



photo by Jason Ebberts, TBL Photography

It wouldn't be summer without the bounty of the Overland Park Farmers' Market now in the parking lot at the Matt Ross Community Center.

## Your vote counts in elections!

### 2020 ELECTIONS

If you haven't yet cast your ballot in the August 4 primary election, we encourage you to do so.

Voter engagement is a priority initiative of the Overland Park Chamber. In partnership with the Johnson County Public Policy

**"Voting and participating in the democratic process are key. The vote is the most powerful nonviolent change agent you have in a democratic society."**

– The late Rep. John Lewis

Council, we survey candidates for office, host candidate forums and conduct video interviews with candidates. These are posted online at [www.VoteJoCo.com](http://www.VoteJoCo.com) to help you be a more informed voter.

Learn more about the candidates in the primary election at these links:

- [United States Senate](#)
- [United States House of Representatives - 3rd District](#)
- [Kansas Senate](#)
- [Kansas House of Representatives](#)
- [Kansas State Board of Education](#)
- [Johnson County Commission - District 3](#)

We encourage you to participate in the democratic process and vote in both the primary and general elections.

## COVID-19 Resource Hub

For updates and links to resources your business needs to navigate the ongoing pandemic, visit our webpage - [click here](#).

## Events Calendar

### COVID-19 Impact Series: State of Business in Kansas

2nd in a 4-part series for Economic Development Council Investors and Chamber members

Featuring Tim Cowden, KCADC; and Kansas Secretary of Commerce David Toland

Friday, August 7  
12:00-1:00 p.m.

To register, contact Chris at [cjackson@opchamber.org](mailto:cjackson@opchamber.org)

### Virtual Coffee Break

Sponsored by [Fortune Financial Advisors](#)

Wednesday, August 12  
9:30-10:30 a.m.

To register, [click here](#)

### 2020 Golf Tournament

Sponsored by [AdventHealth](#)

Monday, August 17  
10:45 a.m. registration & lunch

For details, [click here](#)

### Executive Leadership Series

Sponsored by [FNBO-First National Bank of Omaha](#)

Featuring Angela Hurt, [Veracity Consulting, Inc.](#)

Tuesday, August 25  
7:30-9:00 a.m.

To register, [click here](#)

## Board & Staff

### Board Officers:

Bobby Olm-Shipman, Chairman  
Saint Luke's South Hospital

Bill Ferguson, Chair-Elect  
Central Bank of the Midwest

Tony Rupp, 1st Vice Chairman  
Foulston Siefkin LLP

Joan Wells, 2nd Vice Chairman  
Wellington

Chris Wally, Treasurer  
Wally & Co.

Mike Hess, Past Chairman  
HNTB Corporation

### Board Members:

Sean Barnard, Bambou Salon & Spa

Josh Beck, MarksNelson

Dr. Andy Bowne, Johnson County Community College

Faruk Capan, Intouch Group

Paula Day, YRC Worldwide

John Fuller, DLR Group

Matt Gunter, SelectQuote

Jim Hemenway, Chicago Title

Tom Herzog, Netsmart Technologies

Brenner Holland, Hunt Midwest

Craig Jeffries, Empower Retirement

Melody Rayl, Fisher Phillips LLP

Cindy Rock, Thryv

Stacy Rose, AdamsGabbert

Matt Sheets, FNBO-First National Bank of Omaha

Matt Sogard, Overland Park Regional Medical Center

Steve Troester, PGAV Architects, Inc.

Mark Williams, Garver

### Ex-Officio Board:

Bill Ebel, City of Overland Park

Mayor Carl Gerlach, City of Overland Park

Dana Markel, Visit Overland Park

Dr. Tonya Merrigan, Blue Valley School District

Tracey Osborne Oltjen, CCE, Overland Park Chamber

Greg Wolf, Dentons

Roger Summers, Fogel Anderson  
[2020 Chairman of OP Chamber Economic Development Council]

### Staff:

Tracey Osborne Oltjen, CCE, President & CEO

Drew Aggus, Member Services Coordinator

Stacey Cowan, Membership Director

Frank Ebling, CFO

Celia Fritz-Watson, IOM, Director of Events & Member Services

Tim Holverson, IOM, Director, Workforce & Business Growth

Chris Jackson, Research Analyst

Beth Johnson, CEcD, Senior Vice President of Economic Development

Stan Lawson, Communications Director

Erin Murray, Executive Assistant

Kevin Walker, IOM, Senior Vice President of Public Policy

Tracey Osborne Oltjen, CCE  
Chamber President & CEO



## If 2020 had a theme

### PRESIDENT'S MESSAGE

#### When we were kids we used to whine, "Are we there yet?"

Now we catch ourselves saying, "When this is over," or "When things get back to normal" or "We'll do that next year." And "Wait, I have to get my mask."

The problem is, I'm afraid what we nostalgically remember as "normal" may be elusive. Changing our calendar to January 1 is not magically going to make our environment feel like the freedom we experienced in January 2020. Perhaps the reality is that our "new normal" is going to be a continuous state of adjusting to . . . a new normal.

One of my favorite mindless pleasures used to be the ABC sitcom "The Middle" featuring the Hecks, an Indiana working class family and their exaggerated struggles of home and work life balancing three children with very different, quirky personalities. Even now if I see a rerun, I'll pause to watch because something about this show never fails to make me laugh. The middle daughter Sue reminds me of every day in junior high – every awkward, stringy haired day of it when it seemed that all the other girls had the Farah Fawcett hair/life I didn't. Yet, Sue smiles every day, drawing energy from her syrupy inspirational posters – plastered in her locker and all over her room. There have been many days since March when we could have used Sue Heck's fa-

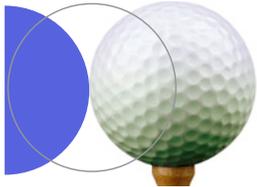
vorite "Hang in There!" poster featuring a wide-eyed kitten dangling by its paw from a tree limb, twin emotions of desperation and hope on its cute little face.

Life isn't a poster. What we're experiencing now is serious. Covid-19 has serious, sometimes deadly impacts on its victims. It's also wreaked havoc on our economy, with soaring unemployment, devastating losses of revenue throughout many sectors and closing businesses, leaving gaping real estate holes across the country.

Throughout these months we've heard a broad spectrum of emotions and experiences from our members. Some are optimistic, with creativity paying off and business picking up and others experience opportunity. Many are still struggling as business models and safety protocols collide, keeping them from operating optimally. Owners and managers are worried about their staff who are furloughed. As numbers have spiked through July, plans have changed, making it clear that flexibility must be one of our key skillsets in the months ahead. In our survey in early July we heard loud and clear that if requiring masks would keep business open, then that's what we needed to do.

From many, we've heard you're still working from home, some until at least the end of the year. There's great flexibility in that – no masks required, easier dress code, and quick fridge access, but the tradeoff is less informal communication and collabo-

(continued on page 4)



# 2020 Golf Tournament



Presenting Sponsor



Join us for a fun afternoon of golf and networking at one of the Midwest's most spectacular and premier private golf clubs!

**Monday, August 17**

**Nicklaus Golf Club at LionsGate**

10:45 a.m. Registration and lunch / 12:00 p.m. shotgun start  
\$1,200 per team of 4 or \$300 per golfer

To register, [click here](#).

Beverage Carts Sponsor



Soft Drinks Sponsor



95th & Antioch

Lunch Sponsor



Signage Sponsor



Overland Park

Hole Sponsors:

- [Cosentino's Market - Blue Valley](#)
- [Equity Bank](#)
- [Farmers Insurance - The Wertzberger Agency](#)
- [Fortune Financial Advisors, LLC](#)
- [JS Therapy Group LLC](#)
- [Nifty Promotions](#)
- [OMNI Human Resource Management](#)
- [PGAV Architects, Inc.](#)
- [Renewal by Andersen](#)
- [Rhycom Advertising](#)
- [Wallace Saunders](#)

For sponsorship information, contact Celia Fritz-Watson at [cfrizwatson@opchamber.org](mailto:cfrizwatson@opchamber.org) or (913) 766-7603.

## Leadership

Nominations for the 2021 Leadership Overland Park class are being accepted.

[Click here](#)



# COVID-19 Impact Series

Economic Development Lunch Series

The Chamber Economic Development Council presents a new four-part lunch series featuring panel discussions with industry experts addressing the impact of COVID-19 locally, regionally and nationally.

**Friday, August 7**

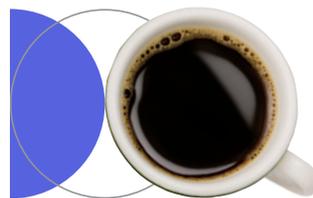
12:00-1:00 p.m.

SPONSORED BY



**State of Business in Kansas** featuring Tim Cowden, Kansas City Area Development Council; and Kansas Department of Commerce Secretary David Toland.

To register, contact Chris at [cjackson@opchamber.org](mailto:cjackson@opchamber.org).



# Virtual Coffee Break

SPONSORED BY



**Wednesday, August 12** - 9:30-10:30 a.m.

Grab a fresh cup of coffee and network with fellow business professionals virtually from the comfort of your home or office. These Virtual Coffee Breaks give you the opportunity to connect, exchange ideas, support one another and hear brief updates from the Chamber.

Registration is required. After registering, you will receive a confirmation email with Zoom access details.

To register, [click here](#).



# Executive Leadership Series

Featuring Angela Hurt

**Tuesday, August 25** - 8:00-9:00 a.m.

Attend this event virtually and receive a gift card to support a local restaurant.

Our Executive Leadership Series resumes this month and features Angela Hurt, Founder & CEO of [Veracity Consulting Inc.](#) Her company seeks to bridge the gap between business and technology while always staying transparent, being authentic and living the mantra of "simply do the right thing."

To register, [click here](#).

SPONSORED BY 

## President's Message cont.

ration with colleagues and the tendency, at least when I was home, to sit for hours on end at the computer. For working parents with kiddos at home, soon they'll add educator back to their multi-tasking list, adding more stress to their daily lives.

And from most everyone, there's fatigue. You have an overload of Zoom calls and webinars, too many emails to return and too much data to decipher. And yet, this is our new

normal. We all need resources to make decisions as we determine the future of our businesses. Resilience – survival – isn't just grit. It's the intersection of resourcefulness, determination, knowledge and spunk. Your Chamber is masked up, ready for whatever the coming months bring. Our commitment to you is that we'll continue to be your resource, your connection and your voice as we work through this together. #WhyWeOPChamber

## Thanks for your reinvestment!

### JULY MEMBER RENEWALS INVESTING IN OUR COMMUNITY

#### 50+ Years

HNTB Corporation  
UMB Bank n.a.

#### 40-49 Years

Humana, Inc.  
Overland Park Regional Medical Center

#### 20-39 Years

Blue Valley School District  
BNSF Railway Company  
Buchanan Clarke Schlader CPAs  
Display Studios  
Drs. Hawks, Besler, Rogers & Stoppel  
Fisher Patterson Sayler & Smith GBA  
Logan Logan & Watson, L.C.  
Olathe Public Schools USD 233  
Overland Chauffeured Services  
Paychex, Inc.  
Polsinelli  
Spencer Fane LLP  
Straub Construction Company, Inc.  
U.S. Engineering Company

#### 10-19 Years

Creative Planning  
Kansas State University Olathe  
Principal Financial Group  
Tekniq Data Corporation  
The Tasteful Olive Oil and Vinegar Shop  
Visit Overland Park

#### 5-9 Years

Fortune Financial Advisors, LLC  
Kansas Policy Institute

MW Builders, Inc.  
Nothing Bundt Cakes Overland Park  
Primrose School of Overland Park  
REACH Healthcare Foundation  
Servpro of Leawood/Overland Park  
Sunflower Bank  
Sykes/Lady Overland Park Golf Club  
UnitedHealthcare

#### 1-4 Years

AdamsGabbert  
Arbor Development, LLC  
Avenue 80  
Bambou Salons & Spas  
Bickimer Homes  
Cosentino's Market-Blue Valley  
Crushed Red  
DeMarche Associates  
Farmers Insurance - The Wertzberger Agency  
FedEx Office Print and Ship Center  
Honeywell FM&T  
Infinitas Coordinated Wealth Counsel  
Initiatives, Inc.  
Lettiann & Associates Real Estate Services, LLC  
NEAT Method Kansas City  
Oakwood WaterWalk  
Onspring Technologies LLC  
Phoenix Natural Wellness  
Phoenix South CBD Super Store  
Quilters HQ  
War Horses for Veterans, Inc  
World Class Unlimited, Inc.  
Zillow

## New marketing opportunity!

The Chamber soon will be offering advertising space in a new "Welcome Home" publication for new residents in Overland Park. Be watching for details on how your business can advertise to reach this market of new residents looking for places to shop, dine and play.

## What to do when an employee tests positive for COVID-19

### GUEST COLUMN

Randy Clayton  
Safety & Health Consultant  
Axcet HR Solutions

**With coronavirus cases increasing daily in the metro, it's likely one or more employees will inform you they have tested positive for COVID-19. If that happens, take these steps:**

1. Send the sick employee home or ask him/her not to report to work. Close off areas the sick employee has used. Follow the CDC's guidelines for cleaning and disinfection, waiting 24 hours before beginning to prevent those performing that work from being exposed.
2. If possible, gather information about the employee's activities in the days before the diagnosis. Trace contact beginning 48 hours before onset of symptoms. Ask about proximity, duration of exposure and whether either party work a face mask.

CDC guidelines can help you establish the safest action for each employee or customer potentially exposed. Once you've determined that, partner with your local Department of Health to notify those peo-



- ple of the exposure and the recommendation (quarantine, self-monitoring, etc.).
3. If yours is a public or private company with fewer than 500 employees, be sure to comply with the Families First Coronavirus Response Act in managing the COVID-19 infection. It extends emergency paid sick leave and extended FMLA to those required to quarantine (as well as those who miss work for other reasons during the pandemic).

*Randy Clayton works closely with Axcet clients' safety committees, writes customized safety programs, performs OSHA walk-throughs to evaluate job hazards and assists clients when they must interface with OSHA. Clayton frequently provides safety training customized to the client's industry and company environment.*

# Welcome to the Chamber!

## INTRODUCING OUR NEWEST MEMBERS

### Capriotti's Sandwich Shop

Carol Doria, Owner  
11902 West 119th Street  
(913) 219-7322  
Overland Park, KS 66210  
deandoria@outlook.com  
[www.capriottis.com](http://www.capriottis.com)  
Restaurants

### EDCare

Kelly Mullinax, Regional  
Outreach Representative  
8300 College Boulevard #300  
Overland Park KS 66210  
(913) 945-1277  
infokc@eatingdisorder.care  
[www.eatingdisorder.care](http://www.eatingdisorder.care)  
Health & Wellness, Health Care

### Glenwood Village of Overland Park

Kelley Hildebrand, Community  
Sales Director  
9201 Foster Street  
Overland Park, KS 66212  
(913) 385-2052  
khildebrand@pegasus-  
seniorliving.com  
[www.pegasus-seniorliving.com](http://www.pegasus-seniorliving.com)  
Senior Care & Living, Memory Care

### Life 88.5

Dave Gordon, Station Manager  
8717 West 110th Street, #480  
Overland Park, KS 66210  
(913) 451-8850  
daveg@life885.com  
[www.Life885.com](http://www.Life885.com)  
Entertainment-Arts, Culture &  
Entertainment, Radio Stations &  
Broadcasting Companies

### Mr. Brews Taphouse

Jonathan Langford, Owner  
8021 Metcalf Avenue  
Overland Park, KS 66204-3844  
(913) 602-8628  
overlandpark@mrbrews-  
taphouse.com  
[www.mrbrewstaphouse.com](http://www.mrbrewstaphouse.com)  
Restaurants

### Profile by Sanford

Cassi Dean, Business  
Development Specialist  
13378 Metcalf Avenue  
Overland Park, KS 66213-2804  
(913) 800-5160  
profile.overlandpark@  
profileplan.com  
[www.profileplan.com/overland-  
park](http://www.profileplan.com/overland-park)  
Health & Wellness, Weight Control  
Service

### Village Cooperative of Overland Park

Doris Sarver, Sales Director  
12920 Metcalf Avenue  
Overland Park, KS 66213  
(913) 348-4800  
overlandpark@reeddevelopment.  
com  
[www.villagecooperative.com](http://www.villagecooperative.com)  
Retirement & Lifecare Communities  
& Homes

**If you know a company that should belong to the Overland Park Chamber, please refer them to Stacey at [scowan@opchamber.org](mailto:scowan@opchamber.org) and receive a credit when they join our Chamber!**

# Successful communication for business

## GUEST COLUMN

**Unless you're a professional communicator, you probably don't think much about the various TYPES of communication.**

You might think: "I told them – I'm just sure they heard it."

This fingers-crossed-hopeful-but-sure-to-fail method is sometimes what stands in the way of getting your message across. Train yourself to think strategically about communications, about not only the message but also: who's listening.

To help you do that – think strategically – I've dropped communications into three buckets: interactive, push and pull.

### Interactive Communication

It's no surprise to learn that interactive communication is the most efficient method. It gets your point across and helps to ensure a common understanding, as it's all happening in real time.

Interactive communication is generally used when you have to know now – immediately. Or, when info is likely to be misinterpreted.

Interactive communications include staff meetings, Zoom meetings, or phone calls. Social media could also be considered interactive.

### Push Communication

Push communications are ---- you guessed it ---- pushed by the sender to the recipient. You should never confuse sending or pushing something with knowing that it's been received and understood.

Jeannie Wilcox  
Marketing Manager  
Mercer-Zimmerman



Push communications are handy when you don't need an immediate response, when your message is not time sensitive or when you need a record of the message.

But let me reiterate: just because you sent it, does not mean they "got" it.

Direct mail is a push communication, as are email and voicemail. Social media is also push communication, because sometimes people just push it and never interact.

### Pull Communication

And finally: pull communication. The receiver has to proactively go and retrieve the info being communicated. It's the least effective.

This method cannot replace email or meetings. It cannot replace anything; it can only supplement. This is where many companies get into trouble: "just post it on the intranet" or "just post it on the newsfeed" and consider it communicated.

It's no good if people don't go read it. Pull communications take a whole culture change to be successful and employees (and clients!) are sloooooow to change. As mentioned, types

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As the first program in our new Powerful Voices Series, the Chamber hosted a discussion with school superintendents and a [Children's Mercy](#) physician about reopening schools in Johnson County. Our thanks to series sponsor, [UnitedHealthcare](#).

# IG for business: Some do's and don'ts

GUEST COLUMN

Riley Messina  
Social Media Manager  
Rhycom Advertising

If you think Instagram is just for posting sunsets, selfies and photos of what you're having for dinner, think again. Instagram has evolved into a serious social site with valuable implications for business.

At Rhycom, we work with numerous companies who utilize social media, but don't always maximize each channel, and that seems especially true with Instagram. So, we wanted to share our top Instagram do's and don'ts for businesses:

## Rule #1

Create high-quality content. Every time you post, ask yourself if the content truly represents your brand and your brand's personality. Replace all stock photo images with original content when possible.

## Rule #2

Remember to always apply the same social rules you would use in person. That could look different for everyone, but always strive to be kind, professional and respectful.

## Rule #3

Be selective. Follow people and profiles that inspire you. Don't feel obligated to follow someone because they follow you.

## Rule #4

Be appreciative if someone takes the time to write a message on your post and always try to respond ASAP. Brownie points for responding with something deeper than, "Thank you!"

## Rule #5

Use smart hashtags. We recommend not using hashtags



like #followback #followme. It looks too eager and is not effective. Do some digging and research hashtags that align with your brand.

## Rule #6

To generate a consistent brand presence, commit to posting regularly. We recommend posting at least three to four times a week and even more frequently to Instagram Stories in order to boost engagement.

## Rule #7

Your bio is prime real estate for telling users what to do and where to go. Use those 150 characters to create a strong personality and call-to-action. You can offer direct links, purchasing links, events, sign-ups, and you can change the link frequently.

## Rule #8

Be true to your brand. Regardless of the Instagram features you use, everything your business does on the platform should accurately reflect your brand. Whenever possible, show the human side of your company.

Based in Corporate Woods, [Rhycom](https://www.rhycom.com) is a full-service marketing firm consistently ranked as a Top 25 Ad Agency in Kansas City.



The Chamber helped celebrate a ribbon cutting for **Parisi Cafe**, 261 West 80th Street in Downtown Overland Park. For more information: (913) 677-8686 or [www.parisicoffee.com](http://www.parisicoffee.com).

## Community comes first for CommunityAmerica

CORPORATE SPONSOR SPOTLIGHT

At **CommunityAmerica**, company represents are proud to say there's a reason 'community' is in its name.

Living out its mission to help members achieve financial peace of mind, [CommunityAmerica](https://www.communityamerica.com) is engrained in the communities it serves as a local financial institution committed to Kansas City.

With a focus on promoting financial wellness at every life stage, CommunityAmerica's mission is furthered through philanthropic outreach pillars including financial literacy and stability, education, and health and well-being. In 2019 alone, it donated more than \$1 million to local charities, and its employee volunteers donated more than 5,000 hours to 160 organizations across the metro.

During these trying times, helping its members and business members through the COVID-19 pandemic has been paramount to CommunityAmerica. From loan extensions and skipped payments, to the Paycheck Protection Program and other business loans, it has been ever-present for its members through partnerships like the one it has with the Overland Park Chamber.



# Driving Economic Success

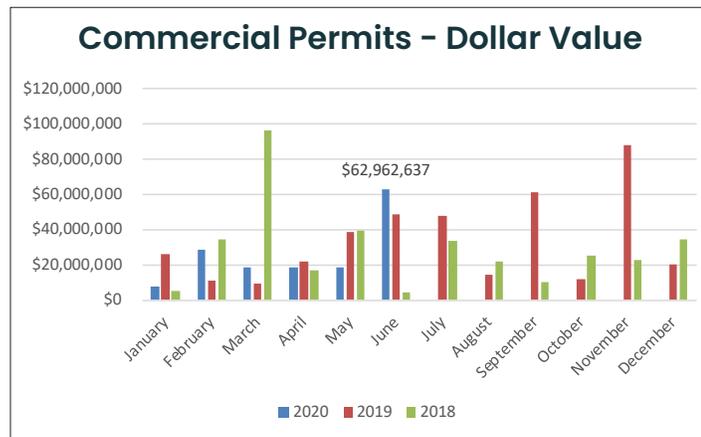
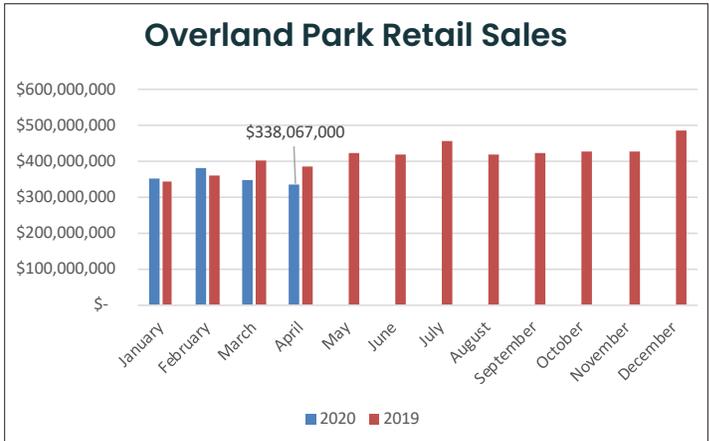
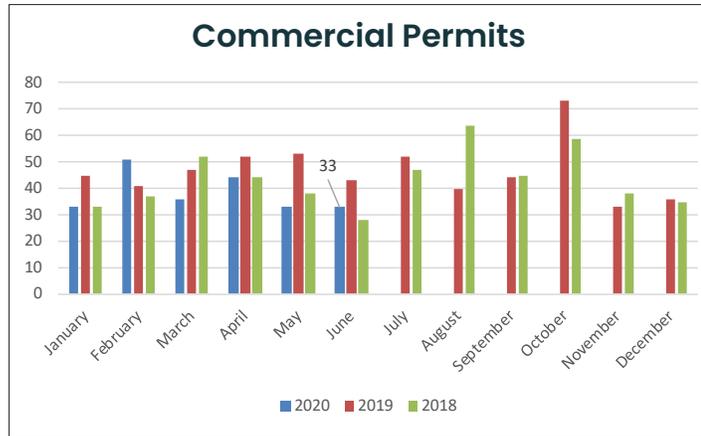
Building Permits				
	New Commercial	Institutional, Schools, etc.	Other Commercial	Totals
June 2020	2	0	31	33
Sq. Feet	555,484	0	24,292	555,484
Value	\$57,599,880	N/A	\$5,362,757	\$62,962,637

- City of Overland Park

## Unemployment

	June 2019	May 2020	June 2020
Overland Park	2.9%	9.4%	7.0%
Johnson County	2.8%	9.3%	6.8%
Kansas City Metro MSA	3.3%	10.8%	7.8%
State of Kansas	3.1%	10.0%	7.5%

(These percentages are not seasonally adjusted)  
 - Kansas Labor Information Center (KLIC)  
 - U.S. Bureau of Labor Statistics



**Davidson Architecture & Engineering** recently finished renovations of the former Sweet Tomatoes location at 8505 College Boulevard. If you're interested in this beautiful new office space, contact Beth Johnson at [bjohnson@opchamber.org](mailto:bjohnson@opchamber.org).

## Member News

### GOOD NEWS FROM OUR MEMBERS

**The University of Kansas Health System** is providing daily updates on how COVID-19 is impacting our community. Tune in at 8 a.m. weekdays on Facebook.

The **Black & Veatch** Foundation is underwriting targeted schol-

arships at four schools of higher education, including **Johnson County Community College**, to expedite the pipeline of qualified, aspiring design technology and technician candidates who can support the company's global transmission needs.

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## Corporate Partners



## Corporate Sponsors

Affinis Corp  
CommunityAmerica  
Credit Union  
Evergy  
FNBO-First National Bank  
of Omaha  
Foulston Siefkin LLP  
JE Dunn Construction  
Company  
Johnson County  
Community College  
Kansas Gas Service  
McCownGordon  
Construction  
Saint Luke's Health System  
The University of Kansas  
Edwards Campus  
The University of Kansas  
Health System

## Leadership Circle

AdamsGabbert

To add your name to this list  
each month, contact  
Tracey Osborne Oltjen  
at (913) 491-3600 or  
[tosborne@opchamber.org](mailto:tosborne@opchamber.org).

Member News continued . . .

The **Overland Park Convention Center** is one of the first convention centers in the Midwest to achieve the industry's only outbreak prevention, response and recovery accreditation.

**Johnson County Community College** has accepted a \$1 million donation for an ongoing endowment to support the college's Performing Arts Series.

**Elite Physicals** is offering COVID-19 tests for individuals and groups.

**Kansas City Ballet** announced the cancellation of performances at the Kauffman Center for the Performing Arts until at least 2021.

**Office Evolution** was ranked the #1 coworking center in the metro area by the Kansas City Business Journal.

Taste of Home selected **The Wooden Spoon** as serving the best pancakes in Kansas in its list of "The Best Pancakes in Every State."

**Safely Delicious** was featured by Startland News for its explosive growth despite the pandemic.

**88 Design Group** won two Platinum Crushie trophies at the 2020 Craft Beer Marketing Awards.

To support community and business leaders, **Johnson County Community College** is presenting a 11-month Leadership Development Series through [Living As A Leader](#)®.

**BHC RHODES** has hired Scott Brandt, P.E., as Business Development Manager for Utilities Services for the growing telecom market.

To submit company news, events and promotions, [click here](#).

# KU Edwards innovates to meet business needs

## CORPORATE SPONSOR SPOTLIGHT

**When it first opened 27 years ago, the KU Edwards Campus at 127th and Quivira was neighbored by agricultural fields. Since then, it has grown as Overland Park grew up around it.**

Originally conceived as a place for evening graduate courses, the campus has innovated to meet the needs of local professionals, students and employers. By working with business leaders, community colleges and high schools, the Edwards Campus is making sure it offers the most relevant degree programs, academic certificates, professional development

and lifelong education programs. Today, KU offers right here in Overland Park more than 60 undergraduate and graduate degrees and certificates, lifelong enrichment education through the Osher Institute, professional development for individuals and employers, space for rent for educational programming, and more.

A recent study conducted by the Johnson County Education Research Triangle, which helps support the Edwards Campus, concluded the campus has produced hundreds of millions of dollars of local economic impact.

For more information, visit [www.edwardscampus.ku.edu](http://www.edwardscampus.ku.edu).



**Successful Communication** cont. of pull communications include a website, an intranet or other knowledge repository. Communication is both an art and a science. In short, mix up your delivery style for maximum effectiveness. Know your listener and his or her habits to really get your message across. Don't assume that just because you have broadcasted the words, your actual mes-

sage has been received. When in doubt, enlist a professional communications strategist to help you spread the good word.

*Jeannie Wilcox is Marketing Manager at [Mercer-Zimmerman](#). She has a BA in English and an MBA with an emphasis in marketing. She's helped many of Kansas City's growing organizations improve their marketing and communications.*

*Business Perspective* is published monthly by the Overland Park Chamber of Commerce, 9001 West 110th Street, Suite 150, Overland Park, KS 66210.

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