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# Northsider

Volume 28

August 2019

Issue 8

## On The Agenda

### Monthly Luncheon

AUGUST 8TH LUNCHEON

STATE OF OUR SCHOOLS ADDRESS

PRESENTER: DR. JOHN JUNGSMANN  
SPRINGFIELD PUBLIC SCHOOLS  
SUPERINTENDENT

DOUBLE TREE HOTEL

LUNCH \$12

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## In The Future

SEPTEMBER 12TH LUNCHEON

HIRING AND KEEPING GOOD  
EMPLOYEES

PRESENTER: KATHERINE TROMBETTA  
MISSOURI JOB CENTER

DOUBLE TREE HOTEL

LUNCH \$12

## Reputation Management Starts with Empathy

In today's online marketplace the difference between a good and bad review is your response. According to NSBA Board Member Kim



NSBA Board Member Kim Rippy (above) lead a discussion about Reputation Management by stating that research shows, "90% of consumers say that user generated content influences purchasing decisions."

Rippy, speaking at our July luncheon, "You may not always satisfy the unhappy reviewer, but your efforts to address the issue are what should be most important."

Rippy went on to say, "You're talking to your future customers who will be next inline or not,

depending upon how you manage your online reputation."

Rippy, and a panel of other professionals provided practical examples for how to deal with negative online reviews about your business. First, *Turn it in to a positive* for the customer, with an apology or incentive; *Make it a*

*learning opportunity* for you, your employees and future customers who will be reading about your business; *Bury the negative comment* by encouraging satisfied customers to leave a review; but lastly, *Never delete the negative response* - that invalidates the unhappy client and possibly incites further retaliation.

Joe Everest from Ozark Fence Company spoke as a member of a panel discussion and stated, "Small businesses live and die by word of mouth, so be polite, courteous and sympathetic; because in the end there is no defense, they have already made up their mind about your business - you're speaking to the next customer."

(continued on page 2)



From left to right, Brian Inman - DoubleTree Hotel, Joe Everest - Ozark Fence, Kim Rippy - Midwest Family Broadcasting and Jacque Harness - Community Partnership of the Ozarks formed a panel discussion and offered helpful advice to build and protect your online brand image.

Our 23rd Annual NSBA Attendance Party happens in May 2020. There are many ways in which you can be involved. As a volunteer we need help with set-up, stuffing backpacks, registration and clean-up. As a corporate sponsor we have opportunities to host a booth and conduct games or activities. As a member of our 100 Club you can donate a bicycle or \$100 towards our goal to of giving away 100 bikes during the event. There are many ways to be involved! Contact Andrea Graddy for more information at 417-889-4800 or [andrea@advantagetherapyonline.com](mailto:andrea@advantagetherapyonline.com)

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It's a 24-7 job when you manage social media accounts, said Jacque Harness, speaking on behalf of the non-profit sector. She went on to say, "If I'm alerted in the middle of the night about a comment made about our organization, I want to be proactive and not reactive, and start preparing for how to educate our following about how valuable we are to the community and that starts by being transparent with the audience. From a practical standpoint, Brian Inman from the DoubleTree shared a story about two guests who approached him after checking into the hotel only to tell him that they made the decision to book at his hotel based upon how he handled an unfavorable response from an overnight guest. Inman remarked, "It's a big part of my job here to make sure our customers feel heard and to address their concerns."

**Steps to Take Control of Your On-Line Presence**  
**Claim Your Brand**  
**Encourage Reviews**  
**Monitor Reviews**  
**Respond**

Freeway Ministries occupies the old Holiday Lanes on west Kearney, a structure that was little more than walls when John Stroup saw a vision for how it was meant to be. He and Casey Merrick (below left) are seen receiving the Commercial Betterment Award from NSBA Board Member Brent Gilstrap.



Tameka Bedell (above left) received the Residential Betterment Award in July for her property on north Washington Ave. Tameka was raised on that street and has returned to raise her two boys in the same neighborhood. NSBA member Helen Votaw presented the award.

**Who We Are**



**Beautification • Education • Recognition**

**Our Purpose:**  
To encourage and promote worthwhile and honorable endeavors which will make North Springfield a better place in which to work and live. Our intent is to be alert to our community's needs and well-versed and knowledgeable in order to take constructive action for community betterment.

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Printed by Lakeland Office Systems  
Mailed by NDC Mailing Service

Northsider; August 2019; Volume 28, No. 8  
Northsider is published monthly and intended to encourage North Springfield business owners and residents to engage in activities, which better their community. All articles should be submitted to the editor three weeks prior to the scheduled luncheon.

**NORTHSIDER STAFF**  
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**Letter from the NSBA President**



First I wanted to say thank you to all the volunteers who helped out at the Ozarks Empire grandstand event featuring Kansas; it was a rocking good time.

Can you believe it's almost time to start back to school? As most of you know our support of 13 north Springfield elementary schools is the cornerstone of our efforts and we're always excited to do all we can to encourage school attendance. If you're new to NSBA or have not yet had the time to learn more about this project, please reach out to me or any board member, we'd love to have you on our team.

As always, thank you to everyone for what you do to make north Springfield a great place to live, work and raise a family!

*Jacque Breedlove-Harness, NSBA President*



**Nate's Notes**



**DID YOU KNOW?**

*By 6th grade, chronic absence becomes a leading indicator that a student will drop out of high school.*

-attendanceworks.org

**NSBA Notes**

**Become an NSBA Member Today!**  
*Membership Dues*

**Retired Individuals: \$20.00**  
**Neighborhood Associations: \$20.00**  
**Single Membership: \$65.00\***  
**Corporate for 2 individuals: \$100.00**  
**Corporate for 3 individuals: \$150.00**

**Plus 3-person Corporate Memberships will get to present a 10-minute company profile at an NSBA General Meeting**

**Contact any board member for more information.**

**\*A Single Membership is one person, with or without a company affiliation, who wants to join NSBA.**

**The Mission of NSBA**  
Our purpose is to promote and encourage worthwhile and honorable endeavors, which make north Springfield a better place to work and live. Our intent is to be alert, well versed, and knowledgeable to our community's needs in order to take constructive action for community involvement.

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**bet-ter-ment**

*/'bedərment/*

noun

1. the act or process of improving something.  
"they believed that what they were doing was vital for the betterment of society"

synonyms: improvement, amelioration, advancement, change for the better, furtherance, upgrading, enhancement...

- the enhanced value of real property arising from local improvements.  
"a betterment charge"



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**Don't forget to add "Join a NSBA Committee" to your summer to-do list!**

*Here are the various committees you can be involved with: Attendance Party, Betterment, Fundraising, Glenstone Islands, Membership, Program and Public Communication.*