

# Camdenton Area Chamber of Commerce

739 W. US Hwy 54, PO Box 1375 • Camdenton, MO 65020

573-346-2227 • Fax: 573-346-3496

[www.CamdentonChamber.com](http://www.CamdentonChamber.com)

E-mail: [info@camdentonchamber.com](mailto:info@camdentonchamber.com)

"Sixty-Three Years Of Service To The Community."

October, 2009: Volume 64, Number 12

# The Business Connection

## BUSINESS-AFTER-HOURS



Attention Camdenton Area Chamber members: Be sure to come out to the October Business After Hours at [Seven Springs Winery](#), 846 Winery Hills Estate in Linn Creek [take Hwy 54 to Y Road, and turn right on Lapoint Road, go to the bottom of the hill turn right at Winery Hills]. Join us

between **5 PM and 7 PM on Thursday, October 8th** for complimentary appetizers and cash bar while you take a breather after a busy summer season and socialize with your fellow Chamber members. Please call the Chamber at 346-2227 by October 6th so we know how many people to expect.

## FIRST FRIDAY COFFEE

The next First Friday Coffee will be between **7:30 AM and 8:30 AM, Friday, October 2, 2009** at **U.S. Cellular**, 108 Cecil Street, Suite H [across from Walmart] in Camdenton. Stop by for a complimentary cup of coffee and pastries and tour their facility. Be sure to bring a business card so you can enter the prize drawing.

**"Get Hooked on the Quieter Water"** brochure promoting the Camdenton area as a visitor destination is being prepared for the 2010 season. This year we will be printing 25,000 brochures that will be available throughout the year—ads are only \$125. If you would like more information or would like to receive a copy of the current brochure, please call either Sandy or Bruce at the Chamber [346-2227]. Deadline for placing orders will be **October 15, 2009**. Not only will you be promoting your own business, you will be helping promote the Camdenton area as a place to visit and live.

## PRODUCT SHOW APPLICATIONS NOW AVAILABLE

If you were an exhibitor in last year's Product Show, you should have received your application for the 31st annual Products and Services Show in the mail in August. The show will be held at Country Club Hotel on March 20 and 21, 2010. We have a total of 224 booth spaces available.

If you were not in last year's show and would like an application, please call the Chamber at 573-346-2227 and we will get an application to you. Applications are also available at the Chamber's Web site: [www.CamdentonChamber.com/ProductShow](http://www.CamdentonChamber.com/ProductShow). Please note that the show sells out every year, so be sure to reserve your space early.

## DECORATE FOR THE FALL

Help us welcome in the fall by decorating your business. We are encouraging businesses to put hay bales, corn stalks, pumpkins and mums in front of their business to welcome people to the Lake of the Ozarks. We encourage displays to be set up now and remain on display through November 7.



## NEW DIRECTORS ELECTED TO BOARD

Congratulations to the newly elected members to the Camdenton Area Chamber of Commerce Board of Directors. The following individuals will serve 3-year terms beginning on November 1, 2009: **Ronnie Capps, Jack Dunn, Doug Horman, Diann Jacobs, and Tom Williams**. See Page 5 for a brief profile on each new Board member.

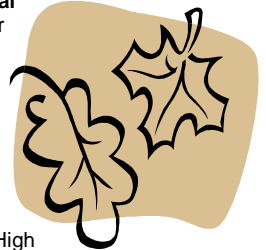
CHECK OUT THE CHAMBER'S WEB SITE AT [www.CamdentonChamber.com](http://www.CamdentonChamber.com)

## BREAKFAST FOCUS ON IDENTITY THEFT

Be sure to attend the Chamber's next Quarterly Breakfast on **Thursday, October 22nd** at Lake Valley Country Club. The breakfast will focus on identity theft and the accountability that businesses have in protecting their customers and employees records. Thanks to **State Farm Insurance** for sponsoring the breakfast.

## CHAMBER ANNUAL DINNER—A Fall Celebration!

Be sure to mark the **annual membership dinner** on your calendar—on **Thursday, November 12th** at **Inn at Grand Glaize** in Osage Beach. It will be a fun evening with the social hour beginning at 5:30 PM. Following a delicious dinner we will have a **short** business meeting and a performance by Camdenton High School's Bel Cantos Choir. Invitations for the annual dinner will be mailed in mid-October—reservations need to be received by **November 5th**. A special thanks to our corporate dinner sponsors: Central Bank of Lake of the Ozarks; First National Bank; Hedges-Scott Funeral Home, Inn at Grand Glaize, KTKS/KS 95 Radio; Lake Regional Health Systems; Mid Missouri Credit Union.; Sherri Tangsrud of Edward Jones, and State Farm Insurance.



## H1N1 IS COMING TO TOWN—BUSINESSES NEED TO BE PREPARED

As fall and the 2009-2010 flu seasons begin, outbreaks of the new 2009 H1N1 flu have already started in some states and will likely increase across the United States during the coming months. Based on symptoms alone, it will not be possible to quickly determine if ill workers have pandemic flu, seasonal flu, or other respiratory conditions. What's more, predicting the severity of *outbreaks* (i.e., number of hospitalizations and deaths) caused by 2009 H1N1 or the severity of *illness* caused by seasonal flu is also difficult.

Given these uncertainties, the Centers for Disease Control and Prevention (CDC) is urging businesses and employers to consider developing a flexible flu response plan now. Having such a plan in place can protect the health of employees while ensuring business continuity as 2009 H1N1 and seasonal viruses circulate. These plans can also help limit the impact of a flu outbreak on the community at large.

### What you can expect to see

As we know, one of the best ways to reduce the spread of flu is to keep sick people away from healthy people. The symptoms of 2009 H1N1 flu (like seasonal flu) include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, and fatigue. Some people may [continued on Page 2]

also have vomiting and diarrhea. Still others may have respiratory symptoms without a fever *and* be infectious. Therefore, it will not be possible to exclude from the workplace everyone who is ill.

Especially during a pandemic, employers should not expect that employees who are ill with flu-like symptoms be able to get a confirmatory lab test. Healthcare providers are likely to use their clinical judgment to diagnose and treat mild cases of respiratory illness and reserve testing for people who have more severe illness.

The CDC recommends that all employees with flu-like symptoms stay home, or, if they become ill at work, go home as soon as possible and not come back to work until at least 24 hours after their fever has gone away, without the need for fever-reducing medicine. If local conditions become more severe, sick workers may be asked to stay home longer.

### **The problem with 'presenteeism'**

When sick employees show up for work, they're not only less productive, they can expose co-workers, thus increasing absenteeism and reducing the company's overall productivity. The term "presenteeism" has been used to describe when employees show up for work sick but can't fully do their job. This phenomenon can have a significant and costly impact on an organization, not only in terms of the risk of increased spread of disease to other employees, but also in terms of diminished productivity for the ill person.

The problem is that many sick employees might not be able to afford to stay away from work. Nearly half (48%) of all private-sector workers in the United States—some 57 million people—do not have paid sick-leave benefits. Only 44% of full-time workers who earn less than \$15 an hour have paid sick leave; that percentage plunges to 23% among part-time workers, according to US Department of Labor [statistics](#).

### **Employees and financial worries**

The issue of sick leave was highlighted during the spring outbreak of 2009 H1N1 flu. Public health officials warned workers to stay home from work if they were sick or had flu-like symptoms, but the [media](#) reported that many went to work anyway because they simply could not afford to stay home.

A June 2009 [survey](#) conducted by the Harvard School of Public Health found that 68% of respondents said that they could stay home for about 7 to 10 days\* if they had 2009 H1N1 flu and health officials recommended that they stay at home; about 17% said they could stay home for part of that time. However, 44% of respondents said that they or someone in their household would lose pay or income and have money problems if they missed 7 to 10 days of work due to illness, and a quarter said they feared they could lose their jobs or businesses altogether.

These concerns were no doubt magnified by the current economic turbulence that has forced many businesses, especially small enterprises, to close or severely downsize. But the fact remains that sick employees dragging themselves to work can have a negative impact on the business and the workplace by causing more workers to get sick.

### **What your organization can do**

As the pandemic and seasonal flus converge, the CDC recommends that employers:

- **Adopt flexible leave policies that allow sick workers to stay home** and away from the workplace until at least 24 hours after their fever has gone away, without the use of fever-reducing medications
- **Review human resource policies now** to explore how to create more flexible leave
- **Discuss these policies with managers, supervisors, and employees** so everyone is up-to-date on sick-leave policy, leave donation, and employee assistance services
- **Ensure that leave policies are flexible and do not punish employees** for staying home if they are sick
- **Not require a sick employee to have a doctor's note** to prove they are sick or to state when they are ready to return to work; healthcare providers will likely be very busy in the coming months, so they might not have time to provide this documentation

Leave policies that are flexible and consistent with public health recommendations can help employers:

- **Reduce the number of workers who become sick** due to exposure at the workplace

- **Give healthy workers more confidence** to come to work
- **Allow sick workers the time to stay home and recover** from their illness, without penalty

Leave policies should also allow workers to stay home if they need to care for other family members who are sick or have been otherwise affected by flu. Some communities, for example, may have to close child care centers or dismiss students from school to reduce the spread of the virus when there is high absenteeism at a school or if a more severe pandemic develops.

Employers can identify workers now who may have to stay home to care for children if schools or child care centers close. To ensure business continuity, consider such options as letting these employees work from home, allowing them to work staggered shifts, or cross-training other workers to carry out their responsibilities.

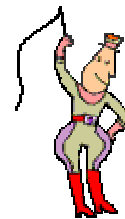
### **Bottom line for organizations**

The effects of 2009 H1N1 flu and seasonal flu will vary across the country. Businesses and employers should base their flu strategies on information from local and state public health authorities. Regardless of size or function, all businesses should plan now to allow and encourage sick workers to stay home without fear of losing their jobs. The CDC recommends this strategy for *all* levels of flu severity in the coming months.

**\*At the time that the Harvard School of Public Health poll was conducted, the CDC's guidance recommended that ill workers stay home for at least 7 days or 24 hours after fever had resolved, whichever was longer. The guidance was updated last month to advise sick workers to stay home and away from the workplace until at least 24 hours after their fever has gone away, without the use of fever-reducing medications.**

—Lisa M. Koonin MN, MPH, is Senior Advisor of the Influenza Coordination Unit for the US Centers for Disease Control and Prevention. E-mail: [lkookin@cdc.gov](mailto:lkookin@cdc.gov).

## **CAMDENTON TO HOST CIRCUS**



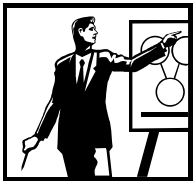
The circus is coming to Camdenton Thursday, October 15, 2009. The Kelly-Miller Circus, one of only a handful of traveling shows still in existence, will appear at the Lake of the Ozarks [formerly Stoneridge] Amphitheater with shows at

4:30 and 7:30 pm., thanks to the sponsorship of the Camdenton Optimist Club. Advance tickets, which cost less and insure a seat under the big top, will be available at Gerbes, State Farm Insurance, Camdenton Area Chamber of Commerce, Central Bank and First National Bank.

The circus elephants will begin erecting the big top at approximately 8:45 circus morning and everyone is invited to come and watch free of charge.

The Optimist Club uses the proceeds from the circus to fund local youth projects such as dictionaries for all Camden County 4<sup>th</sup> graders and scholarships for graduating seniors.

## SCORE FALL WORKSHOPS FOR SMALL BUSINESSES



Interested in starting your own business? Currently own or manage a business but could use some new ideas in one or more areas? The

Lake of the Ozarks Chapter of SCORE and the Camdenton Area Chamber of Commerce are sponsoring a series of six (6) management workshops that focus on the necessary skills and disciplines needed to successfully run a small business. These low-cost workshops can help you through many aspects of managing a successful business.

The four remaining quality business education programs include:

- Effective Marketing (October 8) – Session covers components of successful marketing programs, understanding market trends, customers and competition and how to develop advertising and promotional strategies
- Finance for the Non-Financial Manager/Owner (October 22) – The focus of this session is to provide an understanding of key methods for analyzing past performance, managing current performance as well as predicting future performance.
- How to Create and Market a Competitive Advantage (November 5) – Topics include characteristics of competitive advantage, identifying the most profitable customers, identifying unrecognized competitors, and how to create and communicate your competitive advantage.
- A Business Plan...Your Roadmap to Success (November 19) – This workshop pulls together all of the management disciplines. Find out how successful planning can significantly increase your chances for success and obtain an outline for developing Your Business Plan.

The workshop sessions are conducted at the Lake Career & Technical Center in Camdenton. All sessions are on Thursday evenings from 6:00 p.m. until 8:30 p.m. The cost is \$25 per person per session.

For information and to register call the school at (573) 346-9271 or the chapter web site at [www.lakeozarkscore.org](http://www.lakeozarkscore.org)

## SPOTLIGHT ON BUSINESS

Last month's spotlight on business about home business opportunities and Shaklee, did not include a contact number. For more information contact Willi Martin at 573-346-3304

## SPOTLIGHT ON BUSINESS

**Shaklee Breakthrough:** Most Americans have heard that drinking a glass of red wine can be healthy but are unaware of why exactly this is true. In 2006, researchers at the Harvard Medical School and the National Institute on Aging (NIA) reported that a natural substance found in red wine, known as resveratrol, can potentially offset the negative effects of a high-calorie diet and significantly extend lifespan in mice. After the largest research project in its 52-year history, Shaklee Corporation, the number one natural nutrition company in the U.S., is introducing Vivix™ Cellular Anti-Aging Tonic, the first all-natural dietary supplement that combines resveratrol with a patent-pending plant extract to combat cellular aging.

Our team has invested years of research to locate and isolate a unique blend of potent plant phytochemicals which when combined with resveratrol have been shown in laboratory studies to positively impact four key mechanisms of cellular aging by protecting and repairing cellular DNA, positively impacting genetic regulators, promoting cellular energy production and Vivix ingredients are 10 times more powerful than resveratrol alone at slowing AGE protein formation.

Vivix™ is made with the purest and most potent natural resveratrol available and contains a unique profile of polyphenols which have been shown to address mechanisms of cellular aging in several laboratory tests. Vivix ingredients combat these key mechanisms by; repairing cellular DNA, positively impacting genetic regulators to help turn down aging, and promoting mitochondrial biogenesis to increase power production within cells.\*

Published in *Nature*, the Harvard Medical School and NIA report suggests that resveratrol could help offset some of the negative impacts of a high-calorie diet in mice. The researchers found that resveratrol extended the lifespan of mice and appeared to blunt some of the effects of aging.

"This product goes far beyond resveratrol in the fight against cellular aging, says Shaklee product distributor, Josie Dempsey. A 30-day supply delivers the equivalent amount of resveratrol found in 3,000 glasses of red wine and has actually

been shown in laboratory studies to be ten times more powerful than resveratrol alone at slowing one of the key mechanisms of cellular aging."

For more information please visit, [www.shaklee.net/josiedempseys\\_dreams](http://www.shaklee.net/josiedempseys_dreams) or call Josie @ 573-280-6063.

## SHARE THE HARVEST RECEIVES NAP GRANT

Share the Harvest Food Pantry recently received word that they have been approved for \$176,960.00 in Neighborhood Assistance Program (NAP) tax credits at the **70% level**.

"This is a huge thing for the people of our community," said pantry assistant director Mary Jo Doores.

The Missouri Department of Economic Development (DED) administers the NAP program that helps not-for-profit organizations raise private-sector funds by providing partial state tax credits to businesses that make contributions to approved community improvements projects.

To businesses and corporations, this means 70 percent of what they donate to the pantry can be deducted from their taxes **owed**.

"Businesses now have an opportunity to make a difference in their own community and receive tax credits at the same time," said Doores. "We will get to see our tax dollars spent locally."

The pantry hopes to build an 11,000-square-foot building that will house both the food pantry and thrift store on the current property.

"Mainly, we want to get the people waiting for food out of the weather, have a restroom available and have privacy when giving their personal information" said Doores. "Secondly, we will be able to expand the thrift store in order to earn more funds to help people in emergencies."

"We will keep the community informed as we progress with our expansion," said Doores. For more information, or to donate, call Doores at 573-873-5855. [Courtesy of Leader-Statesman]

**SPOTLIGHT ON BUSINESS**

**Fredholm Investments** is owned by Barbara Fredholm of Camdenton MO. It was started by Barbara and her late husband Bob when they moved here from a farm near Richland MO in 1975. Through the years the couple has been involved in real estate sales, home building, land development, co-ownership of the Dairy Queen, The Phone Shop, development of Town North Shopping Center, Castle Keepers, Inc. Property Management, and other enterprises.

Currently the management of Town North Shopping Center is the main focus of Fredholm Investments. Businesses currently located at Town North include: G and G Marina Inland Port, Wilkinson Pharmacy, Integrity Title Company, The Arc of the Lake, Four Winds Realty, The Lake Sun Newspaper, Red's Screen Printing, Air Tite Insulation, Epic Audio, and we are proud to welcome our newest business, Independent Living Resource Center.

Three beautiful office spaces with reception area and a bathroom that is accessible for the disabled are now available for lease, all utilities are included. Town North has a large parking lot and it is located one mile north of the square on North State Highway 5 business route, Camdenton MO.

On October 16 and 17, 2009, there will be an estate garage sale to dispose of building supplies, furniture, antiques, and other items. The location will be the lower level of Town North Shopping Center. Drive between Four Winds Realty and The Lake Sun newspaper to reach the sale location. For more information call Barbara Fredholm at 573-346-2599.

**RENEWALS**

We thank the following members for renewing their investment in the Chamber:

- AFLAC
- Always Soft Water Conditioning
- B & J Home Improvements, Inc.
- Bergmanis & McDuffey L.L.C.
- Big Oak Self Storage
- Boutique Dentistry by Waller
- Camdenton Apartments/Lauren's Place
- Camdenton Black Belt Academy
- Camdenton Winnelson
- Chuculate, James
- Columbia College
- Country Club Hotel & Spa
- Econo Lift Boat Hoist
- EconoLodge Lake of the Ozarks
- Eldon Furniture Company
- Four Winds Realty
- Great Southern Bank
- Imperial Foam LLC

- Innovative Real Estate, Inc.
- KCRL Radio - 90.3 FM
- Lake of the Ozarks Water & Sewer
- Lake Presbyterian Church
- Midwest Direct Charters
- Mills & Sons Insurance
- Paint Doctor
- Reiskamp, Bob
- Stanley Steemer Carpet Clean
- Stover Carpet & Drapery
- The Trail House Restaurant
- Westside Escrow, Inc.

**NEW MEMBERS**

Please welcome the following new member to the Camdenton Area Chamber of Commerce:

**A New Hue Painting**  
 Mark Black  
 51 Kings Row Dr  
 Camdenton, MO 65020  
 573-693-8255  
*Paint Contractor*

**Jack's Guide Service**  
 Jack Uxa  
 378 Winter Wood Loop  
 Linn Creek, MO 65052  
 573-434-2570  
*Fishing Guide*

**Project: Faux**  
 Andrea Ellefsen  
 PO Box 1774  
 Camdenton, MO 65020  
 573-693-3893  
*Faux Painting*



*Leadership Camden County Class XVI got off to a great start when the group met at Windermere Conference Center on September 15th. The first session focused on the goals of the program, teamwork, and group dynamics. Participants in this year's class include Bruce Adams, Bill Boller, Tom Brunette, Randal Burd, Jr., Margaret Cleveland, Phillip Clopton, Linda Cochran, Dominick Deandrea, Denise Decker, Myron Fesler, Kayla Foulk, Doug Horman, Marilyn Jeffries, Irv Klimkewicz, Kim Krostue, Jo McElwee, Carolyn Meyers, Dave Meyers, Sheryl Morgan-Krostue, Randi Murphy, Mike Nichols, John Norris, Tracie Patton, Terry Paul, Clark Richardson, Joe Roeger, Johna Stanfield, and Bob Werner.*

**SPOTLIGHT ON BUSINESS**

**The Butcher Shop:** Everyday can be a special day! Striving to be more than just a butcher shop we want to be your “one stop dinner shop”. Offering fresh cuts of USDA Choice meats, awesome Steaks, our very own famous “Ozark Grillers”, twice baked potatoes, “Fancy Fungus” aka stuffed mushrooms, homemade sausage, summer sausage & bacon. If you haven’t tried our pulled pork, brisket, smoked-marinated chicken breast, and smoked Salmon you are really missing out. We also have several varieties of salads and casseroles. The Butcher Shop a full menu to choose from & offer catering options, too.

Founded by Gordy Glenn nearly 15 years ago is still growing. Gordy & Joanne Glenn have done a tremendous job and business. The Butcher Shop recently changed hands. New owner, Chris Stevens, had been the Glenn’s manager for 10 years. The quality isn’t changing! Chris & Gordy share the same dream and goals for The Shop. We think we have the best crew around. Stop by and visit with Debbie, John, Kelly and Chris and put their expertise to work for you!

Specialties include:

- Meat Stuffed Chops
- Lunchmeat Counter
- Stuffed Chicken Breast
- Stuffed Peppers
- Homemade Meat Loaf
- Green Bean Casserole
- Hashbrown Casserole
- Smoked Wings
- Rib Tips
- All Meat Hotdogs
- Gourmet Coffee
- Fresh Stew Meat
- Shish-Kabobs
- Homemade Steak Butter
- Homemade Pot Pies

The Butcher Shop is located at 50 Illinois St. directly behind Central Bank on the Square in Camden. Hours are from 9:00 a.m. to 6:00 p.m. Monday thru Friday and 9:00 a.m. to 2:00 p.m. on Saturdays. 573-346-6665. Accepting Credit, Debit, Cash and EBT coming soon! Same QUALITY with LOWER prices!

We have fresh Armadillo Eggs. Curious???? Call or stop by and check them out!

**MEET THE NEW BOARD MEMBERS**



**Ronnie Capps** is the County Auditor for Camden County. He has lived in Camden all his life and love the lake area. Ronnie graduated from Camden High School in 1965. He worked at a local Bank for 32 years before working for the County for the last 11 years. He is the treasurer for the Camden High School Band Boosters club and also for the Camden High School Choir Boosters club. This past year Ronnie has been the President of the Camden Kiwanis club. He has been a member of the New Home Baptist Church for 40 years and is very active in Church activities. Ronnie is a member of the “Missouri Music Men” – a group of singers from all over the state of Missouri. Ronnie is a graduate of Leadership Camden County [Class 6]. His wish for the lake area is to see it grow and bring new jobs to the area.



**Jack Dunn** is the owner of Eco-Pest. He has lived in Camden for 15 years. He and his wife, Mali, have one daughter, Elizabeth, who is a senior at Camden High School. Jack served on the Chamber Board of Directors from 1999 to 2002 and has continued to be involved in the Chamber by serving as the Chair of the Products and Services Show committee and Member Services committee. He also has been involved with the Child Advocacy Council and Lake of the Ozarks Soccer Association in the past. Jack would like to see the Chamber help the City of Camden build a large community center, allowing us to put on events in our own back yard.



**Doug Horman** is Vice President with First National Bank in Camden. Doug received a B.S. in Agricultural Economics from the University of Missouri at Columbia in 1980. He and Diana (his bride of 27+ years) and sons moved to the lake 2 years ago. They have four sons: Josh – a recent graduate of William Jewell College in Liberty, MO, Aaron – a junior at MU in Columbia, Jared – a recent graduate of Camden High School and incoming freshman at Missouri State University in Springfield and Adam – a junior at Camden High School.

Doug currently serves on the board of directors for the Lake of the Ozarks Habitat for Humanity chapter. He is enrolled in the upcoming Leadership Camden County class. Doug would like to see the Chamber continue to promote our community and the benefits of living and doing business in our area.



**Diann Jacobs** is an Account Executive with the Lake Sun. She has two children, Trish who lives in Washington and Ryan who lives in Jefferson City; and three grand children [Liz, Will and Ella]. Diann has been an active Chamber volunteer working on the Member Services, Leadership Camden County, Dogwood Festival and Christmas on the Square committees. She is also active in Woman to Woman, Rotary, Kiwanis and the Lake Ozark Christmas Parade. Diann is a graduate of Leadership Camden County [Class 14]. She would like to see the Chamber promote cohesiveness between our full-time residents, visitors and weekend homeowners—they all bring a lot of revenue into Camden County!



**Tom Williams** is the Director of Human Resources for Lake Regional Health System. He has been with Lake Regional Health System since 2000, and has been the Director of Human Resources since 2001. Tom graduated from Camden High School in 1989 and the University of Missouri in 1994 with a B.S. in Business. He and his wife Sherrie have three children. Tom is involved in youth ministry at The Church at Osage Hills, is an active coach in youth basketball and football, is a former Board member of the Sharing and Caring Foundation of Camden County, and is an active member of the Missouri Society for Healthcare Human Resources Administration. He is a graduate of Leadership Camden County [Class 10]. Tom would like to see the community continue to present itself as a viable location for new business.

**TURNING THE CORNER**

by Dr. Martin Regalia



Although it may be some time before we get the official word from the National Bureau of Economic Research, the U.S. economy finally appears to have turned the corner, and an end to the recession is in sight. The S&P 500 broke the 1,000 level, the Dow Jones Industrial Average rose above 9,000, housing sales and starts have increased of late and prices are stabilizing, and credit market spreads are down significantly from the levels seen six months ago.

While we are still experiencing job losses, they, too, are down sharply from the peaks of a few months ago. And the recently released GDP report showed a much smaller decline than in the previous two quarters. While these are all positive signals pointing to an end to the downturn in the third quarter of this year, we still expect the recovery to be somewhat subpar and the unemployment rate to remain elevated through much of next year. Let's take a closer look at some of the numbers. But in the newfound spirit of optimism, we'll cover the best first and save the negatives for later.

**Rate of Decline Is Slowing**

The economy continued to contract through the first half of the year, but the pace of decline has slowed dramatically. Real GDP declined at a 1% annual rate in the second quarter of 2009, a clear improvement from the first quarter's revised 6.4% drop and a 5.4% drop at the end of last year. This improvement is consistent with our expectation that the economy will rebound over the second half of this year.

Consumer spending, which had shown a bit of life in the first quarter, declined moderately in the most recent data. Business and residential investment, inventories, and exports all declined as well, but at a less steep pace than earlier in the year. Imports and government spending helped offset this weakness.

Last month we wrote about the bottom in housing, and the most recent data have not only confirmed our expectation but have shown further improvement. Existing home sales increased 3.6% in June to a 4.89 million unit annual rate from 4.72 million units in May. New home sales jumped 11% in June, rising to a 384,000 annual pace from 346,000 units the previous month. Both series remain down from a year ago but point to a gradual recovery over the coming year.

The improvement in sales was reflected in declining inventories where the months' supply of existing homes for sale declined in June to 9.4 months from 9.8 months in May, and the months' supply of new homes for sale in June fell to 8.8 months from 10.2 months in May. Price movements reflected some ambiguity in June with existing home prices up and new home prices down slightly. Even the S&P/Case-Shiller composite index showed less steep declines than in the past.

Inflation remains low and is not currently a threat. With weak global demand, it is unlikely that price increases will be a problem for the remainder of the year and through at least the first half of next year. Looking beyond the next year and a half, inflation may pose a greater threat. The Fed's unprecedented balance sheet expansion must be unwound at some point. If it waits too long, inflationary pressures will begin to build.

In addition to the rebound in the stock market, recent improvements in credit markets have continued to erode the significant risk spreads that existed late last year. And even though long-term interest rates have risen a bit, the credit markets have a more positive "feel" about them. The Fed is expected to maintain its current policy for the foreseeable future, keeping the Fed Funds rate close to zero through the middle of next year. However, the Fed may begin to remove some of the balance sheet stimulus sooner than that.

Industrial production declined over the past eight months, but the declines are less steep now than before, and businesses have been working through their existing inventories and, at some point, will likely begin to restock. Business confidence is also showing some improvement. The Institute for Supply Management's Purchasing Managers Index (PMI) remains below 50, its threshold for growth, but has increased to 48.9 from 35.6 in January. Several components of the survey are above 50, suggesting that firms are expecting future growth.

**Storm Clouds Still Abound**

While the aforementioned indicators are all positive signs, we don't want our optimism to become euphoric just yet. There are a few dark clouds still on the horizon that suggest the recovery may be a tough slog.

Business confidence may be improving, but consumer confidence in the state of the economy is deteriorating. The Conference Board's measure of consumer confidence has declined for the past two months. It is still up from recent lows because of two large jumps in April and May, but it has given up some of those gains. A similar survey from the University of Michigan has been on an upward trend but also declined in July.

It should not come as much of a surprise that consumers are not very upbeat about the economy. While we can see some signs that the economy is improving, household wealth is down, there is downward pressure on wages, and the economy continues to shed jobs, creating worry and uncertainty about the future.

Household net worth has been hit by a combination of falling home prices and the decline in the stock market. Since the recession began, household net worth has fallen by more than \$12.2 trillion. While we have already seen some signs that housing prices are stabilizing and that the stock market has rallied a bit, we have a long way to go before we see a rebound in wealth.

Personal income fell 1.3% in June, and disposable personal income also fell by 1.3%. One partial reason for the decline was the end

to some of the stimulus transfer payments, but the decline in income was broad and likely reflected the weak labor market.

With income and wealth down and confidence gone, it was no wonder that personal consumption expenditures declined 1.2% in the second quarter after increasing in the first by 0.6%. Consumption should regain some momentum in the second half of the year as the economy improves and income stabilizes. The personal savings rate has been rising since early 2008 but declined on a monthly basis in June. Rebuilding savings is an important long-run goal for consumers, but it slows GDP growth in the short run. What we need here is balance.

In the labor market, employment declines have remained sizable, and the unemployment rate will continue to rise even as the broader economy stabilizes. The unemployment rate is expected to rise well into next year, likely peaking above 10% in the first half of 2010. The economy has already lost almost 6.5 million jobs since the start of the recession. More than half of this decline has occurred in the past six months, but the pace of job loss has slowly declined. In the first quarter, the economy shed an average of 691,000 jobs per month. In the second quarter, the average rate of job loss slowed to 422,000 per month. July saw a decline of 247,000 jobs. So the losses are diminishing, but they are losses nonetheless.

With the economy recovering slowly and capacity utilization at a very low 68%, businesses are unlikely to begin an investment boom anytime soon. Because of inventory accumulation, capacity utilization rates have been on a downward spiral since December 2007, when the capacity utilization rate was 82.6%.

Equipment and software investment declined at a 9% annual rate in the second quarter after declining more than 36% in the first quarter and falling in every quarter since the recession began. We expect the rate of decline to slow over the next few quarters, but we are not anticipating growth until sometime next year.

Investment in structures fell at almost a 9% annual rate in the second quarter, after dropping almost 44% in the first quarter. We see no appreciable growth in this component of GDP until we use up the excess capacity. Private inventories declined by \$141 billion in the second quarter after a drop of \$114 billion in the first quarter. But with sales so weak, the inventory-to-sales ratio remains elevated, and thus we are not expecting any inventory rebuilding until the second half of 2010.

The storm clouds are abating, and we see clearer skies ahead. However, this economy remains unbalanced and susceptible to policy miscues, so we are not out of the woods yet. Some things just don't come easy.

*Originally published September 2009. Reprinted by permission, uschamber.com, September 2009.*  
Copyright© 2009 U.S. Chamber of Commerce - All Rights Reserved.

**SPOTLIGHT ON MEMBERS**

**Septagon Construction** surpassed a safety milestone of one year with zero lost time accidents. This accomplishment reflects Septagon's focus on construction-site safety and their continued commitment to zero lost time accidents.

The company achieved its safety milestone while working on numerous projects in a seven state area over the last year.

"I would like to commend our entire team on reaching this milestone," said Kevin Long, Senior Construction Manager. "It is a big challenge to get to zero lost time accidents. Each employee has stepped up to the plate and taken safety seriously."

Septagon's commitment to safety results in construction without interruption. This in turn results in satisfied customers.

"I think the importance of safety to our customers is getting greater and greater every day," said Long. "You never used to hear customers ask, 'What is your safety program?' 'What is your record on lost time accidents?' or 'What is your safety mod?' Anymore, that is part of the contract. Our safety record is a huge deal to almost every customer we have."

"Zero lost time accidents are a hard goal to reach in the construction industry, but we were able to attain that goal over the last year," said Long.

"Our goal is to send everyone home in the same shape they were when they got here," said Long. "Each of our team members has to use common sense. They always need to be thinking about safety in order to be as safe as they can be. This past year, they have done just that."

**Good Morning  
Lake of the Ozarks!**

**Quarterly Breakfast Meeting**

Thursday, October 22 • 7 AM

Lake Valley Country Club, Lake Rd 54-79

**Identity Theft**

**Are You Protecting Your Databases?**

Join us for breakfast on Thursday, October 22nd—enjoy a delicious full breakfast buffet—socialize with your fellow Chamber members—and find out about your responsibilities in protecting the data you collect on your customers and clients. The program will be presented by

**Daniel Andrews—Certified Identity Theft Risk Management Specialist**

Daniel Andrews has 21 years of business ownership and sales experience. He has been working with companies to improve systems and performance for 8 years as founder of Solutions On The Spot. During the last 20 months, his focus has been on the federal requirements to prevent data loss and identity theft in the workplace, and he is a Certified Identity Theft Risk Management Specialist.

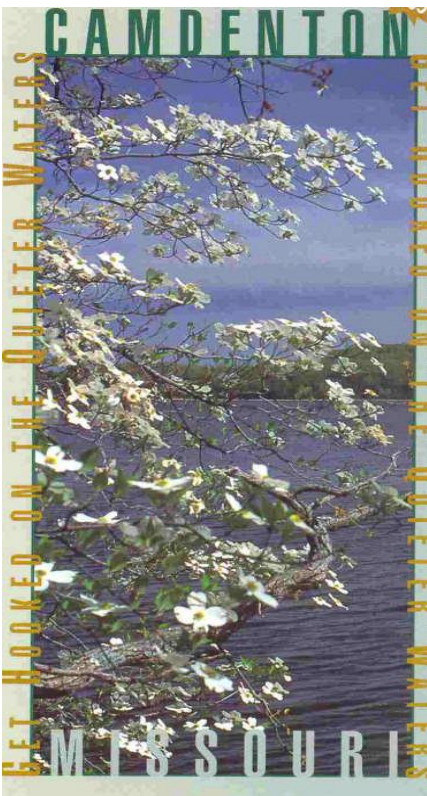
A special Thanks to our Breakfast Sponsor  
**State Farm Insurance**

Please sign me up for the October 22nd "Good Morning Lake of the Ozarks" breakfast.  
Enclosed is my check for \_\_\_ tickets at \$8.50 each

Names: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business: \_\_\_\_\_

Make reservations by October 20th. By mail to: Camdenton Area Chamber of Commerce, PO Box 1375 • Camdenton, MO 65020 Or by • Phone: 346-2227 • Fax: 346-3496 • e-mail: [sgentry65020@yahoo.com](mailto:sgentry65020@yahoo.com) No shows will be billed.



**2010 "Get Hooked on the Quieter Waters" Camdenton Area Guide**

**►4-Color Brochure for 2010 With Locator Map◄**

Promote Your Business  
Promote the Camdenton Area

**25,000 Brochures Printed**

Projected Distribution Network:

- 5,000 copies through participating businesses
- 3,000 copies to be mailed to people requesting visitor and relocation information
  - 15,000 copies at Missouri Visitor Information Centers
  - 2,000 copies as handouts at Chamber office
  - Listing on Web with Vacation Planner
    - "Hot" Link to your Web site

Ad revenues will fund the production and distribution of this brochure, and ad space in the State of Missouri Travel Guide.

For order information call the Chamber at 573-346-2227.

Order deadline is October 15<sup>th</sup>!

**CALENDAR OF UPCOMING EVENTS**

Oct 2	First Friday Coffee	7:30 – 8:30 AM	US Cellular
Oct 3	30th Annual Old Tyme Apple Festival		Versailles
Oct 5	Christmas on the Square Com.	Noon	Chamber Office
Oct 5	Dogwood Festival Comm	5 PM	Chamber Office
Oct 8	Chamber Board Meeting	7 AM	Chamber Office
Oct 8	Member Services Committee	8 AM	Chamber Office
Oct 8	Business After Hours	5 – 7 PM	Seven Springs Winery
Oct 8	“Effective Marketing”	6 – 8:30 PM	LCTC SCORE Workshop
Oct 10	Hazardous Household Waste	9 AM	Camdenton High School
Oct 10	24th Annual Harbor Hop		Call CVB for details [573-348-1599]
Oct 13	Leadership Camden County	8 AM – 4:30 PM	County Tour
Oct 15	Optimist Circus	4:30 & 7:30 PM	Lake of the Ozarks Amphitheater
Oct 22	“Finance For The Non-Financial Manager/Owner”	6 – 8:30 PM	LCTC SCORE Workshop
Oct 24	Corvette Club Show		Ron Hulett Automotive, 513 N. Business Route 5
Oct 27	Water Safety Council	10 AM	Quails Nest Motel
Nov 5	“How to Create & Market - A Competitive Advantage”	6 – 8:30 PM	Lodge of Four Seasons Lake Ozark
Nov 6	First Friday Coffee	7:30 – 8:30 AM	Camdenton Lions Club
Nov 10	Leadership Camden County	8 AM – 4:30 PM	Focus: History & Nat'l Resources
Nov 12	Chamber Board Meeting	7 AM	Chamber Office
Nov 12	Chamber Annual Dinner	5:30 – 8:30 PM	Inn at Grand Glaize
Nov 19	“A Business Plan--Your Roadmap to Success”	6 – 8:30 PM	Lodge of Four Seasons Lake Ozark
Dec 5	Christmas on the Square	Noon – 3 PM	Courthouse Lawn
Mar 20-21	31st Annual Products and Services Show		Country Club Hotel, Lake Ozark
Apr 15-18	60th Annual Dogwood Festival		Camdenton

**AND OTHER NEWS**

- The Chamber runs “**Spotlight On Business**” articles as space allows. If you are a Chamber member and would like to be “in the spotlight”, please e-mail an article about your business [300 to 500 words] to Bruce Mitchell at [cchamber@thelake.net](mailto:cchamber@thelake.net). Be sure to put “Spotlight On Business” in the subject line of the e-mail.
- Do you have **hazardous household waste** around the home? You will have an opportunity to dispose of those at 9 AM, Saturday, October 10 at the Camdenton High School. This program is sponsored by Lake of the Ozarks Watershed Alliance [LOWA] through a District T Solid Waste grant from the Department of Natural Resources. More details on what will be accepted and an exact location will be in next month’s newsletter.
- The **Linn Creek Corvette Association** will host a meet and greet car show at Ron Hulett’s Automotive in Camdenton on October 24th. Their first event drew 81 cars from as far away as Nebraska, with very little advance notification. They are hoping for 100-150 Corvettes from within a 250-300 mile radius of the Lake area including Corvette owners from St. Louis, Kansas City, Jefferson City, Springfield and surrounding counties in Missouri, as well as Iowa, Kansas, Oklahoma, and Arkansas. Contact Gary Hollander for more information at 573-286-1127.



Leadership Camden County got off to a challenging start as participants tested their limits at “The Edge” at Windermere Conference Center.



**OLD KINDERHOOK 10% BACK PROGRAM**

Old Kinderhook has introduced a new program to help non-profit organizations in the Lake area—including the Camdenton Area Chamber of Commerce! **How does it work?** Just bring your receipt for any purchases at Old Kinderhook [The Trophy Room, The Hook Café, Golf Course and lodging rentals] to the Chamber. We will then submit the receipts to Old Kinderhook and we will receive a check for 10% of the total gross sales price! In addition, 5% contribution applies to real estate sales for developer owned lot/homesite purchases.

**Have a great time at Old Kinderhook then bring your receipt to the chamber. A win/win for everyone!**

**BOARD OF DIRECTORS**

- Mike Peters (2009) • President**  
A & J Motel, 346-5777
- Rowland Todd (2010) • Vice President**  
Camden County Clerk, 346-4440
- Carol Carlos (2009) • Treasurer**  
First National Bank, 346-3311
- Rick Cinkosky (2010)**  
Ron Hulett Automotive, 346-7272
- Matt Hamner (2011)**  
Phillips, McElyea, Carpenter & Welch, 346-7231
- Sheldon “Duke” Johnson (2011)**  
U.S. Cellular, 346-1133
- Susan Leslie (2011)**  
Camdenton R-3 Schools, 216-2878
- Mike McGrath (2011)**  
McGrath Insurance Agency, 346-7224
- Dan Robertson (2009)**  
Lake Valley Country Club, 346-7218
- Sharon Rogers (2011)**  
Spence’s Clothing, 346-1166
- Tim Scott (2010)**  
Hedges Funeral Home, 346-2090
- Johna Stanfield (2010)**  
Central Bank of Lake of the Ozarks, 346-2203
- Lee Steveson (2010)**  
Camdenton Walmart, 346-3588
- Sherri Tangsrud (2009)**  
Edward Jones Investments, 317-9146
- Tom Williams (2009)**  
Lake Regional Health System, 348-8000
- Dale Holzer (2009) • Executive Advisor**  
Save-A-Lot, 346-4525
- STAFF**
- Bruce Mitchell**, Executive Director and Secretary to the Board (Ex-Officio)
- Sandy Gentry**, Administrative Assistant