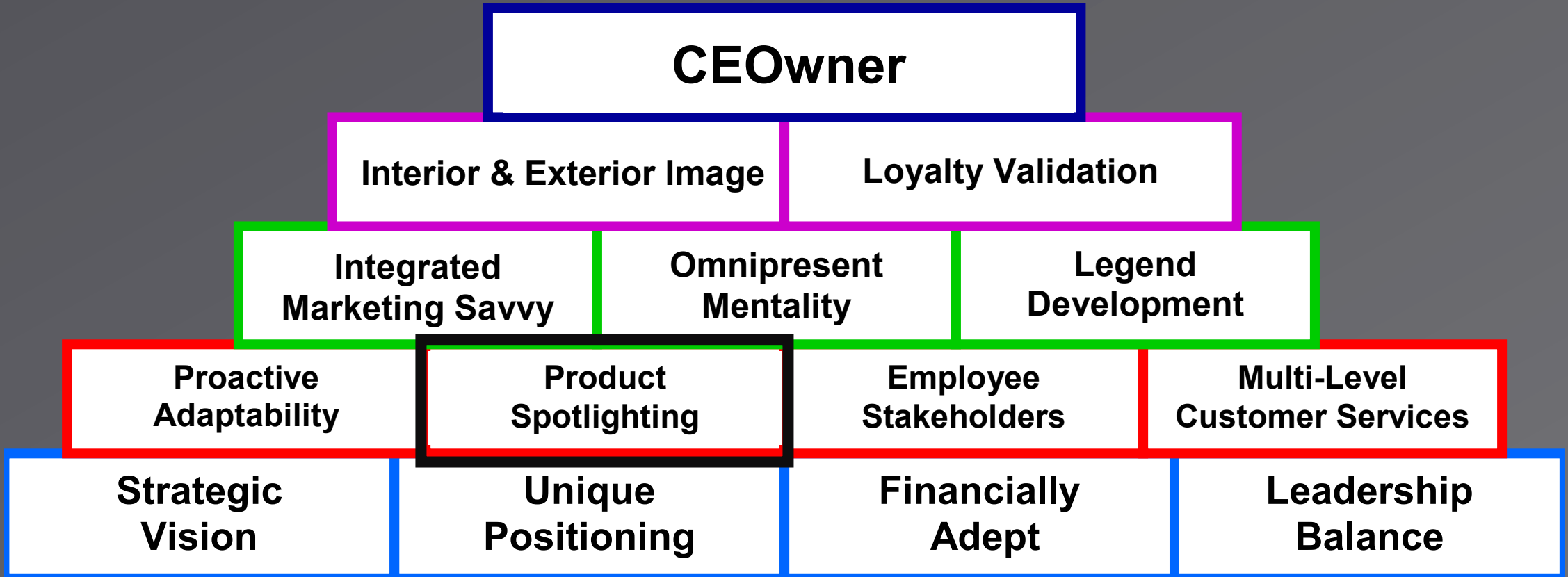
4. The Media

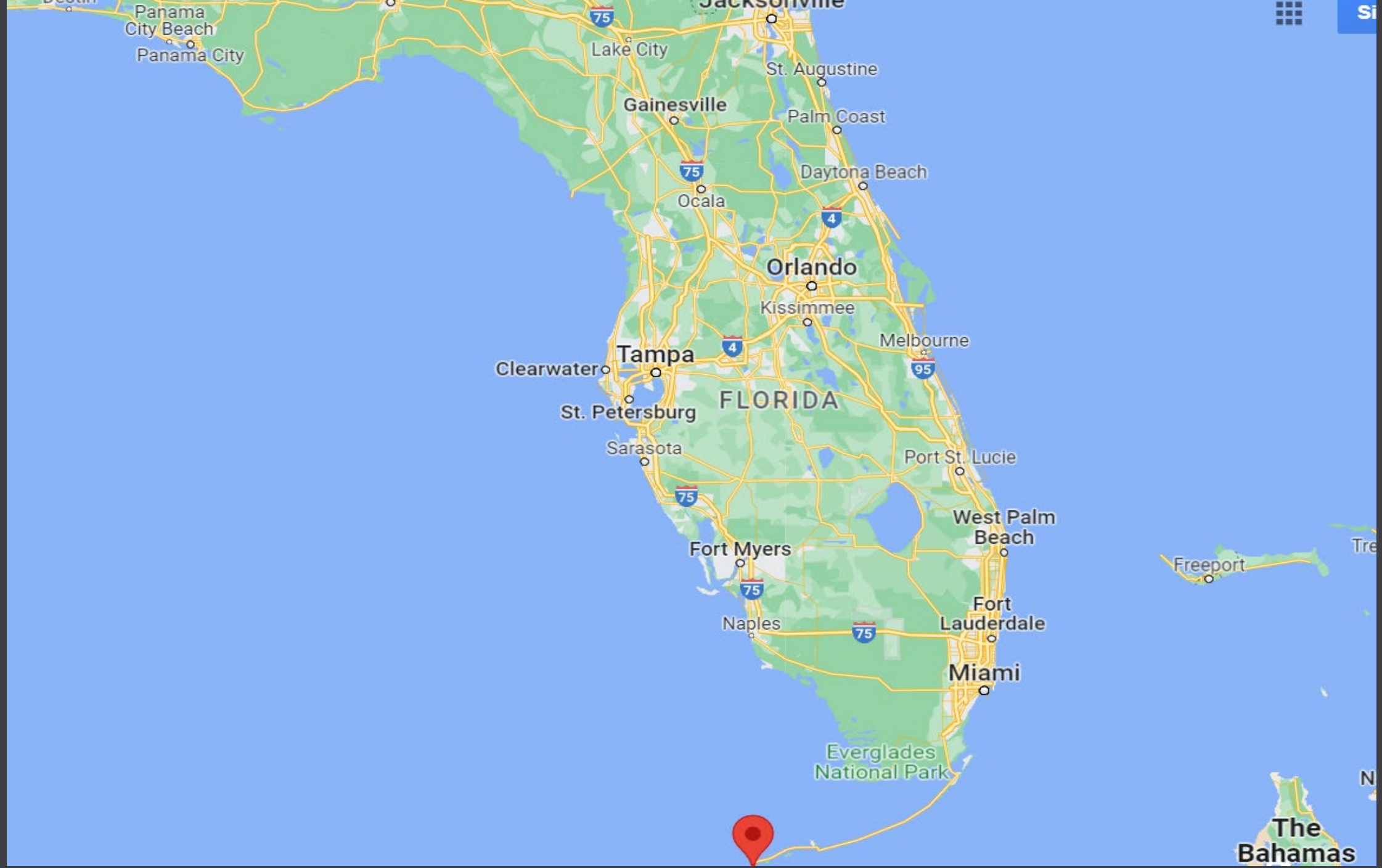
- Your company is the Expert



14-Step Destination Business Process

Step 6: Product Spotlighting















AMIGOS
tortilla bar & key west
★
HOME OF THE
SQUARE TACO

AMIGOS

COFFEE

tortilla bar

MARGARITAS

BURRITOS open
MEXICAN
FOOD
tortilla

CUBAN COFFEE
Cafe con Leche
Cortadito
Colada
Bucci

AMIGOS

tortilla bar ■ key west



**HOME OF THE
SQUARE TACO²**



RESTROOMS

WARNING
TORTILLA
MAKING
in PROGRESS

Raw Food Consumption Warning:
Eating raw or undercooked food
may increase your chances of
contracting food-borne illness.

CORN TORTILLAS
INGREDIENTS

AMIGOS	"Store Bought"
CORN WATER	CORN, WATER, AMYLASE, CALCIUM PROPIONATE, POTASSIUM SORBATE, FUMARIC ACID, DEXTROSE, PHOSPHORIC ACID, GUAR GUM, BENZOIC ACID, PROPIONIC ACID, CELLULOSE GUM, CARBOXYMETHYL CELLULOSE, MONOCALCIUM PHOSPHATE

tortilla bar

Coca-Cola









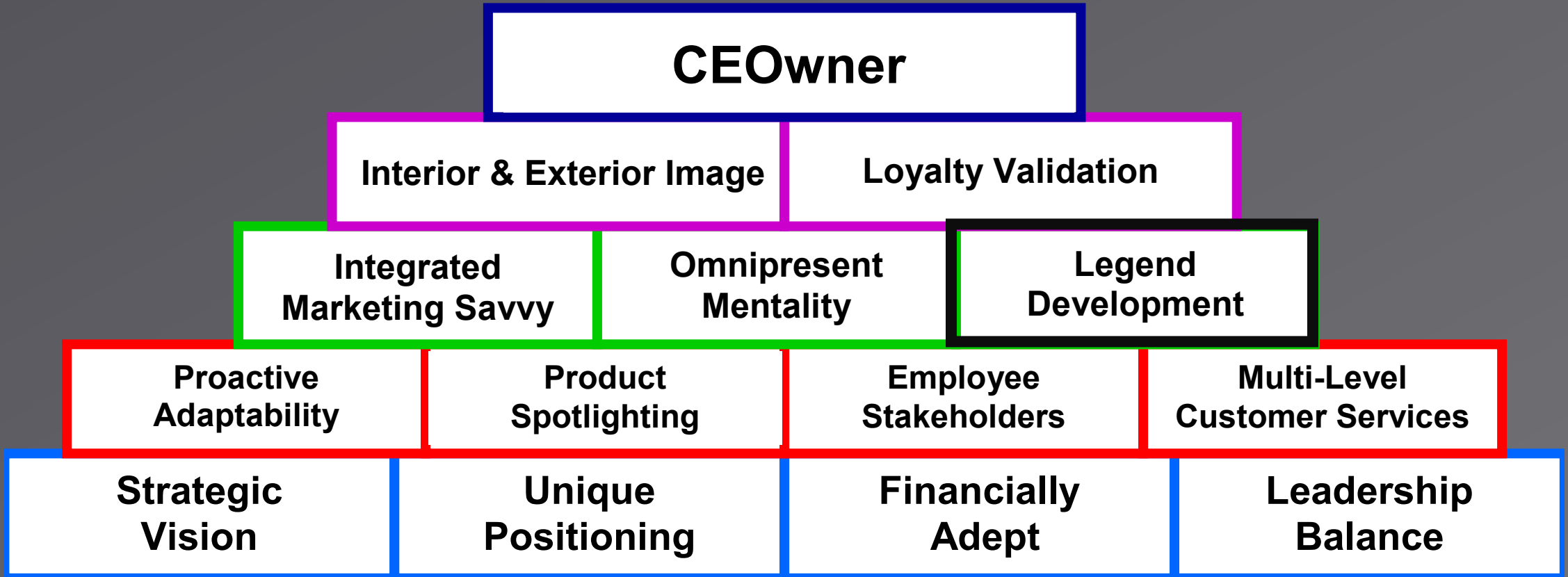
THIRD STREET BAKERY
*Sandwich Shoppe
& Catering*

I LOVE THIS PLACE because

Name: _____ From: _____

14-Step Destination Business Process

Step 11: Legend Development



Top 1%

Top 10%

Least amount of marketing \$\$,
results in largest purchases

*Total
Possible
Customer
Base*

Majority of customers

Reliable return on marketing
expenditures

Bottom 10%

Every dollar spent returns fraction
of marketing investment

Cape Charles Tiny Living

- **Eric and Sylvia Hawkins**
 - Met January, 2023 at a workshop in the Eastern Shore of Virginia
 - Attended Destination BootCamp in May, 2023
- **Unique Positioning Statement 1st sentence:**
 - *The oldest tiny house hotel in the USA*













HOMEgrown

SPOTLIGHT • VIRGINIANA • MAKERS • NATIVES • DESTINATIONS

SPOTLIGHT

TINY LIVIN' IN CAPE CHARLES

Eric and Sylvia Hawkins created a hotel village, one tiny house at a time.

By Peggy Sijewards | Photography by Kyle LaFemiere

Eric and Sylvia Hawkins, owners of Cape Charles Tiny Livin'. This former shed, often used as a wedding backdrop, was fashioned into a greenhouse where Sylvia tends to the many plants inside.

It started with a vision board and a prayer, says Cape Charles resident Eric Hawkins, 53. He and his wife, Sylvia, 60, had been dreaming of creating a unique lodging destination for a long time. The couple put a photo of a tiny house village on their fridge and waited.

Eric also prayed: "Lord, help me see what other people can't."

The Hawkinses have been fans of the tiny lifestyle for more than a decade. They moved into a camper with their three kids in 2012 and started a short-term rental business in 2016, while also running Eric's Virginia Beach-based HVAC company. "We'd already been living tiny," Eric says. "We loved it."

Fast forward to 2021—Eric and Sylvia were en route to Cape Charles, a place they loved to visit. For some inexplicable reason, instead of turning left toward town, Eric turned right onto Business Route 13.

All of a sudden, Sylvia says, "This is it! Stop the car!" Eric pulled over and looked to see what Sylvia was all excited about. Across the street was an overgrown lot with dilapidated tiny houses, barely visible amid a thick copse of cedar trees, recalls Eric.

The couple looked at each other and smiled. "The prayer came true," Eric says. Then he let loose a laugh. "But it took a lot of hard work and sweat to make the vision come true!" ▶



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Whoopie
Pies

Isamax Snacks
Bake Shop

GREEN
MOUNTAIN
FARM







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100% Natural.

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ISAMAX SNACKS
Wicked Whoopie

ISAMAX SNACKS
Mint
Wicked Whoopie

ISAMAX SNACKS
Mint
Wicked Whoopie

ISAMAX SNACKS
Mint

ISAMAX SNACKS
Chocolate Chip
Wicked Whoopie

ISAMAX SNACKS
Pumpkin
Wicked Whoopie

Black Forest

Pumpkin Whoopies
As seen on

Chocolate Marin



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NOVEMBER 2006



50 Top Shops

Grab your gift list, and get ready for some fun. Our shopping expert shows you where to go and what to buy.

Southerners are pros when it comes to shopping. So we pounded the pavement in search of the best and uncovered some of the region's finest shops. Some spots you'll recognize, others you won't. Of course, we can't list them all, so we'll have left off some of your favorites. Visit southernliving.com/november2006 to tell us your personal top picks.

For Splurges and Special Surprises

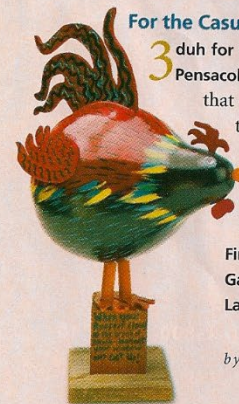
1 **Neiman Marcus; Dallas, TX:** Visit the first location of the department store icon where high fashion still reigns. www.neimanmarcus.com.

2 **Tiny Jewel Box; Washington, D.C.:** This six-story gem stocks vintage and new jewels, from pearls and diamonds to gold and glass. www.tinyjewelbox.com.

For the Casual Garden

3 **Eden. A Gift and Garden Store; Nashville, TN:** Shop for plants, annuals, and herbs, as well as fabulous outdoor glass baubles and quirky bird feeders to give your garden some personality. www.edengardenstore.com.

Sans Souci
Fine Crafts
Gallery in
Lafayette, LA



tall as an adult, the assortment of terracotta astonishes. (850) 439-0640.

4 **Garden Deva; Tulsa, OK:** Find hand-made metal furniture and yard art made on-site. www.gardendeva.com.

5 **Martha's Bloomers Home and Garden Store; Navasota, TX:** All things garden from seeds and bulbs to pottery and tools fill this great store with a tearoom. www.marthasbloomers.com.

6 **Eden. A Gift and Garden Store; Nashville, TN:** Shop for plants, annuals, and herbs, as well as fabulous outdoor glass baubles and quirky bird feeders to give your garden some personality. www.edengardenstore.com.

For the Elegant Garden

7 **Boxwoods Gardens & Gifts; Atlanta, GA:** Part nursery and part antiques nook, the ivy-covered cottage boasts garden containers and birdhouses as well as

leather picture frames and baby gifts. (404) 233-3400.

8 **Southern Homes & Gardens; Montgomery, AL:** Almost 300 acres brim with plants and decorations, including a 20,000-square-foot shop featuring tree-trimming supplies, holiday china, and collectible ornaments. www.southernhomesandgardens.com.

9 **Garden Architects; Annapolis, MD:** Sophisticated outdoor furniture, water features, and works by Frank Lloyd Wright accent this innovative place. www.gardenarchitects.com.

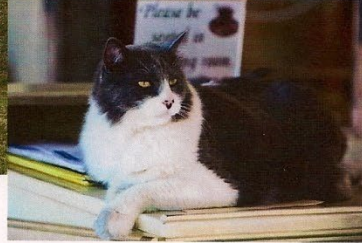
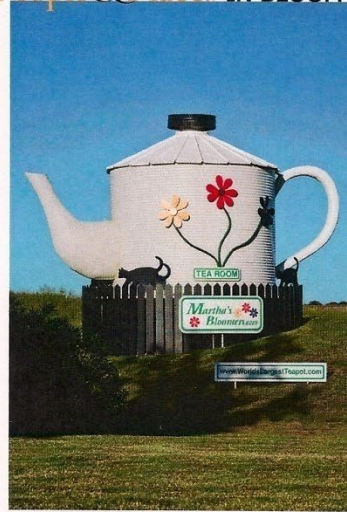
For the Art Aficionado

10 **Objects of Desire Gallery; Louisville, KY:** Contemporary jewelry by international artists keeps company with purses made of unusual fabrics. www.objectsofdesiregallery.com.

11 **Tamarack Craft Center; Beckley, WV:** Admire the hand-carved furniture, glass, pottery, and Appalachian quilts. www.tamarackwv.com.

12 **Seldom Seen Gallery; Fort Lauderdale, FL:** Loaded with a variety of mementos from a \$1 pocket angel to a \$10,000 piece of hand-painted furniture, this institution breaks the normal gallery rules and isn't a bit stuffy. www.seldomseengallery.com. ▶





ABOVE: Garden art and tools fill a courtyard corridor. LEFT: Martha often parks herself atop the cafe hostess stand. FAR LEFT: "The world's largest teapot," as Stewart calls it, could hold 270,000 cups of tea.

"I can't say it's the heartbeat of the place, but people come here from all over," says Stewart, a man's man type of guy who usually drinks coffee black from a mug instead of tea from a china cup. "Growing up in Navasota, we didn't experience a lot of tearooms," he remarks with a chuckle about his boyhood.

Part Chow, Part Sweetheart Neither did most Texas men, but Stewart notices how many enjoy his enterprise. The cafe and the store feel frilly and feminine yet solid with wood, stone, and iron. Visitors walk past a wall of water and into a garden shop and then step through glass doors into an open-air courtyard crowned with a windmill. Doves coo in a spacious vintage cage. Two felines, Martha, a Maine coon, and Bloomer, a Ragdoll, grant petting privileges. So does Nikki, "part Chow, part sweetheart," as Stewart describes his dog.

Regulars also renew friendships with many of the shop's employees, including Ginger Scott, who redesigns displays seasonally; Rosic Molina, floor manager; David Albrecht, director of horticulture; and Bonnie Larsen, cafe hostess.

Most, of course, come to shop for greenery. Across the courtyard, graceful iron butterfly sculptures light atop wooden plant stands that are filled with perennials; annuals; and this time of year, fall favorites such as chrysanthemums and crotons.

Rain on a Tin Roof Other stands display salvias, including blue salvia that tolerates shade and a frisky little number with red and white tips called 'Hot Lips.' Visitors fill their trunks with native plants, taking home Texas laurel, yellow bells, and pretty Copper Canyon daisies that deer detest. They also find items many similar stores don't carry, such as hibiscus and carnivorous pitcher plants.

Along one side of the courtyard, a corridor covered with a tin roof opens to rooms housing a gourmet food shop, garden art, antiques, organic supplies, and a meeting/banquet room where Dr. William C. Welch, horticulturist from Texas A&M, often leads symposia. Near the tearoom entrance, visitors relax in classic metal lawn chairs, where they sip original-recipe Dr Pepper bottled in Dublin, Texas, and hope it rains awhile on the tin roof above.

Across the courtyard past a curling stream with Louisiana irises and other blooms alongside, guests follow a path to shrubs and trees for sale. They also browse the stoneware inside Navasota Pottery Company, a vintage board-and-batten structure with a rusty tin roof and a floor of red Groesbeck brick.

Who Is Martha? Back in the cafe, Stewart mulls over his next addition. For advice, he'll ask his wife, Mary Lynne, a horse breeder and trainer, who named the business.

"I wanted to call it Martha something," Stewart says. Mary Lynne's son named all the animals Martha when he was little, so it's sort of a family tradition. "She made out four pages of combinations of Martha with other words. I picked out Martha's Bloomers. That was her favorite," he adds.

They picked a winner. That name on the sign and the world's largest teapot on a grassy slope invite all driving by on State 6 to visit.

"Twenty or thirty years ago I'd say, 'Let's go all the way up the hill,'" Stewart recalls. "Now I'm old enough to know that bigger isn't always better." ●

Martha's Bloomers: located at 8101 State 6 Bypass in Navasota; www.marthasbloomers.com or (936) 825-7400.









Lindsay Coblentz
Hartsville, OH

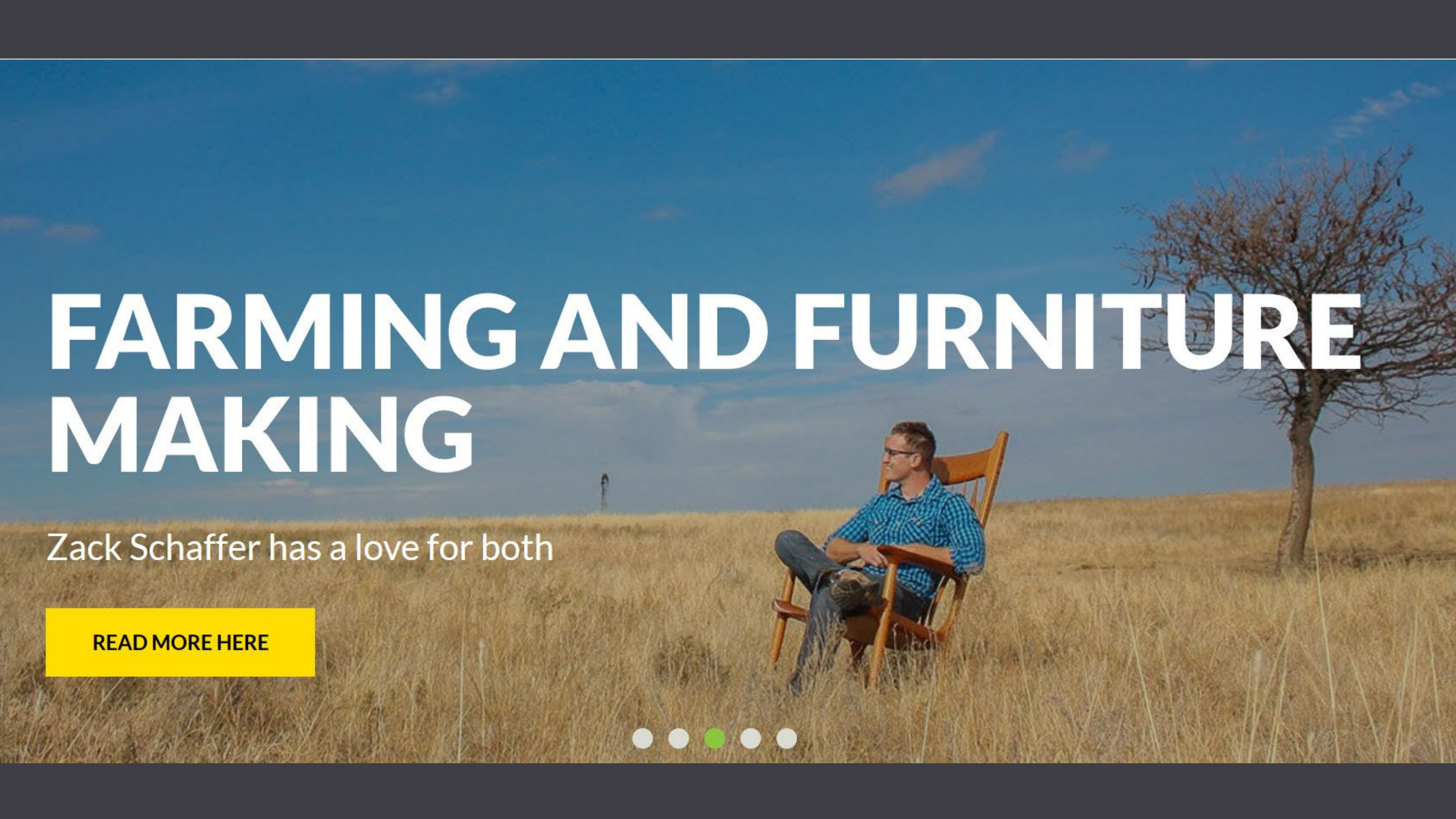
Robyn Sumner
Lakewood, KS

Don McChesney
Belleville, KS

Karl McChesney
Belleville, KS

Tyler Spr...

FARMING AND FURNITURE MAKING

A man with glasses and a blue plaid shirt is sitting in a wooden rocking chair in a field of tall, dry grass. He is looking towards the left. In the background, there is a single, bare tree on the right and a small structure on the left under a clear blue sky with some light clouds.

Zack Schaffer has a love for both

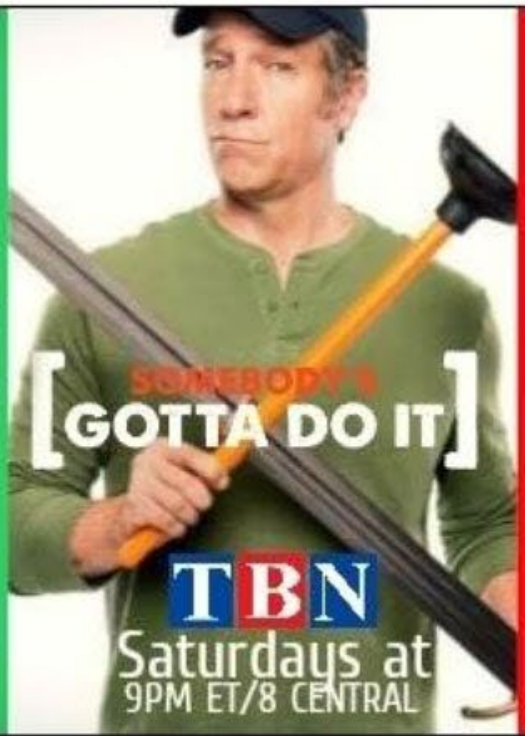
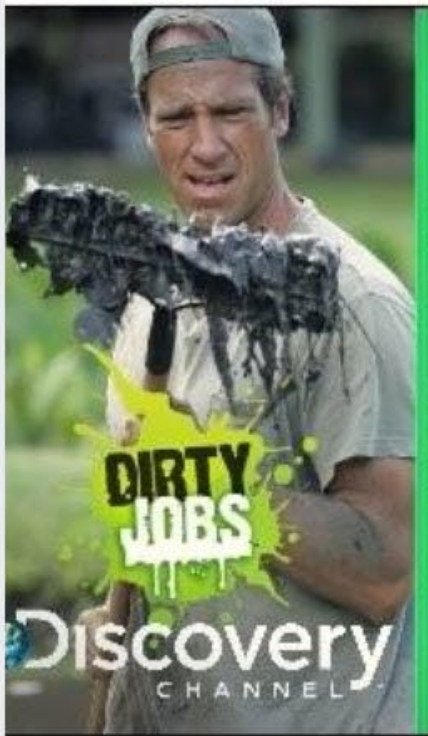
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Mike Rowe 
@TheRealMikeRowe

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Mike Rowe 

@TheRealMikeRowe

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Mike Rowe added 3 new photos.

6 hrs · 

Zack Shaffer is a wheat farmer in Jetmore, Kansas. He's runs 200 head of cattle. He lives with his wife Renee and their new son, Henry.

Zach grows wheat because, in his words, "wheat is hard to kill." I guess when you live in western Kansas and you want to grow something, you better grow something hardy. Anyway, when Zach's not farming, he's making furniture. He works pretty much round the clock. To be honest, I can't tell if Zach is an amazing furniture maker who farms, or ...

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Mike Rowe added 3 new photos.



6 hrs · 🌐

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Zach grows wheat because, in his words, "wheat is hard to kill." I guess when you live in western Kansas and you want to grow something, you better grow something hardy. Anyway, when Zach's not farming, he's making furniture. He works pretty much round the clock. To be honest, I can't tell if Zach is an amazing furniture maker who farms, or an amazing farmer who makes furniture. All I can say for sure is that Zach made me a rocking chair. It arrived at my home today. It's made of solid walnut, and it's stunning.

Here's the thing about Zack. I don't know him from Adam. He's just a farmer who called my office one day and said, "Hi, I'm Zack. I make furniture and I love what mikeroweWORKS is doing. I'd like to send a Mike a handmade rocking chair, as a token of my appreciation. Do you think he'd like a handmade rocking chair?"

Who says "no" to a handmade rocking chair?

I'm not only humbled by Zach's gift, I'm blown away by his craftsmanship. Here's a young man, raising a family in America's heartland by growing the food we eat, and making something as beautiful as it is useful. By hand. Once piece at a time. A guy whose job and hobby are so closely linked I can't tell the difference.



**Mike Rowe**

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**Becky Fredericks** Like the rest of the women in here, I'm a little hung up on the ridiculously beautiful baby! We need to see his wife, cause something tells me she's awesome too!

Like · Reply · 5h

 45

↩ 1 Reply

**Julie Settles** Farmer, craftsman, good looking, buff, beautiful baby. I mean seriously I may need to move the family to Kansas when my daughter is in her 20's as this is where they make real men.

Like · Reply · 5h

 64

↩ 1 Reply

**Tia DeFlavia** The only thing that rivals the beautiful rocker, is that baby!

Like · Reply · 6h

 27

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Mike Rowe

Page Liked · 6 hrs · 🌐



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Jacque Rippe I think you need to order two for your parents...

👍❤️😬 147

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↪️ 2 Replies · 3 hrs



Ginny Humphrey Isn't anyone worried like me, that Freddy is going to scratch up that beautiful chair's seat with his claws??! 😬 Gorgeous chair. Beautiful craftsmanship!

👍😬 33

Like · Reply · 6h

↪️ 11 Replies · 1 hr



Teresa Booth Proud of a fellow Kansan doing his part to make this world a better place. Confession: I had to look up the location of Jetmore. 😊

👍 12

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↪️ 3 Replies · 1 hr



Write a comment...





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   Jim Schallert, Chris McGilvray and 69K others

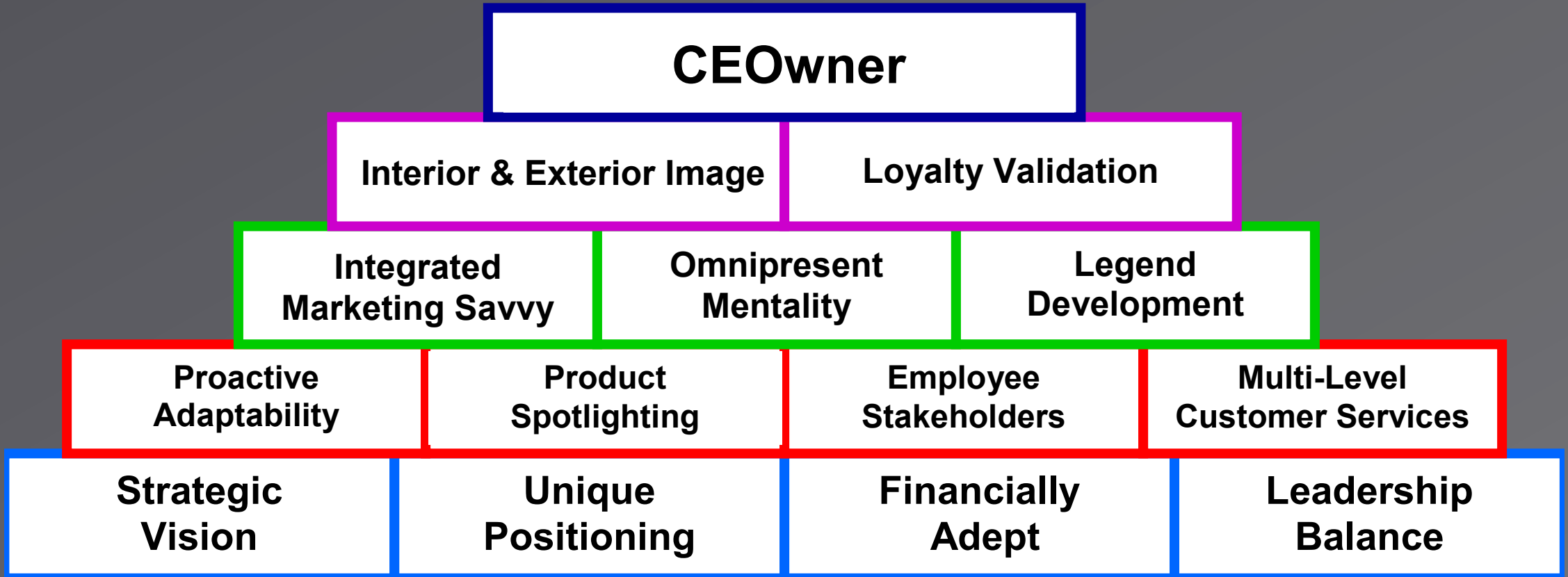
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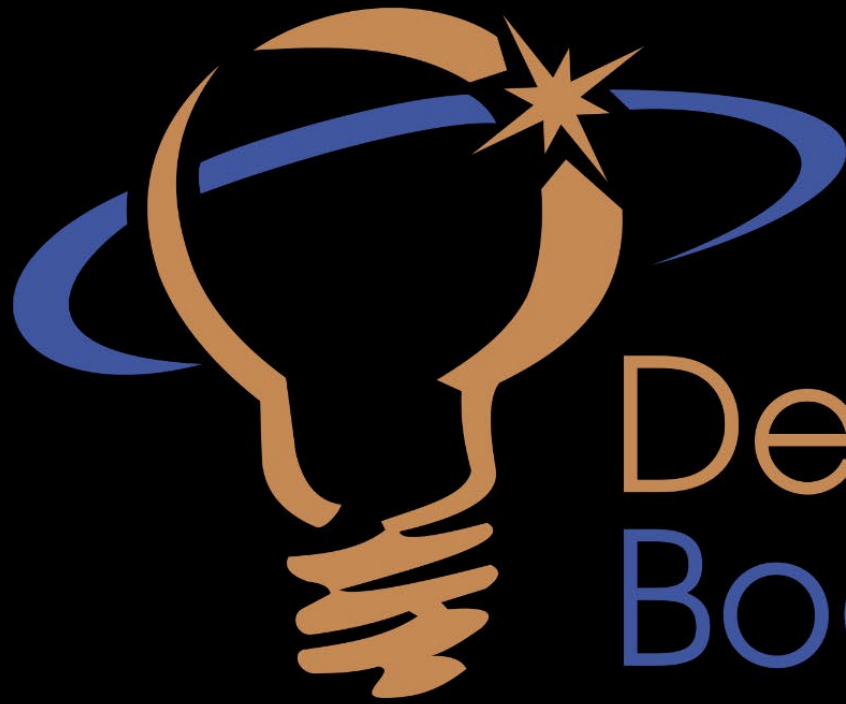




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Community Reinvention Program

The Community Reinvention Program

For over 20 years, Jon Schallert's Community Reinvention Program has been a powerful tool used by cities, towns, counties, and downtowns to help their independent business owners increase their revenue and profits, grow both their local and out-of-town customer traffic, and create powerful Destination Businesses.

Here's how your community can use the Destination principles taught by Jon to create lasting change in your marketplace, while improving the performance and marketing strength of your locally-owned businesses.

Here are the components of the Community Reinvention Program for 2022:

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The Community Reinvention Program starts when your community sponsors a group of business owners from the same marketplace to attend our Destination Business BootCamp®. While in class, owners will receive instruction on how to make their businesses Consumer Destinations, learning Jon's entire 14-step Destination business process. Your community group



When you click on the image above, you will hear Tom Humphrey, the former Community Development Director for Central Point, Oregon, talk about how his city used the Community Reinvention Program to change his its businesses for the better. You will need to fast forward to the 39:03 mark in the video to hear Tom talk about the program. His discussion





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The Community Reinvention Program

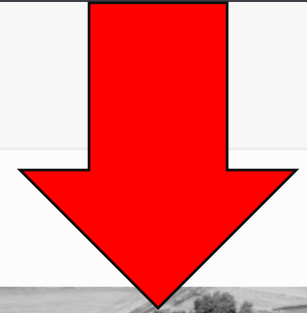
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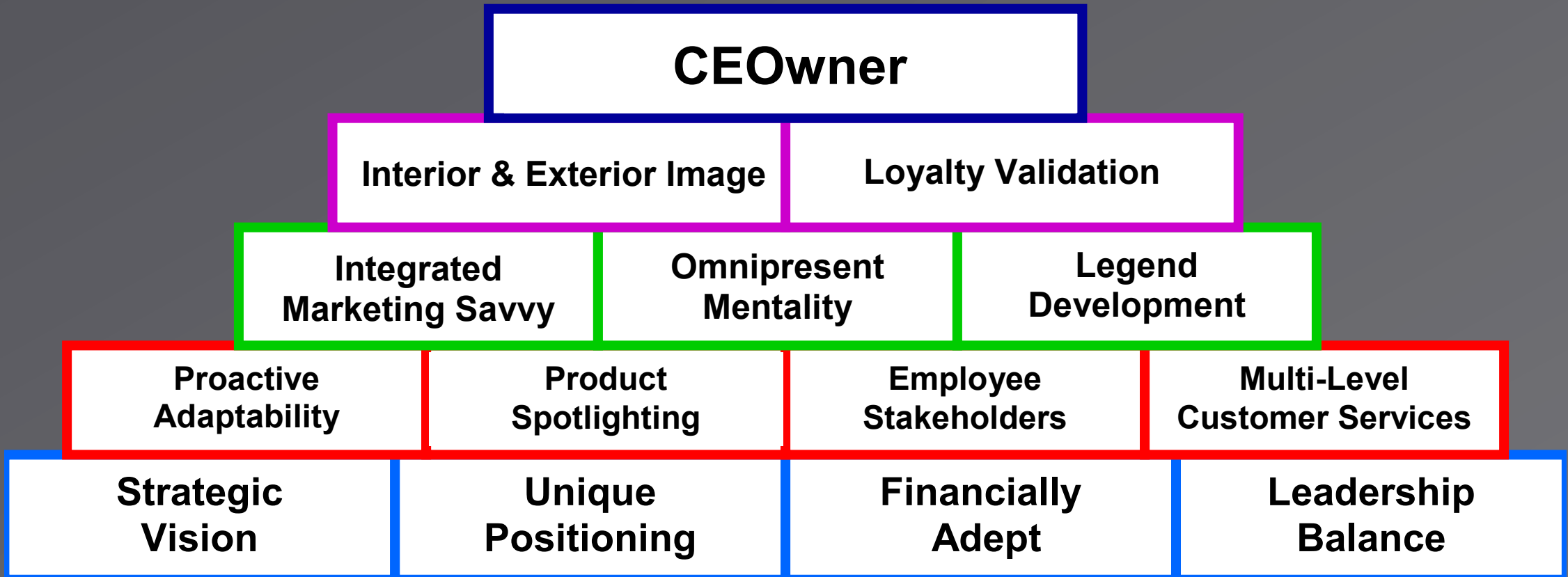


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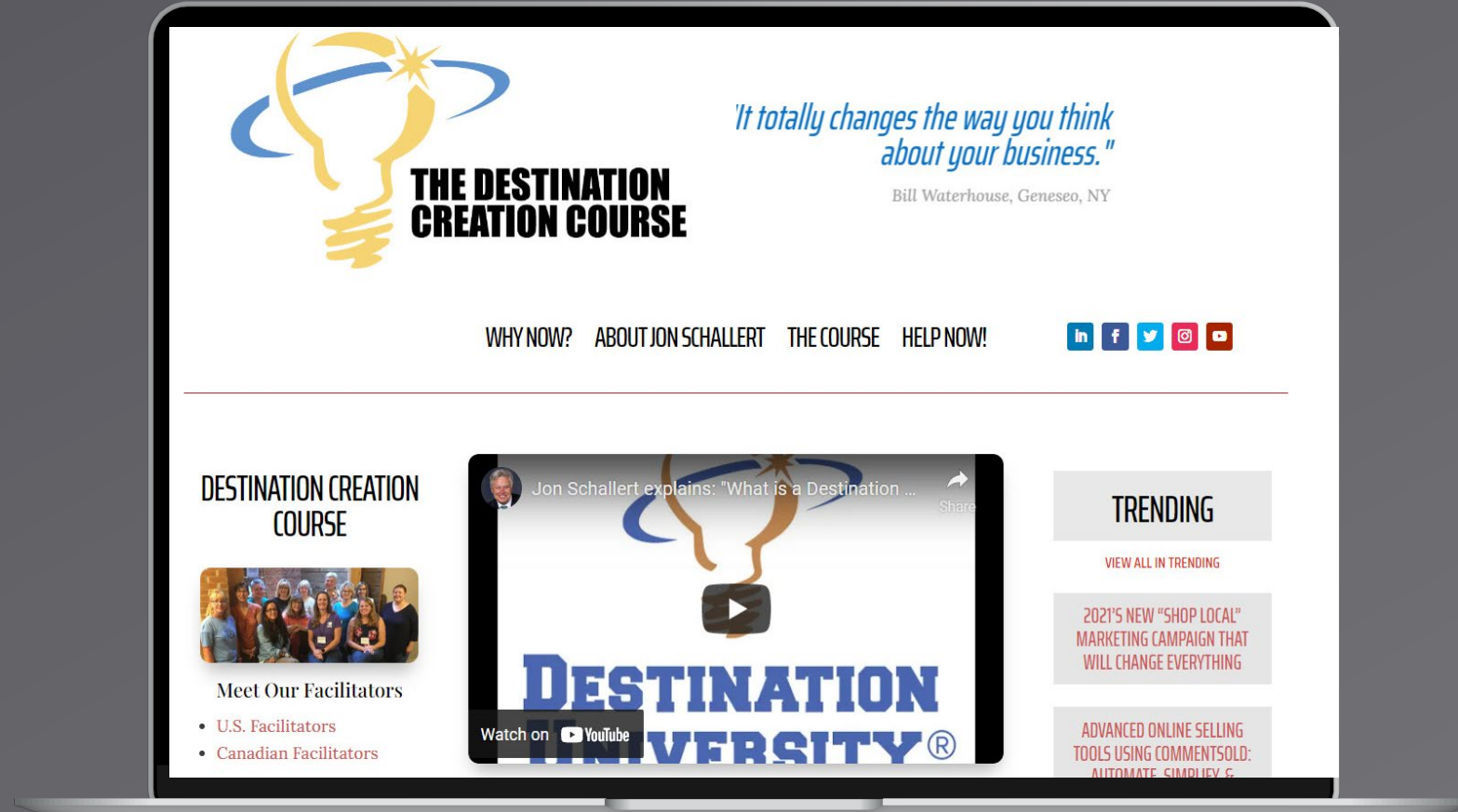




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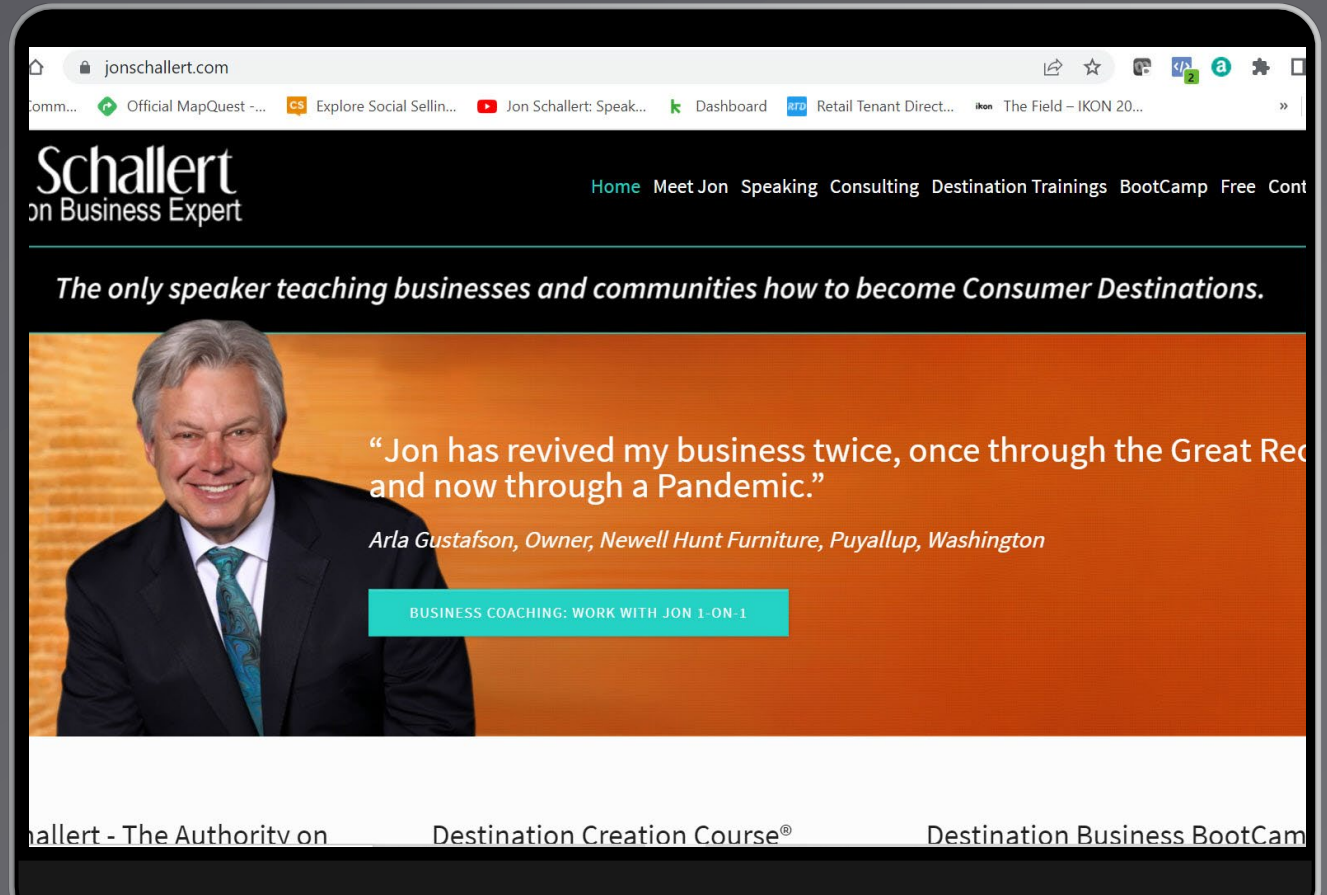
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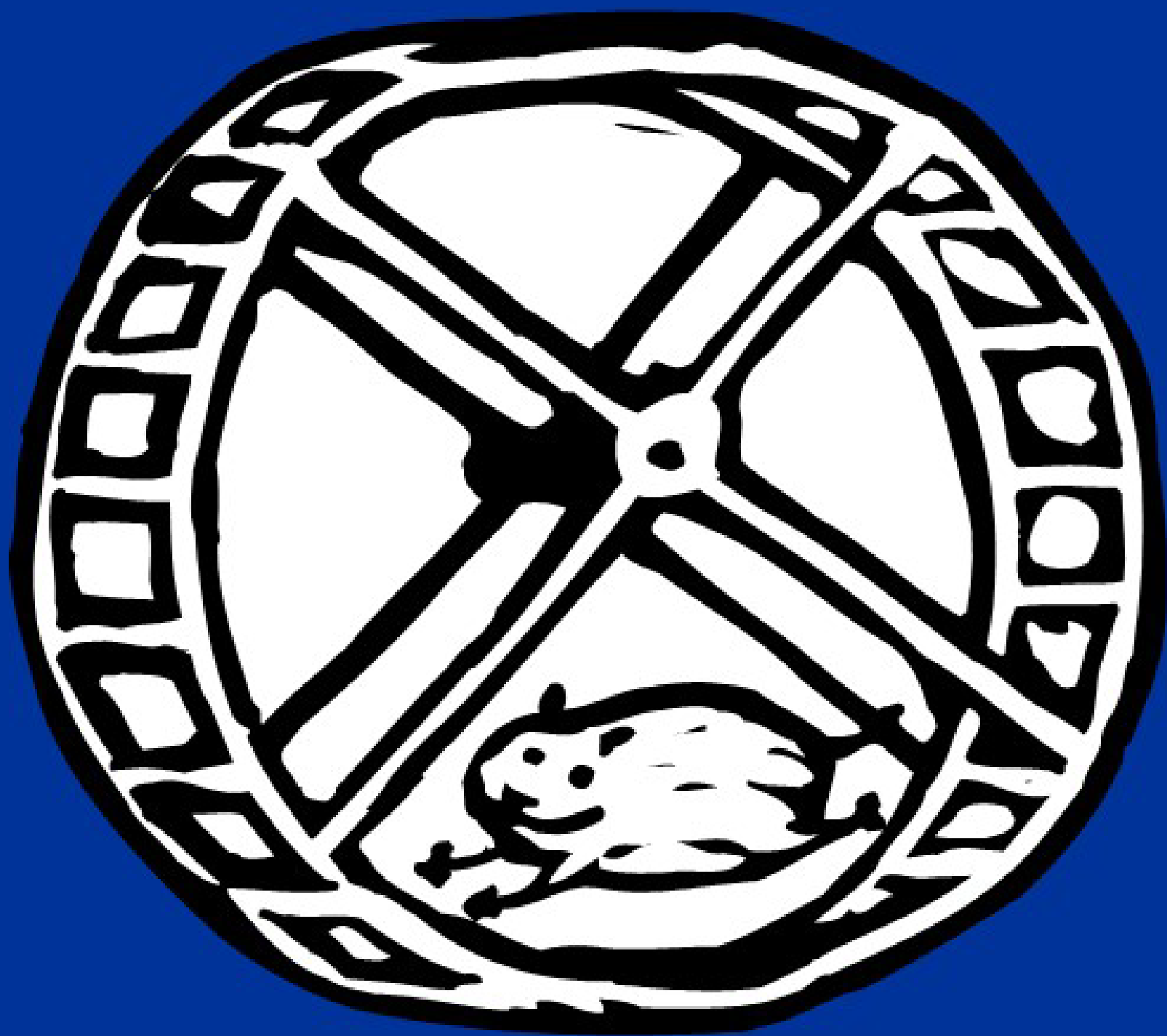


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