

# The Chamber Business Journal

January 2016

*Doing what most people think just happens!*

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

## Thank you for your renewed investment!

(11-17-12/17-2015)

American Family Insurance (Steve Bahr), Central Kansas Foundation, RC Heating & Cooling, Casey's, Northridge Crossing Apartments, Brooklyn & Co., Brooklyn & Co. Bridal Gallery, Walgreen's, McPherson Family Life Center, Genesis Health Club, Holland Paving, Stout Printing, Apparel & Promo LLC, Michael Yowell, DDS, Simplex Grinnell, Heart to Heart Child Advocacy Center, Savant Services, and American Legion.

## From the McPherson Chamber of Commerce



Jennifer Burch  
Executive Director

I truly believe that the McPherson community is a leader in many aspects, but the number one is in collaboration. McPherson prospers with wide cooperation among the businesses, industries, organizations, government entities and residents. Recently with

the ice storms there was the need to help residents that did not have resources to trim, cut and haul off limbs that were damaged from the ice storm. No surprise that McPherson residents and organizations rallied together, just as they do this time of year to organize food baskets, toys for kids, gifts for teens, angel tree gifts as well as many other acts of kindness that we are not aware of. McPherson is a community of many caring hearts.

On behalf of the Chamber of Commerce Board of Directors and staff, we wish everyone a very Merry Christmas and a blessed 2016 New Year.

## Congratulations & Welcome!

**Powerhouse Weight Room**  
1316 N. Main  
McPherson, KS 67460  
Contact: Will Simmer  
Phone: 620-480-0107

**Powerhouse Weight Room** is now open at 1316 N. Main. Owner Will Simmer has been a trainer and lifting coach since 1998. **Powerhouse Weight Room** offers specialized gym equipment for strength training. A few unique pieces include the "reverse hyper extension - great for rehabbing and strengthening the lower back. A belt squat - a different way for people to train for a squats who have shoulder and lower back problems. The monolift, allows you to squat without backing out of the rack. **Powerhouse Weight Room** also boasts 4 cages with 8 x 8 platforms, dumbbells to 165 lbs and landmines. There is more equipment to see in **Powerhouse Weight Room**. The gym serves all ages and abilities. You don't have to have years of experience to strengthen your body. "I want everyone to be the strongest version of themselves" Will Simmer, owner.

**in a Rush Shuttle Service**  
104 W. Avenue C  
McPherson, KS 67460  
Contact: Jack Rush  
Phone: 620-245-7116

**in a Rush Shuttle Service** is owned by Jack Rush. Retiring from 37

years at Johns Manville, Jack is ready for his next adventure. Jack is looking forward to serving and meeting people in the McPherson community. **in a Rush Shuttle Service** is available to shuttle people to Wichita, Hutchinson, Kansas City, airports, also providing clients needing rides to doctor appointments out of town. **in a Rush Shuttle Service** is a 24 hours service that will begin January 1, 2016.

**Fox and Ash Barber Shop**  
312 N. Main  
New Location Coming Soon to 210 N. Main  
McPherson, KS 67460  
Contact: Caleb Porter  
Phone: 620-504-5528  
Web: www.foxandash.com

**Fox and Ash Barber Shop** is a multicultural barber shop that brings people together from all backgrounds. They are a full service barber shop specializing in modern and classic haircuts, straight razor shaves and head and **Fox and Ash Barber Shop** is about building a strong and modern community for the 21st century.

**Fox and Ash Barber Shop** will soon be expanding to a new and larger location at 210 N. Main. Watch the Chamber newsletter for ribbon cutting ceremony date in 2016!

**McPherson Social Media Services**  
1107 N. Walnut  
McPherson, KS 67460  
Contact: Daniel Schwindt  
Phone: 620-755-8832  
Web: www.mcphersonsocialmedia.com

Social media marketing is an incredibly value for businesses in the digital age. Unfortunately, establishing and maintaining a brand on social media isn't as simple as it sounds. If you don't have the time, desire or knowledge to maintain your pages consistently, things can start to look stale or messy. That's where **McPherson Social Media Services** can help. All it takes is a short strategy session with owner and consult, Daniel Schwindt, and your company's social media page can come to life with daily posts tailored to your brand. When your customers and potential customers go looking for you, you'll be there. And you won't just be there, you'll be there every day, establishing your relevance, credibility, and approachability as an organization. Services provided are diverse and tailored to your needs. Whether you want daily Facebook posts, search engine optimization, a domain name, a website, or event promotion, **McPherson Social Media Services** can help. Check out www.mcphersonsocialmedia.com or give Daniel a call at 620-755-8832.

Time is running out . . . .

## Candy Cane Cash Shopping

Shoppers still have time to load up on great Christmas gifts and other shopping needs and receive Candy Cane Cash through December 31st! The Christmas promotion "McPherson . . . . where Santa shops" is organized and sponsored by members of the McPherson Chamber of Commerce and McPherson Main Street. Each year the number of entries has increased which translates into the number of \$\$\$ that is spent in our community. Last year there were 6,900 entries, 110 cities in

Kansas, 30 out of state shoppers representing \$345,000. So go out there and shop and lets see those numbers beat 2014 figures. Shop at the following Candy Cane Cash store sponsors to be eligible for \$500 Candy Cane Cash. Remember you have through December 31!

A Few of My Favorite Things, A5 Western, Artshirt-Gear for Sport, Brooklyn & Co., Brown's Shoe Fit, Clayworks, Creative Hairlines Spa & Salon, Guy's 'N Gals, Mattress Haven, Nooks & Cranies Floral, Shimmerz

Tanning Salon, Simply Good Overstocks, Studio 54 Glass Art, Stupka Chiropractic, The Bookshelf, The Cooks Nook, The Stone Chimney, The Village Geek, The Well, Twice Told Tales, VAAM Gallery and Venable Jewelers.

Drawing will take place on January 5th (or shortly thereafter, as soon as all the registration boxes are turned in). Now get out there and have fun shopping!

## DQ GRILL & CHILL WINNERS

Congratulations to Fox and Ash Barber Shop, 312 N. Main. They are the winner of a DQ Cake.

Thank you to Roger and Karen Horn, owners of DQ Grill and Chill, 1435 N. Main, for providing the monthly DQ treat product for a special McPherson Chamber of Commerce member.

Please join us....

## Upcoming Ribbong Cutting Dates

Thursday, January 14 - 9:30 am  
The ReUse It Center

New & larger location  
120 S. 81 Bypass

Thursday, January 21 - 9:30 am  
Journey Mennonite Church

Newly renovated location  
201 E. Euclid

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## 2015 - 2016 Chamber of Commerce Board of Directors

President – Dr. Brandon Stupka, Stupka Chiropractic & Wellness Center • President Elect – Adrian Morales, Hess Oil Company  
 Treasurer – Josh Menard, Swindoll, Janzen, Hawk & Loyd • Past President – Gena Strathman, First Bank Kansas  
 Board of Director: Chad Clark – CAC Consulting • Andy Elliott – Elliott Insurance & Real Estate • Gina Venable – Venable Jewelers  
 Tracy Sterling – Hall's Culligan Water • Janet Lynch – CertainTeed Corporation • Zac Hoppes – Farmers State Bank  
 Tom Saffel – Prairie Landworks • Katie Sawyer – McPherson College  
 Staff: Jennifer Burch – Executive Director • Debbie Hawkinson – Administrative Assistant • Alesia Stout – Program Assistant

### From the United Way of McPherson County



Anne Kirchner  
Director

#### Holiday Greetings From The United Way of McPherson County

There's nothing more satisfying than supporting one's business community during the holidays, especially in a small town. It brings me comfort knowing my dollars help support business owners I trust and respect. And often those business owners are friends or family members, making my purchases even more gratifying.

Think about it. How many times have you entered the local café and been greeted by your first name? Don't you burst with pride when the sales clerk compliments your child's performance at Friday night's game? Or what about the business owner who gives you a sales discount because it's the third time you've purchased an item in the past week? As soon as you enter the door of a local merchant you know you are with "family."

Family members take care of each other, provide support when no one else is there and demonstrate unconditional love. I challenge you to expand your holiday experience to include local non-profit organizations. What agency is providing services to the community and demonstrating a positive impact on the lives of others?

My work with United Way has introduced me to many local options including CASA: A Voice for Children, Childcare Aware of Kansas, Circles of McPherson County, Heart to Heart Child Advocacy Center, McPherson County Council on Aging, McPherson Family Life Center, McPherson Family YMCA, McPherson Housing Coalition, McPherson Special Olympics, Meals on Wheels, Sexual Assault/Domestic Violence Center, The Children's Center, The Salvation Army and United Cerebral Palsy.

The list goes on and on! Each agency has a mission to help others – recipients range in age from infancy to the elderly. The ultimate collaborative goal is to improve the standard of living for all community members. Find the agency that demonstrates your passions and interests. During the coming year, get involved with your chosen agency by giving, advocating and volunteering. Your time, talents and resources will support true "family" and you will provide momentum for further community growth.



Joni Regnier  
CVB Director

#### From the McPherson Convention & Visitors Bureau

#### Merry Christmas & Happy New Year from the McPherson CVB!

Where has the time gone? My last six months have flown by as the new Convention and Visitors Bureau Director. Even though I have been very busy learning my new job duties, promoting McPherson, working the State Fair booth, going to conferences, etc., I have enjoyed every minute of it! When hired, I decided not to change a lot the first year. My goal was to learn as much as I could and continue the great events that my predecessors had started and maybe if time permitted, add a little bit of a twist to them.

As the holidays approached and I began to feel more comfortable in my new role, I decided to add a few new ideas of my own. That's when my staff and I came up with Storytime on the Trolley, Grin with the Grinch, and Holiday Homes Tour promotions. We weren't sure how any of these ideas would go over, but in just a few days we were sold out of the Storytime on the Trolley event. Good news though—we will be adding more Storytime on the Trolley rides for 2016! Details will be announced soon. The Holiday Homes Tour held on Dec. 6th was also a huge success! Over 300 guests toured the three beautifully decorated homes and the McPherson Museum where they enjoyed refreshments. On Dec. 7th we started our Facebook promotion "Grin with the CVB Grinch!" Now thru Dec. 20th find our CVB Grinch at participating stores and win \$25!!! Lastly, to add a little bit of fun to our Holiday Light Trolley Tours we are playing Christmas Trivia where trolley riders can win prizes!

To find out what's new and going on at the McPherson Convention and Visitors Bureau follow us on Facebook (Visit McPherson) or check out our website, visitmcpherson.com.

## chamber events

### December

31 12:00 Happy New Year!  
Office Closes at noon

### January

1 It's 2016 – New Day, New Year! Office Closed  
 5 8:30 am 2016 Leadership Class in session @ The Well  
 7 9:30 am Chamber Coffee at The Cedars co hosted with Knackies Meats & Sweets, 1021 Cedars Drive  
 12 7:00 am Ag Committee @ Perkins, 2111 E. Kansas  
 12:00 Community Development @ Chamber  
 14 9:30 am Chamber Coffee & Ribbon Cutting at The ReUse It Center – new location at 120 S. Highway 81 Bypass.

19 8:30 am 2016 Leadership McPherson in session at the McPherson Museum  
 1111 E. Kansas  
 20 4:00 pm Women's Event @ Chamber  
 21 9:30 am Chamber Coffee & Ribbon Cutting for Journey Mennonite Church, 201 E. Euclid  
 27 4:00 pm Tartan Turkey Golf Tournament meeting @ Chamber  
 28 9:30 am Chamber Coffee at the Chamber hosted by McPherson Social Media Services, 306 N. Main  
 11:30 am Chamber Board @ Chamber office

## iWORK

Investment in Workforce Opportunities & Readiness in Kansas

For the past year representatives from McPherson (Elaine Farres – McPherson Co. Learning Center/ESSDACK, Amy Beckman – McPherson CHS, Kasi Morales – McPherson Industrial Development Co., and Jennifer Burch – McPherson Chamber of Commerce) who make up the iWORK team have attended quarterly ACT Work Ready Communities academy trainings. Each academy session focused on the steps to be designated an ACT Work Ready Community. McPherson was the only team from Kansas that participated with representatives from West Virginia, South Carolina, Mississippi and Alabama working to get their county, city or region certified as an ACT Work Ready Community. McPherson is starting in a different place in the process than any other community by taking the school districts C3 initiative and carrying it to the next level of acquiring national certification by ACT. Most communities, counties, regions focus is on the economic development benefit of the ACT Work Ready Community designation, where McPherson's purpose began with educational preparation of our youth being Citizenship, College and Career Ready (C3). The 2016 graduating class from McPherson High School will be the first class that has been preparing the past 4 years under the C3 initiative. All seniors graduating will have earned the required credits, in addition to obtaining an ACT Career Ready Certificate at the silver level or above as a requirement of graduation. The ACT Career Ready Certificates have 4 levels;

Bronze – an individual achieving this level possesses core academic skills for approximately 30% of the jobs profiled by WorkKeys in these skill area.

Silver – an individual achieving this level possess core academic skills for approximately 50% of the jobs profiled by WorkKeys in these skill area.

Gold – an individual achieving this level possesses core academic skills for approximately 90% of the jobs profiled by WorkKeys in these skill areas.

Platinum – an individual achieving this level possesses core academic skills for approximately 99%

of the jobs profiled by WorkKeys in these skill areas.

The test is a reliable and nationally validated system evaluating and analyzing real workplace skills. The test measures an individual in three skill development areas:

Applied Mathematics – measures the skills people use when applying mathematical reasoning and problem-solving techniques to work-related problems.

Locating Information – measures the skills people use when they work with workplace graphics such as charts, graphs, tables, forms, maps, diagrams, and instrument gauges.

Reading for Information – measures the skills people use when they read and use written text to do a job such as memos, letters, directions, policies and regulations.

Because of the innovative thinking of our school district McPherson students will be more prepared for continuing their education or entering the workforce. Whatever path they choose the ACT Career Ready certificate will go with them as an added credential.

Several of our industrial businesses (CHS and Johns-Manville) "Require" a minimum silver level certificate in their hiring. (To require a specific level, an ACT authorized Job Profiler must conduct a customized analysis of the job to identify specific ACT WorkKeys skills level for the position).

The following businesses agree to "Recognize" the Career Ready Certificate as one tool in their hiring, promotion and training practices; McPherson County, City of McPherson, McPherson Business Solutions, Viega, and Welco Services.

The following businesses agree to "Recommend" and prefer that candidates have earned the Career Ready Certificate as one tool in their hiring, promotion and training practices and prefer that candidates have earned a certificate.

The iWork team is working to help employers know the benefits of using the Career Ready Certificate in their hiring process. If you would like to learn more please feel free to contact Jennifer Burch at 241-3303.

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