

# Building retail hands-on

By Robert L. Roach  
Journal Staff Reporter

JOPLIN, Mo. — Construction starts may be down in some places, but the streetscape is changing on the southeast

corner of North Main Street and Highway 171.

Construction superintendent Chuck Haake, Crossland Construction Co., and his crew are transforming the old Vatterott building into a strip-center.

Change is something that Haake enjoys — on the job and in his career. He got satisfaction from earlier roles, but he loves what he's doing now.

**Joplin Business Journal:** How long have you been with Crossland?

**Chuck Haake:** I've been with them three years.

**JBJ:** How's it going?

**Haake:** Things are going well. Before, I was in business for myself, doing the same thing, but mostly residential.

**JBJ:** What was the jump like?

**Haake:** No comparison. I love this, because Crossland is a team of people. It's a wealth of knowledge and resources that I didn't have when I was in business for myself.

It was up to me or a customer or somebody else's opinion. Very seldom did I have an architect or engineer to fall back on for help, or a project manager that's been doing it a while or even the Crossland brothers.

**JBJ:** You can reach them?

**Haake:** Yeah, you can. If it comes right down to it and I need help, they're there to help me.

They set us out to build the thing for them — that's what my team, my crew is here to do. But I still have to have references and guidance.

I didn't get that when I was in business for myself. If I made a mistake, I ate it.

**JBJ:** What did you do before this?

**Haake:** I taught high school history and coached football for eight years; those were big rewards, little pay.

**JBJ:** So how did you get into construction?

**Haake:** My dad was a general contractor, so I've been around construction all my life.

I'm meant to be in the field, I think, because if I go two-hours behind a desk, it drives me nuts. I was out there finishing concrete earlier.

**JBJ:** Your crew said you might be working somewhere on site. How long have you been doing this all together?



Construction Superintendent Chuck Haake and his crew are putting together a strip center for Crossland Construction and John Starrett on the southeast corner of North Main Street and Highway 171. Robert L. Roach/JBJ

See **Haake Q & A** on page 19

Here is what's coming up in the Joplin Business Journal

**Lists:**

- Medical Supply Companies
- Credit Unions
- Boat Dealerships
- Home Builders
- Day Care Centers
- Hospitals

**Communities:**

- Carthage, Mo.
- Cassville, Mo.
- Cherryvale, Kan.
- Chetopa, Kan.
- Caney, Kan.
- Galena, Kan.
- Nevada, Mo.

If you would like to be included in any of the upcoming lists, please contact Dave Lindsey:

(417) 623-9901 ext 452,  
Toll Free (888) 536-2525 ext 452,  
Fax (417) 782-3269 or by email;  
[dlindsey@joplinbusinessjournal.com](mailto:dlindsey@joplinbusinessjournal.com)

The 2008 Book of Lists is now out. Make sure you're a subscriber to get your FREE copy. (retail copies available for \$45)



THE JOPLIN BUSINESS JOURNAL IS AVAILABLE AT  
**HASTINGS BOOKS MUSIC & VIDEOS!**

526 S. RANGE LINE RD. • JOPLIN

Corrections Policy: Corrections and clarifications will appear on this page. Please call (417) 623-9901, ext. 435, if you see an error.

In your mailbox or on your desktop. The Joplin Business Journal — in print and online — is always where you are. Get the latest news coverage from the Tri-State region's leading business news source delivered weekly coupled with the 24/7 online updates, email newsletters, archives and reports of newsworthy events involving business around the region.

- **BEST OFFER** — 156 weeks of the Joplin Business Journal plus three years of the Online Journal and the annual Book of Lists — all for \$258!
- **2 year subscription** — 104 weeks of the Joplin Business Journal for \$175. Includes two years of the Online Journal and the annual Book of Lists.
- **1 year subscription** — A full year of the Joplin Business Journal for \$89. Includes one year of the Online Journal and the annual Book of Lists.

# Become your own brochure designer

By Alyice Edrich  
Journal Guest Writer

When you look at marketing brochures what do you see? Don't know what a marketing brochure is? Have you ever picked up a brochure or pamphlet about a new destination, hotel, amusement park, or other entertainment business? Those are all marketing brochures and each one is designed to inform and entice you into visiting their place of business or making a purchase.

Brochures are great sales tools—if done right! Brochures help sell your product or service with informative information—enough that the reader knows about your business, but not too wordy that you lose the reader.

Your brochure doesn't have to be fancy or expensive, but it should look professional—after all, it's a reflection on your business. Your brochure should be free of grammatical errors, smudge marks, faded lettering, poorly photographed objects or people, and it should follow many of these points:

- Address a target group or niche market
- Be more than just sales cop—informative
- One large graphic on your cover, versus lots of smaller graphics
- Graphics strategically placed within your brochure to recap—visually—what was said in print
- A photo with a person using your product or service—for greater impact
- A caption under your photos to bring home the caption's point
- A side box that recaps important information you want to stand out
- Quotations (or bold marks) around key points

- Bullet Points to draw readers to important information, fast
- Headlines and Sub-headlines
- Testimonies from real-life users
- List your guarantees
- Use 12 point font unless caption, side box, or headlines
- Printed on special paper:

Highly Opaque, matte, heavyweight presentation paper — 35 pound, 6.8 mil, 96 bright, 8 1/2"x11".

Once you've designed your brochure, you'll need to print it on high quality paper. If you'll be printing the brochure yourself, don't use everyday printer paper because you can't print on both sides without having the copy bleed through to the other side. Use a premium matter presentation or brochure paper. It is more expensive, but it looks crisper, cleaner, and more professional.

You could take your hard copy down to a copy store and have several hundred copies made, but the quality will be poor. If you can't afford a printer who uses a printing press, find a copy store who can take your brochure on disk and run several hundred copies off the master.

Once you've printed your brochures and are satisfied with the quality, deliver your brochures to prospective clients/customers by passing them out at craft fairs, business expos, with paid orders (you never know whom your client might give your brochure to), and wherever you go. You can also leave a few in hotel rooms and other public forums.

*About the author*  
Alyice Edrich (<http://dmwrites.com>) is the award winning editor of *The Dabbling Mum*. (<http://thedabblingmum.com>)

## RECORDS from page 18

**Colcord**  
—JRK Farms Inc  
Jonas, John  
24432 State Hwy 116, Colcord  
Date of Incorporation: 02/22/2008

**Ottawa County Oklahoma**  
**Afton**  
—McKibben & Walbridge Holding Co LLC  
McKibben, Thomas F  
450772 Lakeshore Dr, Afton  
Date of Incorporation: 02/19/2008

**Kellyville**  
—Tan Henle Construction LLC  
Henle, Tom  
22911 S 209th W Ave, Kellyville  
Date of Incorporation: 02/19/2008

## NEW FEDERAL TAX LIENS FILED

The following includes Federal Tax Liens of \$5,000 or more filed against local businesses with the County Recorder. The list includes company name, address, amount filed by county.

**Newton County Missouri**  
**Neosho**  
—Brown, Derrick A  
18839 Hottle Springs Rd, Seneca  
Filed on: 03/28/2008 for \$13,129.91  
—Brown, Somer D  
18839 Hottle Springs Rd, Seneca  
Filed on: 03/28/2008 for \$13,129.91

## FEDERAL TAX LIENS RELEASED

The following includes Federal Tax Liens Released against local businesses with the County Recorder. The list includes company name, address, date released.

**Newton County Missouri**  
**Neosho**  
—Tipton, Chelsea  
1491 Ozark Dr, Neosho  
Released on: 03/28/2008 for \$12,882.10

## STATE TAX LIENS RELEASED

The following includes State Tax Liens released against local businesses with the County Recorder. The list includes company name, address, date released.

**Newton County Missouri**  
**Neosho**  
—C&M Hess Corporation  
845 Hwy 90 Ste AA, Monet  
Released on: 03/24/2008 for \$17,993.51  
—Wiseman Family Tire Inc  
PO Box 99, Neosho  
Released on: 03/31/2008 for \$5,894.29

## Q & A Haake from page 4

**Haake:** I was on my own for five years before that and then my entire life.

**JBJ:** When did you teach?

**Haake:** For eight years after I got out of college.

**JBJ:** You've been out a day or two.

**Haake:** I've been out a day or two: I turn 42 in May.

**JBJ:** No way, you look like a young buck.

**Haake:** I feel like a young buck.

**JBJ:** My mom's mom was the same way. She said "I'm trapped inside this 72-year-old body, but I feel like I'm 17." Now 40-years later, I'm starting to understand.

**Haake:** It's all mental. I see guys younger than me dragging all the time: tired, out of shape. They pour a little slab of concrete and, man, that's it for them.

**JBJ:** What trades do you like to do?

**Haake:** I love to weld. I did that steel framework over the entryway.

I love to do it all. I love the challenge—where there's something out there that I've never done before and I just gotta do it.

**JBJ:** You work hard.

**Haake:** I work out four days a week. I work out and then I pour concrete that day or do whatever.

**JBJ:** Seems like if you don't work-out, then you become more tired.

**Haake:** Yeah. Just like sitting behind a desk can make you tired.

You know, my wife takes care of our kids and she goes to school—and she's tired. So, she works out a couple days a week and she feels better.

## Current project

**JBJ:** What are you building here?

**Haake:** This is a strip mall.

**JBJ:** Who owns it?

**Haake:** Crossland. We are in partnership with John Starrett. They formed a partnership to redo the whole corner at some point in time.

We're adding 9,000-square-foot after tearing down Contractors' Equipment—we already own the land. They're moving into the south side of this building, 5,000 square feet plus a storage room to give them enough room to be the anchor tenant.

**JBJ:** What about the gas station? You get into environmental issues there.

**Haake:** Yeah, we're not messing with that.

**JBJ:** How big will it be?

**Haake:** After we add to the north, we'll have a little bit over 24,000-square-foot.

**JBJ:** What size tenants?

**Haake:** I think build-to-suit tenants. I've seen people looking at 6,000-square-foot, 3,000-square-foot, 3,500-square-foot. There've been about a half-dozen that I know of in the last month, with realtors.

The spaces are divided up in the existing building into five or six spaces, or you could do three spaces if you kept the middle section as one unit.

When the architect drew it, he left all of the old little offices from Vatterott in the back. But we tore them out, they're gone, it's gutted.

There were probably 25 little-bitty tiny offices across the back. And we said, if you're going to advertise this for tenant space, we need to let them build what they want.

**JBJ:** So it's more of a pure spec-retail building. About every strip center in Joplin has vacancies. Is this area over-built?

**Haake:** I think everyone in town has an empty one because they spent too much money building it.

**JBJ:** Can you do it at a better price?

**Haake:** Yeah—because we own the project, we own the building and we own the construction company. We're the general contractor, we're the owner.

**JBJ:** So, you're getting it at wholesale, but you're taking the risk too. Does Crossland know how to develop retail?

**Haake:** Can Crossland do it right? We can do it right; we can do it at a fair price. And we're building to suit.

You're not putting the space in and saying this is what you get for what you're paying for. If you divided this central portion into three or four spaces, you're limiting your potential customer base.

**JBJ:** When are you going to be done?

**Haake:** We're looking at the middle of June, about the seventeenth, eighteenth—somewhere in there. We are three weeks ahead right now.

**JBJ:** And you're buttoned up, so it will be pretty hard for the weather to slow you down now.

**Haake:** That's right; that's what we're hoping.

For more information, go to:  
[www.crosslandconstruction.com](http://www.crosslandconstruction.com)

## Project information:

**Owner:** John Starrett, (owner of Simpson Oil Co., and various Snak Atak convenience stores)

**Developer:** Crossland Construction Company Inc., Columbus, Kan.

**General contractor:** Crossland Construction Co.

**Construction project manager:** Patrick Crossland, Crossland Construction Co.

**Construction superintendent:** Chuck Haake, Crossland Construction Co.

**Architect:** Core Architects, Rogers, Ark.

**Structural Engineer:** Tatum, Smith Engineers, Inc., Rogers, Ark.

**Civil Engineers:** CJW Transportation Consultants, Springfield, Mo.

**Construction financing:** Grace Southern Bank, Springfield, Mo.

**Capital funding:** Crossland Construction Co.