

March 2013

# The Chamber

## @WORK

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most people think  
just happens!*

306 N. Main, McPherson, Kansas 67460 • Phone: 620-241-3303 • www.mcphersonchamber.org • Visit us on Facebook

### Welcome Back!

**McPherson Country Club**  
1396 Pioneer Road, P.O. Box 1041  
McPherson, KS 67460  
Phone: 620-241-3541  
Fax: 620-241-7047  
Contacts: Kim Jermark, Manager  
Board: Keith Swinehart,  
Kathy Nicholson

The McPherson Country Club is located midway between McPherson and Lindsborg, a hidden gem of McPherson Country since 1936. The Club has provided fun and relaxation for the McPherson, Lindsborg and surrounding community residents looking for golf, steak dinners, birthday parties, card games, or just plain relaxing around the private swimming pool with their children and grandchildren.

The Club features a hilly, nine-hole, two-tee box Perry Maxwell designed golf course that gives the player a different look on each 9-hole side. The 5,800, yard par 69 rolling course is revered for its interesting layout, split down the middle by a winding creek bed. It is highlighted by demanding, sloping, well-manicured bent grass greens. MCC sponsors men's and women's gold days weekly and is the site of numerous golf tournaments throughout the golfing season.

Golfing activity aside, social life and relaxation has always been the most important aspect of McPherson Country Club. The members enjoy fine dining in a choice of formal and informal dining area. Local businesses find the Club a perfect place to bring their clients and associates for undisturbed entertainment and business meetings. The Country Club social committee has regular monthly social functions for members and their guest. Rooms can be reserved for parties and meeting for small parties and groups up to 150 banquets, wedding receptions, birthdays and dinner dances.

Check MCC out on facebook!

### "The Official Guide to McPherson, Kansas"

#### McPherson Community Magazine 2013 Edition Underway

The McPherson Chamber of Commerce and McPherson Main Street are partnering again for the new 2013 Official McPherson Community Magazine. Both organizations have been very proud to provide a high quality marketing piece for distribution. The magazine is a multi-purpose marketing tool used to familiarize new residents and students to McPherson and the area, for our members to promote their products and services, for workforce recruitment and sent to prospective residents. The primary focus of the magazine is to present a snapshot of the overall "quality of life" we have in McPherson and the area. In addition, the magazine will be available throughout the community as well as being distributed at the Kansas State Fair - McPherson booth.

Don't miss out on an opportunity to support McPherson and the area all while gaining exposure and recognition for your business!

Ad Size	Chamber & Main Street Member Rate	Non Member Rate
1/8 page	\$330	\$365
¼ page	\$630	\$690
½ page	\$1,100	\$1,175
Full page	\$1,700	\$1,800

If you are interested in being contacted for ad space, please call the Chamber at 241-3303 or Main Street at 241-7430. The deadline for ad submission is February 28, 2013. We plan to have 8,000+ full color copies printed that we estimate will last approximately 18-24 months and will be available mid May.

#### McPherson County E-Community Awards first Partnership Grant

The McPherson County Entrepreneurship Community Board recently awarded McPherson College a Partnership Grant, administered by the McPherson Chamber of Commerce. The \$18,000 Partnership Grant will be

used in support of the new student run organization called Etch Marking & Design. Etch will offer professional graphic design and marketing services to non-profit organizations, because of the vital role they play in a community, but typically do not have resources to promote or market. Fourteen students have been hired for the organization, with each student putting in between two and 10 hours per week. Etch will be a completely student run organization,

with all aspects of business decisions being made by the students involved. The new concept of learning provides students with real business world experience.

Etch is located off campus in downtown McPherson above Elliott Insurance at 207 N. Main.

#### From the McPherson Chamber of Commerce



**Jennifer Burch**  
Executive Director

If you have been reading the Chamber E-News or the McPherson Sentinel, you would have seen the news about the presentation of an \$18,000 Partnership Grant to Etch Marketing & Design (McPherson College). The funding for this grant was received from tax credits that were sold to provide grant dollars for projects that "stimulate entrepreneurship", in addition to funds we (McPherson County Entrepreneurship Loan Program) loan out for business startups, inventory, business purchase, etc.

McPherson County became a E-Community through an application process and was approved by NetworkKansas in December of 2010. We have additional funds available for more projects that fit the criteria of "stimulating entrepreneurship" and encourage anyone that has an idea or project that they would like to present to contact me.

In other entrepreneurial news, I had the pleasure of serving on the Jump Start Kansas judging panel of McPherson College. I am totally blown away by the ideas these high schools students present: Hydrogren Fuel Technology, Crystals Crafts, Build a Better Bra, Bernoulli Wind Turbine, Joyful Bakery, ProLearn, Highway to Heaven, Paw Haven, Helping Hand and Easy Pick Up. The students come from all over the state of Kansas to pitch their idea for a \$5,000 prize to implement their idea. You can

go to [www.mcphersoncollege.com](http://www.mcphersoncollege.com) and learn more about the entrepreneurial opportunities that are being promoted on campus and more about the contest.

The Community Development Committee met recently with Barbara Tuxhorn of the City of Inman to talk with us regarding their curbside single stream recycling program. On Tuesday, March 12 at 12:00 at the Chamber office, we will have John Hawk of the McPherson Area Solid Waste Utility will speak regarding the implementation of the program. Anyone is invited to join the presentation to learn more about the program and how McPherson can become a more environmentally responsible community.

#### School Officials to Address C3 with Business Leaders

McPherson Area Human Resource Professionals in collaboration with the McPherson Chamber of Commerce will host USD #418 Superintendent Dr. Randy Watson and his C3 team as they will talk about the school district's C3 initiative which has garnered national attention by making it the first district in the nation to receive a waiver from No Child Left Behind. Attendees will learn more about this bold program and

how we, as employers and business professionals, can support USD #418's initiatives instill knowledge and values that prepare our students to be College, Career and Citizenship Ready.

Join us on Thursday, March 14, at the Cedars Conference Center, 1021 Cedars Drive. The lunch program will begin at 11:30 a.m. Please RSVP to Kasi Morales ([kmorales@gomcpherson.com](mailto:kmorales@gomcpherson.com)) or Jennifer Burch ([Jennifer@mcphersonks.org](mailto:Jennifer@mcphersonks.org)) by 5:00 p.m. March 11, 2013. Cost \$11.

#### Carrying on the All Schools Days Tradition

#### OMEGA (Outstanding McPherson Eighth Grade Award)

It is that time to recognize McPherson County eighth grade students for their leadership qualities and service to their community. The OMEGA was started by the McPherson Chamber of Commerce

many years ago as another facet to the tradition of the McPherson County All Schools Day in honoring the graduating 8th grade students. The OMEGA honors nominated students at the May Fete activities associated with All Schools Day. Nomination forms are available online at [www.mcphersonchamber.org](http://www.mcphersonchamber.org) or at the McPherson Chamber of Commerce office, 306 N. Main and are due to the office, no later than Friday, March 15, 2013 at 5:00 p.m.

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# 2012 - 2013 Chamber of Commerce Board of Directors

President - Dell Reese • President Elect - Dr. Brandon Trost

Treasurer - Jaymie Rothrock • Past President - Greg McCullough

Directors: Chad Clark, Scott Johnson, Gena Strathman, Richard Ragan, Anna Ruxlow, Troy Short, Corey Hoover, Ted Odle

Mission: to work as an organization of individuals, businesses and professionals to enhance the economic, civic and cultural interests of the McPherson area.

## chamber events Feb. 2013/March 2013

### February

- 21 **9:30 a.m.**  
Chamber Weekly Coffee hosted by King Enterprise Group, 1401 S. Highway 81 Bypass  
**3:00 p.m.**  
Chamber Academy @ HCC-McPherson
- 22 **11:00 a.m.**  
Chamber Academy @ HCC-McPherson  
**11:30 a.m.**  
Chamber Board of Directors @ Chamber office  
**4:30 p.m.**  
Ribbon Cutting for Downtown Underground Entertainment, 122 S. Main
- 26 **12:00 noon**  
Tartan Turkey Golf Meeting @ Chamber
- 27 **12:00 noon**  
BAMI @ Chamber
- 28 **9:30 a.m.**  
Chamber Weekly Coffee hosted by Mutual TeleCommunications, 112 S. Main  
**3:00 p.m.**  
Chamber Academy @ HCC-McPherson  
**4:30 p.m.**  
Ribbon Cutting for Little Caesars Pizza, 319 S. Main

### March

- 1 **11:00 a.m.**  
Chamber Academy @ HCC-McPherson
- 5 **12:00 noon**  
Ambassadors @ Chamber
- 6 **12:00 noon**

- Leadership Board of Trustees @ Chamber
- 7 **9:30 a.m.**  
Chamber Weekly Coffee hosted by  
**12:00 noon**  
GoMcPherson Board @ BPU  
**3:00 p.m.**  
Chamber Academy @ HCC-McPherson
- 8 **11:00 a.m.**  
Chamber Academy @ HCC-McPherson
- 12 **7:00 a.m.**  
Ag Committee @ Perkins  
**12:00 noon**  
All Schools Day @ Knackies Community Development @ Chamber - Speaker John Hawk, MASWU
- 14 **9:30 a.m.**  
Chamber Weekly Coffee hosted by Client Centered Counseling, 105 E. Kansas  
**11:30 a.m.**  
C3 Lunch @ the Cedars
- 15 **11:00 a.m.**  
Chamber Academy @ HCC-McPherson  
**12:00 noon**  
MIDC Board @ McPherson Country Club
- 20 **4:00 p.m.**  
Womens Event @ Chamber
- 21 **9:30 a.m.**  
Chamber Weekly Coffee
- 22 **11:00 a.m.**  
Chamber Academy @ HCC-McPherson  
**11:30 a.m.**  
Chamber Board @ Chamber

## One on One FREE Business Counseling

The Kansas Small Business Development Center will have an Outreach Center Consultant at the McPherson Chamber of Commerce office located at 306 N. Main from 9:00 to 4:00 on the following days:

### Monday's

March 11, April 15, May 13, June 10, July 15, August 12, September 16, October 21, November 18 and December 9.

The KSBDC offers individualized, confidential, and comprehensive business consulting at no charge to its clients. Any existing small business or individual interested in needing counseling in areas of: marketing and sales, accounting, financial analysis and cost control, personnel, inventory control, business start-up or acquisition, business liquidation or sale, strategic planning, and many other areas. One hour long appointments are available beginning at 9:00, 10:00, 2:00, 3:00 and 4:00 and can be made by calling the McPherson Chamber of Commerce at 620/241-3303.

## DQ Grill & Chill Winners

Every month DQ Grill & Chill, 1435 N. Main provides 1 lucky chamber member a FREE treat. This month's lucky winner is Hugo Dahlstrom, CPA. Enjoy your special treat! Thank you to Karen & Roger Horn for providing this opportunity for our Chamber members.

## SAVE THE DATES

Chamber Annual Event Dates Set

The Chamber would like to announce that the following Chamber events have been scheduled, so mark your calendar to SAVE THE DATE!

June 8 - Tartan Turkey Golf Tournament @ Turkey Creek Golf Course  
July 19 - 2013 Leadership McPherson Enrollment Deadline

July 25 - Leadership McPherson Alumni Reception  
July 23 or 30 - Rural Appreciation Hamburger Feed @ 4-H Grounds  
August 15 & 16 - 2013 Leadership McPherson Retreat  
August 23 & 24 - When Pigs Fly BBQ Contest & Fly In @ McPherson Airport  
October 17 - Chamber Annual Meeting/Business After Hours & Expo @ Best Western Holiday Manor Convention Center

## An Official Welcome

The McPherson Chamber of Commerce will conduct ribbon cutting ceremonies for Downtown Under-

ground, 122 S. Main on Friday, February 22 at 4:30 and Little Caesars Pizza, 319 S. Main on Thursday, February 28 at 4:30 p.m. Please help us welcome them.



Anne Hassler  
CVB Director

## From the McPherson Convention & Visitors Bureau

### Some surprising numbers

At the annual TIAK Day on the Hill event, CVB directors and tourism professionals from all over the state had the opportunity to hear updates from several different state departments about the latest issues. Among the many topics was the impact tourism has on the Kansas' economy. I was surprised to learn tourism is the third largest industry in the state (based on jobs). But keep in mind the tourism industry is more than just hotels and major attractions. It's restaurants, shopping, entertainment or any activities that visitors take part in. Visitors are considered to be anyone traveling more than 50 miles to a destination or anyone that stays overnight.

The latest figures for 2011 from Kansas Travel and Tourism show

32 million visitors who spent \$8 billion while in Kansas, generating \$1 billion in state and local taxes. Tourism spending accounts for 14.4% of all state and local taxes generated.

The staff at the McPherson CVB and I are working hard to bring visitors to town not just to increase our guest tax receipts. Hotel stays are only about 14% of a typical visitors spending. Much more is spent on food, entertainment and shopping and the bulk of taxes generated by tourists is in the form of sales tax.

When an opportunity to bring thousands to town for an event such as All Schools Day happens, we should try to make the most of it. Much of what makes McPherson such a great place to live is because of the amenities that were built through special use sales tax, i.e. the water park, library expansion, opera house completion. I encourage you to share information about All Schools Day with your friends and family. Follow the All Schools Day Facebook page and check out our board on Pinterest featuring photos from past celebrations.



Anne Kirchner  
Director

## From the United Way of McPherson County

Earlier this week I opened my desk drawer and smiled as I looked down at a card that was given to me last fall. The homemade gift was provided by a young woman who had stopped by my office seeking financial assistance. She struggled with a learning disability and had miscalculated her monthly expenses. Did I have money to give her so she could buy some basic supplies? My first thoughts were, "Really? Did this person just come into my office and ask for money?" I was hesitant to help her as I was engulfed in my daily routine and being new to the United Way job I wasn't sure how to deal with this request. Fortunately, my nurturing instinct overcame those feelings and I spent the next 30 minutes finding her help. By taking time to ask a series of

questions I was able to determine her situation, and then it only took a few phone calls to meet her needs. I was able to connect her with a local church whose representative provided appropriate counseling and funding. I was thankful for the community resources that helped find a solution.

Several days later the woman hand delivered a note to my office. Decorative stickers surrounded the hand written text which simply said, "Thank u so much for helping me out in a time of need." I keep the card as a constant reminder of the powerful impact that day had on my life. The spontaneous moment provided me the opportunity to focus on another human being and to realize my daily routine is meant to be interrupted. And the woman's gratitude was personified by her simple words and child-like design. I haven't seen the woman since, but I hope she knows I am equally grateful for the life lesson.

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