



If you haven't voted in advance, we encourage you to do your part and vote tomorrow. Polls are open 6:00 a.m.-7:00 p.m.

Learn more about the candidates here:

- [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](#)



Now Accepting Nominations for 2020

## Richard A. Worrel Community Legacy Award

**We are now accepting nominations for the 2020 Richard A. Worrel Community Legacy Award.**

The deadline for nominations is 5:00 p.m. on November 9. The recipient will be announced during the Chamber's Annual Meeting on December 4.

The Richard A. Worrel Community Legacy Award honors the memory of Rick Worrel for his remarkable career and lifetime of service, which left a unique legacy in our Chamber and throughout our community. Rick was a difference maker and was

known as an intentional, thoughtful leader. He was passionate about building – whether he was building up people, building our community, building his profession's standards, building infrastructure or building up public education. His eyes were focused on the future and how he could make someone's life or our community better. This award honors his legacy and recognizes an individual(s) who exemplifies a similar commitment to service and our community.

For nomination details, [click here](#).

## Is your company's listing up to date?

If you haven't logged into your Info Hub in the Chamber's new membership database, your company listings may not be correct when we produce our 2021 Membership Directory. Please use the Info Hub to update your company profile.

To create an account, [click here](#) or contact Drew at [daggus@opchamber.org](mailto:daggus@opchamber.org) or (913) 491-3600.

## Events Calendar

### LOP Graduation

Virtual program celebrating our 2020 Leadership OP graduates.

Friday, November 6  
12:00-1:00 p.m.

To register, [click here](#)

### Virtual Coffee Break

Sponsored by [Fortune Financial Advisors](#)

Wednesday, November 11  
9:30-10:30 a.m.

To register, [click here](#)

### Member Orientation

Sponsored by [Lettiann & Associates Real Estate Services](#)

Wednesday, November 18  
9:00-10:00 a.m.

To register, [click here](#)

### Good Morning, Overland Park!

Sponsored by [Humana](#)

Virtual program featuring good news from around Overland Park

Friday, November 20  
8:00-9:00 a.m.

To register, [click here](#)

### Annual Meeting

Reflecting on 2020 and looking to the year ahead with a keynote by futurist Rebecca Ryan.

Friday, December 4  
12:00-1:00 p.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

Cindy Rock, Secretary  
Thryv

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

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



## "Fins"

### PRESIDENT'S MESSAGE

#### Are you tired?

I'm hearing many of you are tired from so much coming at you from too many directions. There's more on your plate than usual. You have your normal workload as well as COVID's safety protocols that add the challenges of time, expense and distance requirements for your team and your customers, not to mention the concerns about the virus itself. There are more Zooms, webinars and virtual happy hours than hours in the day, combined with the especially vitriolic election and a 24/7 news cycle of social justice issues, wildfires and tropical storms. And email piling up in your Inbox. It can become overwhelming...even a little frightening. Sometimes I hear that Jimmy Buffett song in my head, "You've got fins to the left, fins to the right, and you're the only bait in town."

I grew up just north of the George Washington Carver National Monument in Diamond, Mo., so I visited there many times with family, school field trips and Girl Scout outings. There was a quote by Dr. Carver in the museum that struck me: "Where there is no vision, there is no hope."

Born to slaves just a few weeks after the conclusion of the Civil War, he was or-

phaned very young and taken in by the Carvers, a white family in southern Missouri. That tiny boy likely didn't envision the impact he would have on our world, becoming one of the preeminent scientists and inventors of his time, but he loved to learn and pursued knowledge relentlessly. His story is one of trauma, hardship and perseverance, but also great achievement and inspiration. I believe his vision and focus are good reminders for us now. Carver's future was uncertain and even sometimes dangerous for a young Black man in a segregated world. Few would have foreseen his future achievements as an educator, scientist and humanitarian.

Our challenges today are different, but we can draw parallels from Carver's focus on his future and passion for what he cared about. What is your vision for your business? For your community? There's no quick answer especially now as some might have only a post-COVID vision of success in their mind. I contend we must envision what thriving businesses and communities look like amidst this pandemic in order for us to survive for a future in a post-pandemic world.

Last December at our Annual Meeting, futurist Rebecca Ryan taught us how to think like futurists. Despite our best efforts to

*(continued on the next page)*

**President cont. . . .**  
 follow her counsel, we didn't foresee the havoc 2020 would bring. The reality is that COVID isn't the only thing impacting our world, and there's no time like the present to work on future-proofing our organizations. We're excited to bring Rebecca back for our 2020 Annual Meeting on December 4. With

the help of our speaker sponsor the Overland Park Chamber Foundation and event sponsor Security Bank, our event is both virtual and free this year, so I hope you'll join us. Rebecca is both wise and fun, so you'll enjoy getting to know her and take away some nuggets to make your world better. See you December 4!



## 2020 Annual Meeting

SPONSORED BY **SECURITY BANK**  
OF KANSAS CITY™

**Friday, December 4** - 12:00-1:30 p.m.

For this year's virtual Annual Meeting, we're pleased to welcome back futurist and economist **Rebecca Ryan** as keynote speaker. Following up to her dynamic presentation at last year's Annual Meeting, Rebecca will enthrall us with her perspective on our changed business environment in the age of COVID-19.

To register, [click here](#).

### Event sponsorships available!

Showcase your company to a broad public audience of business, government and community leaders as an Annual Meeting sponsor. Multiple sponsorships are available in these categories:

- Gold Sponsor** - \$2,000
- Silver Sponsor** - \$1,000
- Bronze Sponsor** - \$500
- Award Sponsor** - \$250

For details, [click here](#) or contact Celia at (913) 766-7603 or [cfritzwatson@opchamber.org](mailto:cfritzwatson@opchamber.org).

#### Thanks to these sponsors . . .

Presenting Sponsor



Leadership Patron Sponsor



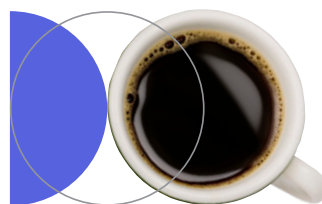
Premier Host & Production Sponsor



Creative Sponsor



Vibe/DJ Sponsor



## Virtual Coffee Break

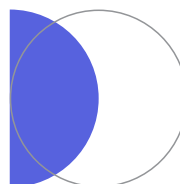
SPONSORED BY



**Wednesday, November 11** - 9:30-10:30 a.m.

Connect with fellow business professionals virtually from the comfort of your home or office to exchange ideas and support one another.

To register, [click here](#).



## Member Orientation

SPONSORED BY



**Wednesday, November 18** - 9:00-10:00 a.m.

If you are new to the Chamber or new to your company, join us for this free virtual event to learn more about the opportunities available for you as a member.

To register, [click here](#).

Laughter is the best medicine! 🤔



**Friday, November 20** - 8:00-9:00 a.m.

We can all agree - 2020 has been a @%\*#& year! Fortunately, we've made it to that time of year when Chamber members come together to hear both inspiring business news plus lots of groan-worthy jokes from event emcees Greg Musil, **Rouse Frets White Goss Gentile Rhodes, P.C.**; and Aaron Attebery, **Black & Veatch**. Our event sponsor, **Humana**, knows a lot about well-being and we think they might agree with us - sometimes laughter is the best medicine!

**This year, you can play a role in the hilarity. We're asking participants to submit their best joke.** The top ones will be included in our program. Greg and Aaron promise not to break your humerus! Submit your joke by November 6 to [opcc@opchamber.org](mailto:opcc@opchamber.org).

Promote your company at this event by providing a door prize (value of at least \$25). Contact Drew at [daggus@opchamber.org](mailto:daggus@opchamber.org).

To register, [click here](#).





# LOP 2020 Graduation

OUR FEATURED KEYNOTE SPEAKER: MARY BIRCH

**Friday, November 6** - 12:00-1:00 p.m.

Join us for a virtual event as we celebrate the graduation of our 2020 Leadership Overland Park class.

Our featured speaker will be Mary Birch, chair of the Government Relations practice at [Lathrop GPM](#). From 1984 to 2002, Mary served as president of the Overland Park Chamber of Commerce, where she directed business and government relations efforts. She was named "Johnson Countian of the Year" by the Johnson County Community College Foundation in 2002.

To register, [click here](#).

## LOP class wrapping up its 2020 session

After a hiatus of several months, our Leadership Overland Park class resumed this past month with a handful of class members hearing from presenters in person and the rest of the class participating remotely. In the last few sessions to wrap up this year's program, class members learned how quality of life and economic development processes ensure local residents have exceptional amenities that enrich their lives and that our community offers an environment conducive to business growth.

### Support the 2020 Class Project!

The 2020 class has established the Leadership Overland Park Scholarship Fund to help in-need residents of Johnson County gain a professional or technical career. One in seven of the county's population is considered low income. The fund will create a consistent source of funding to help less fortunate residents.

Donations are tax-deductible to the full extent of the law. For more information, [click here](#).



Leadership Overland Park class members have held their remaining sessions in a hybrid model with a handful of members meeting in person and the rest of the class participating remotely.

## New programs offer small business grants

**Deadlines for two new grant programs for small businesses are closing soon.**

Beginning at 10:00 a.m. on November 4, local businesses can begin applying for the **Johnson County CARES Small Business Grant**. This new grant program offers Johnson County small businesses a one-time, \$10,000 grant to help offset business expenses and/or revenue loss incurred due to COVID-19.

The Johnson County Commission has allocated \$13.5M in small business relief grants allowing 1,350 small businesses to receive grants. Grants will be allocated on a first-come, first-served basis. It is anticipated the high volume of applicants will exceed the total grants available.

For details, [click here](#).

Small businesses in Overland Park have until November 9 to apply for funding from the **Overland Park CDBG Small Business Economic Recovery Program**. Administered by the Community Capital Fund (CCF), in partnership with the City of Overland Park, the program will award grants of up to \$5,000 to small businesses in Overland Park experiencing continued negative impacts as a result of the COVID-19 pandemic.

Grants will provide immediate liquidity to small businesses



struggling with capital and payroll expenses, low demand, and other challenges associated with the reopening process. Businesses must either create or retain at least one full-time-equivalent (FTE) job held by a low-to-moderate-income person.

The application period closes November 9. Office hours are available for asking questions.

For more details, [click here](#).

**For more information, click the advertisement below.**

### Holiday Gift Sets Galore and More!



7945 Santa Fe Drive  
(913) 649-7900  
[www.thetastefulolive.com](http://www.thetastefulolive.com)

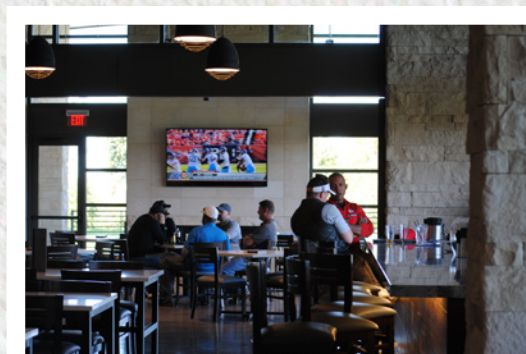
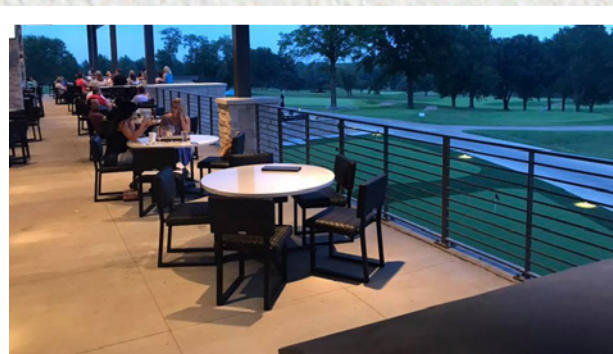




For more information, click the advertisement below.

# *Indoor/Outdoor Restaurant & Bar*

at Sykes/Lady Overland Park Golf Club



**Open To The Public Year-Round!**

12501 Quivira Rd • Overland Park, Ky 66213 • (913) 890-1614

Make a reservation at [golfop.com/club27](https://golfop.com/club27)



# 10 tips for selling a home

GUEST COLUMN

Lettiann Sutherland  
Broker / Owner

[Lettiann & Associates Real Estate Services](#)

Despite this year's pandemic, the Kansas City housing market has flourished. If you've been thinking about putting your house on the market, do you know what steps to take?



- 1. Price it right.** Find out what your home is worth, then shave 15-20% off the price. You'll be stamped by buyers with multiple bids.
- 2. Maximize the light in your home.** Take down the drapes, clean the windows, change the lampshades, increase the wattage of your light bulbs and cut the bushes outside to let in sunshine.
- 3. Play the agent field.** Make sure you have a broker who is totally informed. He or she must constantly monitor what properties are going on the market and know the comps in your neighborhood. Find a broker who embraces technology and has many tools to get your house sold.
- 4. Don't over-upgrade.** Huge improvement projects are not worth it. Don't spend a nickel unless you can make a dime out of it. Instead, do updates that will pay off and get you top dollar.
- 5. Always be ready to show.** Your house needs to be "show-ready" at all times.
- 6. Audit your agent's online marketing.** Research reveals 92% of homebuyers start their house hunt online. Make sure your listing is compelling and have plenty of pictures.
- 7. Listen to your agent.** Find an experienced real estate agent to list your home, who has a successful track record of selling homes in your area, listen to the agent's recommendations.
- 8. Get your home in "move-in" condition.** Aesthetics are important, but it's also important that doors, appliances, electrical, and plumbing fixtures be in compliance with current building codes and in working order.
- 9. Pressure wash driveway and any decks.** First impressions are everything!
- 10. Keep a good mindset.** Always focus on maintaining a positive mindset. There are buyers out there looking for exactly your property.

*Lettiann Sutherland has more than 15 years of real estate experience. She is the author of "Homes That Cook" and host of the successful podcast series, Real Estate U with Lettiann.*



If you missed last month's Powerful Voices program in which Penny Post oak Ferguson, County Manager for Johnson County; and Bill Ebel, City Manager for the City of Overland Park; discussed the economic outlook for local governments, you can watch the recorded video: [click here](#).

Thanks to our **Series Sponsor: [United Healthcare](#)**



City Council President Fred Spears and Chamber President Tracy Osborne Oltjen helped [Overland Park Regional Medical Center](#) officials and the inaugural class of residents in the OB Graduate Medical Education Program celebrate a ribbon cutting. These newly licensed physicians work hand-in-hand with skilled attending physicians to provide excellent care with the attention every patient deserves. Learn more at <http://oprmc.com/obgme>.



City Council President Fred Spears and Chamber President Tracy Osborne Oltjen helped Ryan Akin, general manager, and his team cut a ribbon for [GO Car Wash](#), 11806 West 135th Street. To find out about specials for new members, call (913) 912-1783.



For more information, click the advertisement below.

— WE HAVE IMPLEMENTED PROGRESSIVE SAFETY MEASURES TO KEEP YOU SAFE —

LET US BRING  
*The Q  
to you!*

TREAT EVERYONE TO  
MASTERFULLY MADE BBQ.



**CONTACT THE CATERING TEAM TODAY:**

MIDTOWN: 816.255.3753 EXT 3 | SOUTH: 913.951.4505 EXT 3

SHANNON@Q39KC.COM | Q39KC.COM | @Q39KC   

# JOCO KS Works offers free workforce training

[Johnson County Community College \(JCCC\) Continuing Education](#) has partnered with [Workforce Partnership](#) and other training providers to provide access to free workplace skills training for those who have been financially affected by COVID-19.

Known as JOCO KS Works, the program is funded by a portion of Johnson County's allotment of Coronavirus Aid, Relief, and Economic Security (CARES) funding.

Those who qualify and complete the application process can register free of charge for any of JCCC CE's more than

350 courses and must complete training by Dec. 30, 2020.

Businesses located in Johnson County that had to cut wages or staff or that have a need to reskill their workforce because of COVID-19 could also qualify for CARES training funds through JOCO KS Works, which is managed through the Johnson County Workforce Partnership office.

Funding is available until exhausted, and classes will fill quickly.

To view all JCCC qualified courses and apply, visit [jccc.edu/CaresAct](http://jccc.edu/CaresAct).

## Welcome to the Chamber!

### INTRODUCING OUR NEWEST MEMBERS

#### Amerikick Martial Arts

Jarrett Leiker, Head Instructor  
9534 Metcalf Avenue  
Overland Park KS 66212  
(913) 432-2787  
contactus@amerikickkansas.com  
[www.amerikickkansas.com](http://www.amerikickkansas.com)  
*Martial Arts Instruction, Self Defense Instruction*

#### Caqui, Inc.

Frank Davis, President  
fdavis@homewellcares.com  
(678) 772-8876  
*Home Care Services*

#### Deka Lash

Cara Neill, Franchise Owner  
11780 West 135th Street  
Quivira Crossing  
Overland Park KS 66221  
westoverlandpark@dekalash.com  
(913) 439-4288  
[www.dekalash.com](http://www.dekalash.com)  
*Beauty Salons/Spas-Personal Services & Care, Beauty Services*  
*Referred by Josh Bitterman, Goldfish Swim School*

#### GO Car Wash

Sal Belfonte, Director of Marketing  
11806 West 135th Street  
Overland Park KS 66221  
(913) 912-1783  
<https://gocarwash.com>  
*Car Washing & Polishing*

#### MBB

Christian Weld-Brown, COO/ Partner  
7820 Foster Street  
Overland Park KS 66204  
(913) 531-1992  
rcherra@mbbagency.com  
[www.mbbagency.com](http://www.mbbagency.com)  
*Marketing Consultants, Advertising*

#### The Alternative Board of Johnson County

Michael Gansman, Owner  
michael@tabjocoks.com  
(913) 991-3671  
[www.thealternativeboard.com/johnson-county-ks](http://www.thealternativeboard.com/johnson-county-ks)  
*Business & Professional Services, Business Consultants*

## Thanks for your reinvestment!

### OCTOBER MEMBER RENEWALS INVESTING IN OUR COMMUNITY

#### 50+ Years

Atmos Energy Corporation  
Bear & Bear Associates  
Family Tree Nursery  
Rau Construction Company

#### 40-49 Years

INTRUST Bank  
JE Dunn Construction Company

#### 20-39 Years

API Broadcast Advertising  
Baker University  
Blue Valley Education Association  
FLG Networking Services  
Garden Terrace at Overland Park  
Georgetown Apartments L.L.C.  
HDR Engineering, Inc.  
Hy-Vee Food & Drug Store #1  
Johnson County Government  
Price Chopper Queen's-87th & Antioch  
Rosati's Pizza  
Safehome, Inc.  
Santa Fe Body, Inc.  
Southcreek Office Park  
The Builders' Association  
VanTrust Real Estate, LLC

#### 10-19 Years

Allied National, Inc.  
GoalGETTERS®  
Hovey Williams LLP  
Hutchins & Haake, LLC  
McCownGordon Construction  
Nolan Real Estate  
Online Trading Academy  
OptumRx  
Overland Park Host Lions Club  
Parker Communications Group  
Principal Financial Group  
Renewal by Andersen  
Rodrock Homes, LLC  
Santa Fe Tow Service Inc.  
TownePlace Suites by Marriott  
Tri-Land Properties, Inc

#### 5-9 Years

Block Real Estate Services, LLC  
Burnt End BBQ  
Corbin Crossing Apartments  
Curtin Property Company  
Firestone Complete Auto Care-135th Street  
Forerunner Signs & Graphics  
Foulston Siefkin LLP  
Hereford House - Leawood  
Indian Creek Land & Investment Co., LP  
Kansas City Web Design  
Kansas Leadership Center  
Keurig Dr Pepper  
KeyBank  
McCallum Place Eating Disorder Centers  
Morningside Place Alzheimer's & Memory Support  
New Birth Company  
Parisi Coffee  
Retail Success  
Rx Savings Solutions  
SG360  
The Sovereign at Overland Park  
Tick Tock Escape Rooms  
Topgolf  
Valley Hope Association

#### 1-4 Years

Baron Contracting Corporation  
Dairy Queen-137th Street  
Digital Maelstrom  
Edison Spaces  
Jason's Deli  
LoveOurRoof, an Xcel Company  
Midwest Tinting  
PrimeLending  
Raising Cane's Chicken Fingers  
Revolve at OneFifteen  
Spectrum Eyecare  
Stephens & Associates Advertising Inc.  
Sweet Tooth Pediatric Dentistry & Orthodontics  
The Sheridan at Overland Park  
WellSky Corporation  
Workforce Partnership  
Zaxby's

**Businesses are making difficult choices; we appreciate you recognizing the value the Chamber continues to provide you. And, we encourage you to support these businesses that are investing in our community!**



# Foulston dedicated to improving communities its attorneys serve

CORPORATE SPONSOR SPOTLIGHT

Established in 1919, Foulston Siefkin LLP is the largest and one of the oldest law firms in Kansas, with a strong tradition for legal excellence.

The firm is proud to have its roots and future in Kansas and Overland Park. Foulston clients reflect the membership of the Chamber, including small and large businesses, hospitals, universities, municipalities, and non-profit organizations. Whether launching a new venture, structuring a merger, managing employment risks, or trying complex lawsuits, Foulston's attorneys help clients solve problems and reach goals.

The Overland Park office has grown to 22 attorneys. Practice areas include mergers and acquisitions, healthcare, commercial litigation, real estate, banking, and employment and labor. Foulston attorneys have earned national and regional recognition in legal rankings including the Best Lawyers in America, Chambers, and Benchmark Litigation.

Foulston is dedicated to improving the communities it serves by actively giving back



through volunteer service and lending financial support to a range of charitable organizations. Many Foulston attorneys serve as officers, directors and trustees of civic, charitable, educational and professional organizations that are committed to enhancing our community. The firm's community involvement is diverse and widespread with attorneys helping numerous charitable organizations in areas such as improved healthcare, educational opportunities, youth programs, and community outreach. Partner-in-charge Tony Rupp serves on the Overland Park Chamber Board of Directors and is chair of the Public Policy and Advocacy Committee.

For more information, contact Tony Rupp at [trupp@foulston.com](mailto:trupp@foulston.com) or (913) 498-2100 or visit [www.foulston.com](http://www.foulston.com).

## Submit a guest column for this newsletter

Chamber members are invited to share industry knowledge through a guest column in this monthly newsletter. Columns should provide general information beneficial to a wide range of business professionals, and be commercial-free and not promotional in nature. They might focus on best practices and ideally would be a timely topic addressing the current business environment or issues such as COVID-19. For details: Stan at [slawson@opchamber.org](mailto:slawson@opchamber.org).

# 2021 temperature check: What's your company's purpose?

GUEST COLUMN

In an era of social change, consumers expect brands to step up to this public role. In the 2019 Kantar Global MONITOR study, 66% of consumers across 20-plus countries agreed it is important for brands to be "committed to making our society better."

The study highlights 12 action points, emphasizing values such as purpose, creativity, optimism, alignment with global goals, activism, transparent content, community servitude, legacy, humility, taking risks and improving the customer journey.

The top three speak to purpose, optimism and global sustainability and development:

### Be deliberate about purpose.

First, decide where exactly the brand has a useful and differentiating position. Next, transition into action, from saying to doing. People expect brands to step up and do their part — especially when it comes to pandemic recovery. Consumers both welcome and reward brands for helping to re-energize their communities.

**Spread optimism.** Amidst political divisions, geopolitical tensions and a global pandemic, brands have an opportunity to remind people about the daily joys that make problems worth fixing and life worth living, without ignoring or minimizing difficult realities.

**Do a check-up.** Check the brand against the UN's 17 Sustainable Development Goals. Engage with the goals most rel-

Valerie Jennings  
Founder

[Jennings Social Media & MarTech](#)



evant for your brand and communicate these values to your brand's stakeholders through proven action.

After prioritizing the values meaningful to your brand, learn how to implement these action points to purposefully impact your business. Several tactics could include:

1. Understand your buyer personas to better target meaningful content
2. Analyze the health of your company's data
3. Leverage influencer collaborations to improve SEO
4. Use CRM workflows for lead nurturing
5. Built trust through transparency as the first impression for your website content
6. Use video, UGC, messaging and storytelling and comprehensive campaigns to create connections through content.

*Since founding Jennings Social Media & MarTech (JSMM) in 2003, Valerie Jennings has transformed her company from a small, social media consulting business to a highly-competitive strategic martech firm. She was honored with the international recognition of receiving a 2020 Silver Stevie® Award for Female Entrepreneur of the Year in the business services category.*

# What is unclaimed property and what is your obligation to find it?

GUEST COLUMN

**What happens when an employee quits and you can't find her to send a final paycheck? What if a customer has a credit balance on an account and you can't locate him to return it?**

These are examples of unclaimed property which can be a risky for business owners who aren't aware of their obligation to account for it. Unclaimed property examinations are also on the rise which could result in big penalties.

## What is Unclaimed Property?

Unclaimed property laws were created to protect owners who are vulnerable to the loss of their 'property' which can be intangible (uncashed paychecks, stocks) or tangible (the contents in a safe deposit box). You may have also heard similar terms like "escheat" or "abandoned property." Typically, the 'owner' of the property has had it for at least a year.

Examples of unclaimed property can include abandoned property, annuities, insurance payments, security deposits, gift cards or certificates, payroll checks - basically items of value. And there is no standard statute of limitations.

## It's your job to find it. And account for it.

As a businessowner, it's your job to capture and account for unclaimed property. And laws vary from state to state.

You are obligated to identify it, notify or return the unclaimed

Bret Curtis, CPA, JD, LLM  
Shareholder  
[Mize CPAs Inc.](#)



property to the owner. If you can't locate the owner, you have to remit the unclaimed property item to the state (also known as "escheatment").

## If are non-compliant with correctly reporting unclaimed property, the penalties can be painful.

Case in point: A recent audit of a business owner who owned franchise locations resulted in a \$3 million initial assessment including interest and penalties. Depending on the specific state, you could pay interest approaching 20% per year and penalties. If you are audited, some states will go back a decade or more looking for unclaimed property.

Most states offer voluntary disclosure agreements which offer amnesty from interest and penalties if you come forward early. These apply if you enter into an agreement before you get audited.

*A certified public accountant and attorney, Bret Curtis concentrates his practice on tax planning and helping private business owners properly structure their business transactions to achieve their financial goals.*

# Energy looks for innovative solutions

CORPORATE SPONSOR SPOTLIGHT

**Energy is committed to empowering a better future for its customers and communities. Making a positive impact in communities it calls home is a foundational component of its business.**

Energy is here for you during this time by pledging \$2.2 million to local COVID-19 relief, bringing its 2020 planned giving to more than \$8 million.

- Emergency grants to help non-profit agencies on the front lines delivering essential services to communities. Energy has donated \$400,000 to more than 50 agencies.
- Hometown Economic Recovery Program. Energy accepted applications from registered 501(c)(3) and 501(c)(6) nonprofits for programs and projects focused on aiding in the short and long-term recovery efforts in our service territory. Grants requests between \$5,000 and \$25,000 in two phases. Phase one ended September 1 with

awardees announced September 17. Phase 2 ended October 1 with awardees announced October 19.

- Energy is expanding on flexible pay arrangements for residential and small business customers, committing \$1,000,000 to Dollar Aide, Project DESERVE and other programs that assist customers with energy payments.

Energy's community investment program is based on strategies that help customers and the region move forward. It looks for innovative solutions to solve root causes, so its efforts and actions are truly making an impact in its hometowns. For more information, visit [www.energy.com/covid19](http://www.energy.com/covid19).



## Get greater visibility in 2021!

Co-branding your company with the Chamber as one of our annual Corporate Sponsors is a great way to achieve greater visibility year-round!

For details: Erin Murray at [emurray@opchamber.org](mailto:emurray@opchamber.org).



# Don't let the pandemic delay important checkups

## GUEST COLUMN

**During a pandemic outbreak, an election year, and economic uncertainty, regular checkups such as seeing a dentist can be overlooked and put off. Is it safe to visit my dentist or can my visit wait?**

While no one can know for certain if it is wise to put off an individual regular checkup due to COVID concerns, dentistry has for decades followed strict guidelines and protocols that meet or surpass those found in hospitals, making it one of the safest activities to engage in outside of the home. Dental providers

now require health screening prior to check in, temperature checks, face masks for both patients and staff, social distancing in waiting rooms, strict cleaning protocols, and increased use of hand sanitizer and handwashing.

It is important to visit your dentist and not put off checkups for many reasons. One of the biggest reasons is because cavities can move very quickly. It can be a challenge for adults (especially men) to schedule regular dental checkups because of putting things off. Unfortunately, this time waiting often results in larger cavities and the possible need for root canals or extractions.

Children on the other hand tend to encounter larger cavities simply because a child's tooth will generally cause less pain than an adult tooth. However, once children do feel tooth pain, they typically are much less tolerable of this pain than adults, resulting in dental emergencies.

Large dental problems in children and adults can be prevented if caught early, which will save time and money. It is very important to continue with six-month cleaning appointments to maintain long-term gingival and tooth health and to avoid fillings or extractions in the future. If you follow these recommendations, both kids

Wayne Dobbins DDS, MS  
Pediatric Dentist & Orthodontist  
[Sweet Tooth Pediatric Dentistry & Orthodontics](#)



and adults can avoid costly and painful dental appointments in the future.

*Wayne Dobbins is a board-certified orthodontist and pediatric dentist. He practices pediatric dentistry and orthodontics for all ages.*

## COVID-19 or the flu?




Symptoms	 <b>COVID-19</b> Symptoms typically appear 5 days after being infected, but may appear 2-14 days after infection (time range can vary).	 <b>Flu</b> Symptoms typically appear anywhere from 1-4 days after infection.	 <b>Cold</b> Symptoms of a cold usually peak within 2-3 days.
	Sore throat	Sometimes	Sometimes
Stuffy/runny nose	Rare	Sometimes	Common
Cough	Yes, typically dry	Yes	Mild to moderate
Muscle aches	Yes	Yes, often	Slight
Headache	Sometimes	Yes	Rare
Fever	Yes	Yes, often high	Rare
Fatigue, weakness	Yes	Yes	Mild
Sneezing	No	Sometimes	Common
Shortness of breath	Yes	Yes	Rare
Loss of taste or smell	Yes	Rare	Sometimes <i>(due to nasal congestion)</i>
Diarrhea, vomiting	Sometimes	Uncommon	No

Chart information courtesy of HCA Midwest Health

## 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).

## Driving Economic Success

### Unemployment

	Sept. 2019	Aug. 2020	Sept. 2020
Overland Park	2.4%	6.2%	4.9%
Johnson County	2.4%	6.1%	4.7%
Kansas City Metro MSA	2.7%	7.3%	4.9%
State of Kansas	3.1%	6.9%	5.9%

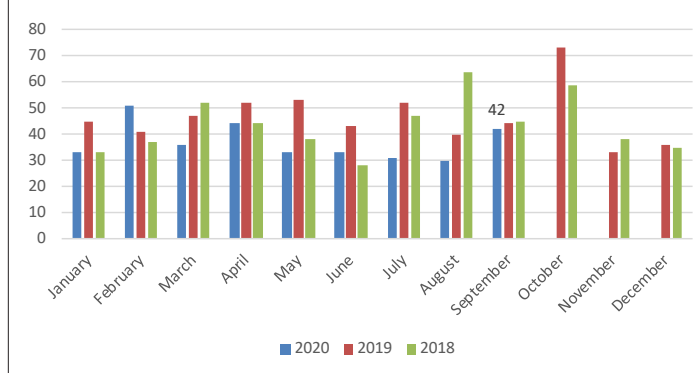
(These percentages are not seasonally adjusted)  
 – Kansas Labor Information Center (KLIC)  
 – U.S. Bureau of Labor Statistics

### Building Permits

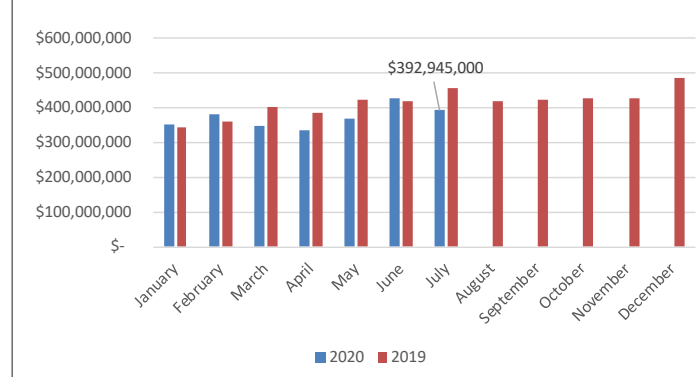
	New Commercial	Institutional, Schools, etc.	Other Commercial	Totals
Sept. 2020	2	0	40	42
Sq. Feet	9,532	0	3,078	12,610
Value	\$660,132	N/A	\$4,482,857	\$5,142,989

– City of Overland Park

### Commercial Permits



### Retail Sales



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

(913) 491-3600 | Fax: (913) 491-0393

[opcc@opchamber.org](mailto:opcc@opchamber.org) | [www.opchamber.org](http://www.opchamber.org)

## Member news

The [Johnson County Veterans Day](#) observance will be a virtual event with a special tribute to local World War II veterans and Holocaust survivors on **Nov. 11**.

The annual [Luminary Walk](#), featuring thousands of candles and holiday lights along the pathways of the Overland Park Arboretum & Botanical Gardens, is **Nov. 27-28, Dec. 4-5** and **Dec. 11-12**.

Johnson County residents may be eligible for free or reduced-cost training with online professional development programs from [KU Lifelong & Professional Education](#) through CARES Act funding.

The Johnson County Department of Health and Environment released new [public health recommendations for indoor winter sports](#).

[Network Tech](#) has named Jeremiah Reed as its new IT operations manager.

The [Overland Park Convention Center](#) has been named on of the Best North American Convention Centers by Exhibitor Magazine.

[AdventHealth](#) has named Alan Verrill, MD, as CEO of AdventHealth South Overland Park.

[Johnson County Community College](#) has partnered with the YMCA of Greater Kansas City to provide a location for Y Academy, a daily program combining childcare and education.

[St. Joseph Medical Center](#) is in the top 10% in the country for orthopedic services, according to Healthgrades.

[Cleveland University - Kansas City](#) recently welcomed its largest class in 38 years - 103 Doctor of Chiropractic students.

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