

# Members' Messenger

BUFFALO AREA CHAMBER OF COMMERCE

ISSUE 139

November 2015

## Christmas Parade & Downtown Lighting December 12th



The Buffalo Area Chamber of Commerce is proud to be hosting the annual Christmas Parade!

We have some exciting changes this year! We have partnered with the Downtown Association so that the Parade and Downtown Lighting are on the same day. This means the time of the Parade has changed. This may be inconvenient for some, and we apologize. However, we feel the benefits are fantastic!

This year line-up will be at 1:00 pm and the Parade will begin at 3:00 pm. Won't it be wonderful to sleep in?! Following the Parade there will be "Christmas on the Square." Santa will be at the Courthouse immediately after the Parade. The Tree Lighting Ceremony will begin at 5pm.

Vendors will be set up on the square beginning at Noon and some of our businesses will be open for a special Downtown Christmas Open House. If you have a business, please feel free to participate! If you don't have a downtown business, the Vendor spots are only \$15! This would be a great opportunity to do a little business promotion or sales!

The theme of the Parade this year is "A Dallas County Christmas!"

We hope you will help us celebrate by joining our Parade. There is still NO ENTRY FEE. If you cannot participate in the parade, join us for a good old fashioned Christmas at the Dallas County Square in Buffalo.

Also, this year there have been some changes to the Miss Merry Christmas competition. The most exciting change is that there will be a Mister Merry Christmas as well! Since this is a Chamber sponsored event, the participants will be placing cans in area businesses. Voting will be 1¢ per vote. For entry forms or details contact the Chamber.

Allowing these cans in your business could be a great way to draw in customers! We are very excited to be focusing this event back to our community. Though, as always, participation is key. Please encourage your church or any organizations to join the parade, and encourage Vendors to join us on the Square!

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### Area Events

- First Christian Church Chili/Soup Luncheon  
Nov. 5th 11-2
- Veterans' Day Parade Nov 7th begins at 10 am
- Old Homeplace Concert Series:  
John Batdorf  
Nov. 12th 7 pm  
\$8 cover
- Motorcycle Toy Run Nov. 22nd  
Meet at Noon  
at Woods

## 16th Annual Motorcycle Toy Run Nov. 22nd

The 16th Annual Motorcycle Toy Run to benefit Toys for Tots will be held Saturday November 22nd, rain or shine. Riders will meet at Noon in the Woods Supermarket parking lot. The run begins at 1, so this will allow plenty of time for visiting. To participate, bring a toy with a \$5 value or greater (please leave the price tags on) or cash. All bikes are wel-

come! After the run, more fun and refreshments will be available at the Am Vets #117 & The Rail. Refreshments will include chill or soup and homemade desserts. There will also be a raffle and auction. Ride patches will be free to the 1st 25 in the door! For more information, contact Lavern Farmer at (417) 718-2638 or (417) 268-5048.



2014 Toy Run

### Join us Online!

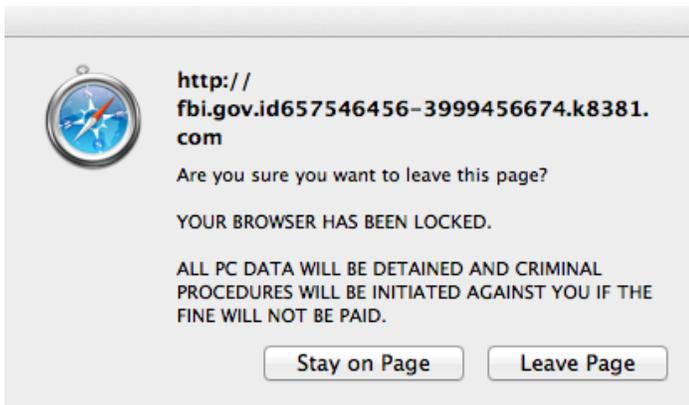


Like our Facebook page  
"Buffalo Area  
Chamber of Commerce"

Also be sure to check out  
our new website!

[buffaloareachamber.org](http://buffaloareachamber.org)

## Community Spotlight: SCAMS!



3 Examples of "Pop-up Scams", one of the most common types of scams. The top, "The Microsoft Scam," was reported to have cost a man \$300 this week.

### Executive Director's Corner

"buffaloareachamber.org" is up and going! I had set the goal to have the website ready by the November meeting date. Luckily, there weren't any speed bumps and the website went live on October 20th, ahead of schedule. The first week the site was online we had over 700 views. There

were some corrections to links and phone numbers, etc. to be made, but that all went pretty smoothly. I hope everyone was happy to be able to contact the Chamber office and see their changes in effect within few hours of requesting them. If there are any changes to be made or events to add, please let me

Our community has been hard hit with scams recently. These have targeted both businesses and individuals. At latest count, there have been 34 different instances of scams or attempted scams shared with the Chamber of Commerce office, since August. It has been so prevalent, KSPR visited the chamber office October 23rd and did a story to warn the community.

Small businesses are the most common victims of fraud at the highest rate, 31.8 percent, of any company-size category and with the largest median loss. The impact of those losses is usually much greater than for larger businesses. It can even mean losing your business. While it is easy to overlook the scams targeting individuals, we should remember that every penny a scammer gets is a penny not spent at a local, legitimate business.

Some of the more common scams targeting businesses have been advertising scams. This is where you receive a phone call or email from someone claiming to be with an advertising company that usually does not exist. Some local examples of this involved scammers saying they were representing the community guide, another claimed to be with the Bison volleyball team, and the most common are those claiming to represent a non-profit that does not exist. Another popular example of a scam are the internet pop-ups. These can be used against both businesses and individuals. They

can be very convincing, as most utilize the same graphics as the legitimate company. These ads claim to be from companies such as Microsoft, EBay, Google, Firefox and many others. Some examples of these are depicted on the left. Webster's definition of scam is "a dishonest way to make money by deceiving people." Using that definition, many companies are scamming people. False advertising or providing a product or service of an inferior quality is also a prevalent problem. The best example of this was a \$385 ad that turned out to be nothing more than a flyer. Fortunately, there are precautions, which in many cases are fairly simple to execute, that can be taken to better protect oneself from being victimized. The main way to protect yourself is to be informed! Do your research. When you get a call or email, do an internet search for the phone number, email address business or sales person's name and any other information that you can get them to provide. Read all of the reviews you can find, and find out where the company is based. Educate yourself, and remember nothing is that urgent! If they say you need to make a decision quickly, chances are it is a scam.



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