

The Chamber

February 2011

306 N. Main, McPherson, Kansas 67460

Doing what most people think just happens!

PRSR STD
US POSTAGE PO
McPHERSON, KS
67460
PERMIT NO. 7



W
O
R
K

"Meet and Greet Your Legislators"



**Saturday, February 19
9:00 a.m. at The Well**

*Speaking will be the
McPherson area State Legislators*



**Senator
Jay Emler**



**Representative
Don Schroeder**



**Representative
Clark Shultz**

Hosted by the McPherson Chamber of Commerce BAM! Committee and sponsored by AT&T.

2010-2011 McPherson Chamber of Commerce

Board of Directors:

Chad Alexander, President, Peoples Bank & Trust
Greg McCullough – Farmers Alliance Mutual Insurance Co., President Elect
Jason Hoover, Past President, Midway Motors SuperCenter
Jodi Baerg, Treasurer, Adams, Brown, Beran & Ball, Chtd

Board Members:

Jeff Smith – S & S Farms • Heather Meredith - Hospira • Charlotte Calhoun - Fours Season Realtors
Jim Leach – retired • Trish Goad – Memorial Hospital • Ron Willems – Sunflower Bank
Anna Ruxlow – McPherson College • Mike King – King Enterprise Group

Chamber Staff:

Jennifer Burch, Executive Director • Debbie Hawkinson, Administrative Assistant • Nikki Allenbach - Program Assistant
McPherson Chamber of Commerce - 306 N. Main, P.O. Box 616 - McPherson, KS 67460 - Phone: 620-241-3303 - Fax: 620-241-8708

Email:

jennifer@mcphersonks.org • chamber@mcphersonks.org

Website:

www.mcphersonks.org or www.mcphersonchamber.org

Be A Chamber Fan on Facebook

McPherson Chamber of Commerce

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

Get Certified to Judge World Class BBQ

Get the best seat in the house to judge some world class barbecue when the Kansas City Barbecue Society comes to McPherson on Saturday, March 5, 2011. The McPherson Chamber of Commerce Agriculture Committee is sponsoring the judging class at the McPherson 4-H Building, 600 W. Woodside. The class will teach anyone with the love of barbecue what the judges are looking for. Participants will learn KCBS's three key categories to judging: appearance, taste and texture/tenderness.

The certified judging class is from 9:00 a.m. to 1:00 p.m. and the cost is \$80.00 for non KCBS members (fee includes class tuition, one year membership to KCBS and one year subscription to the monthly Bullsheat, a KCBS publication). For KCBS members, the fee is \$45.00. Class size is limited.

There is another class available for Table Captains from 2:00 to 3:30 p.m.. The cost is \$40.00 for KCBS members and \$75 for non members (fee includes class tuition, one year membership to KCBS, and one year subscription to the monthly Bullsheat, a KCBS publication). Class size is limited.

To register you must complete an entry form and return it with your payment to the Chamber office. Forms are available at the Chamber office, 306 N. Main and at www.mcphersonchamber.org.

The Kansas City Barbecue Society is the largest barbecue organization in the world, with over 10,000 members sanctioning nearly 300 events, one of them being the When Pigs Fly BBQ Contest & Fly In scheduled for August 26 & 27, 2011.

For more information contact Jennifer Burch at 620/241-3303.

From the Director



Jennifer Burch
Executive Director

I want to recognize a very special group of people that have been very diligent in their work for GoMcPherson. This group is an example of the drive behind civic engagement and the importance of volunteerism. If you take a look at events, services and many resources provided in the area it is all due to volunteers and service organizations.

GoMcPherson has been meeting with area businesses soliciting support for the next step of GoMcPherson, which is to have a dedicated person to market McPherson outside the perimeters of the city of McPherson, and county. Ideally this person would work to address the workforce needs that were indicated in the survey conducted about 3 years ago by your McPherson Chamber of Commerce and the Center for Economic Development and Business Research of Wichita State University. Meeting with several representatives of the business community has revealed some great suggestions that the GoMcPherson is taking very seriously as well as some confusion expressed of the roles that various organizations serve in the community. As a result, we are reviewing our original GoMcPherson plan and researching all possibilities to be able to accomplish the initiative in planning for future workforce needs and growth of McPherson. I suppose this would be a great opportunity to clarify the various roles that several organizations have in the community.

- **The McPherson Chamber of Commerce**, the oldest business organization in McPherson began in 1921. The Chamber serves as the front door to the McPherson community. We are a resource for people who inquire about moving to McPherson, by providing maps, community information such as realtors, rental, churches, organizations, restaurants, hotels, etc; people looking for a job, locating the industry or business; new business recruitment, business expansion/relocation, connecting prospects with property owners; researching and packaging business prospect profiles; assuring that as a Chamber organization we look to the needs of current and future residents and businesses of McPherson and the area; in addition to serving the overall community, for our members who support the services and purpose; we are a referral service; organizing and creating events, programs, activities to assist our members in promoting their products & services; providing educational seminars to assist small businesses and networking opportunities; researching speakers and programs that will benefit the membership; encouraging civic engagement through committee participation, promoting the McPherson community and area through publications, website, statewide meetings and social networking. The Chamber works with its members to assure that all of McPherson is a community that is desirable for current and future residents, as well as to do business in.

- The McPherson Chamber of Commerce has 2.5 staff personnel that is overseen by a 12 member board that meets monthly and is representative of who the members are. Each board member serves a 3 year term, each year 4 board members rotate off and 4 new are elected to serve. The Chamber is solely supported by the dues the members pay to belong.

- **The McPherson Convention and Visitors Bureau** is dedicated to bringing overnight guests and visitors to McPherson. The CVB is a department of the city of McPherson and derives 99% of its funds from the 5% transient guest tax charged at local hotels and motels. The CVB has a full-time director Anne Hassler, a half-time administrative assistant, Pam Jumonville and four part-time trolley drivers. In 2010 the CVB was active in the creation of the Globe Refiners Mural at Kansas and Ash, put on five free movies in the park and booked 25 public trolley tours and numerous private tours. The CVB also administers matching grants for marketing, sports tournament and event/attraction grants. In 2010, \$18,000 in grants were awarded to local non-profits.

- **McPherson Main Street** is a non-profit, volunteer based entity funded by membership investments and city support. A twelve member Board of Directors and the executive director are responsible for all aspects of the program which are divided into four committees: Design, Organization, Promotion and Economic Restructuring. The designated Main Street area encompasses approximately 18 core blocks downtown, with a mixture of retail, service and professional businesses. Main Street members consist of industry, financial, retail, service and individuals located all over McPherson, not just those on Main Street. While we are best known for the various promotions and events that take place downtown (Shop the Night Away, Burnin' Down Main Cook-Off, Trick or Treat Down the Street and Mini-Main for example), we are also heavily involved in zoning and design issues, business retention and expansion, parking, downtown residential spaces and anything that affects the quality of living in the downtown area and is of interest to our members and the community. Since we have limited resources, we frequently partner with other organizations like the CVB and the Chamber on projects like the Holiday promotion and the Opera House for the free movies that were offered multiple times this year. Since 1997, when McPherson first became part of the Kansas & National Main Street program, more than 26 million has been reinvested downtown, through private and public funding and Main Street's Incentive Without Walls 0% loan program.

- **McPherson Industrial Development Co. (MIDC)** is the contracted industrial recruiting and expansion arm of the City of McPherson. For purposes of flexibility MIDC was incorporated in 1959 as a "for profit" corporation. Its purpose is to attract new industries to the community that pay above average wages and are compatible with the community's standards and quality of life. It also assists existing companies to expand and become more successful. It is governed by a 9-member Board of Directors, each of which serves a 3-year term of office. The Board of Directors elects its officers on an annual basis. MIDC enjoys a successful and close relationship with other agencies and organizations that promote the City of McPherson.

Celebrate Ag Advocacy

The 26th Annual Farm Forum breakfast is scheduled for Tuesday, February 22, 2011 at Perkins Restaurant. The Ag committee has invited Debbie Lyons-Blythe to be the guest speaker. Debbie is a wife, mother of 5 teenagers and caretaker for the 500 head of cattle on their White City ranch. You can follow Debbie on twitter, read her blog and on her Life on Kansas Cattle Ranch Facebook page. Debbie is active in the Kansas Angus Association, Kansas Livestock Association and was recently

nominated for Woman Agriculture Advocacy award.

The Ag Committee will be recognizing Mid Kansas Coop as Friend of Agriculture award and receiving the Farm Family Award is Ernie and Clarene Smyres of Windom.

The cost of the breakfast buffet that begins at 6:45 a.m. is \$12.00 per person. Call the McPherson Chamber of Commerce at 241-3303 by Friday, February 18 to make your reservation.

2011 Leadership McPherson Addition

One more leadership class participant has been added – we congratulate Matt Grieb of the National Cooperative Refinery Association for joining the 2011 Leadership McPherson Class.

Chamber Academy Series



Begin the year by improving your computer skills with Chamber Academy seminars. All seminars take place at the new McPherson Campus of Hutchinson Community College located at 2208 E. Kansas. The seminars are from 11:00 a.m. to 1:00 p.m. Cost of each seminar is \$25.00 and includes lunch.

Wednesday, February 16th (reserve by 2/14)

"Be A Social Networking Rock Star"

Utilize social networking tools to communicate your products and services to your current customers and gain new ones!

Wednesday, March 16th (reserve by 3/14)

"Become an Excel Junkie"

Learn time saving tips and become the Excel Guru of the office. Many office projects become simple by using Excel.

Wednesday, April 20th (reserve by 4/18)

"Take the Drag Out of PowerPoint Presentations"

Add bling and zippadee doo dah to your presentations. Nothing more needs to be said.

Invest in the continuing education for yourself and employees. Contact the McPherson Chamber of Commerce for your reservation or questions at 241-3303.

This Month's DQ Winner

Congratulations to Ron Burgett of Burgett's Furniture located at 112 N. Main. They are winners of a cool DQ cake from Roger and Karen Horn of DQ McPherson located at 1435 N. Main.

All members of the McPherson Chamber of Commerce are eligible for the drawing of a DQ cake. A winner is

drawn on the 15th of each month by the Chamber staff and contacted by Dairy Queen.

Thank you Roger & Karen Horn for this special treat you provide members of the McPherson Chamber of Commerce.

Screen Printing & Embroidery

Quality Work & Great Prices!

Caps • Jackets • T-Shirts
Sweatshirts • Teamwear & More!

Check out our great selections of Spirit Apparel.
Best wishes to all our teams!

211 N. Main, McPherson • 109 N. Main, Lindsborg
620-241-4101 • 1-800-221-7413 • 785-227-2055



SWINDOLL JANZEN HAWK & LOYD, LLC
Certified Public Accountants

123 South Main
P.O. Box 1337
McPherson, KS 67460
(620) 241-1826 office
888-241-1826 toll free
(620) 241-6926 fax
www.sjhl.com

AUDITING • TAX SERVICES • COMPUTER SERVICES • PAYROLL

February Ribbon Cutting

Everyone at Z Wireless, 1334 N. Main invite you to join them in celebrating their ribbon cutting and their great deals on Friday, February 4 at 10:00 a.m. Representatives of Z Wireless goals and interests are synonymous in that as a company they treat customer support as a key tool in maintaining a positive business structure. It's been written that "the power of community can move mountains," and Z Wireless is here to stand by that statement.

Your phone. Your plan. Your satisfaction – our job!

Our Community Banks On Us

Peoples Bank and Trust
Member FDIC

National Cooperative Refinery Association
www.ncra.coop

2000 S. Main 620-241-2340

chamber events

February 2011

- Tuesday, February 1**
2011 Leadership Class @ Chamber
8:30 a.m.
- Wednesday, February 2**
When Pigs Fly @ Perkins
7:00 a.m.
- Thursday, February 3**
Chamber Weekly Coffee @
McPherson Family Life Center,
401 E. Kansas
9:30 a.m.
- Friday, February 4**
Ribbon Cutting for Z Wireless,
1334 N. Main
10:00 a.m.
- Tuesday, February 8**
Agriculture Committee @ Perkins
7:00 a.m.
- Leadership McPherson Alumni
Lunch & Learn @ Clayworks**
11:45 a.m.
- Thursday, February 10**
Chamber Weekly Coffee @
Integrated Health & Wellness,
1319 E. First St.
9:30 a.m.
- Tuesday, February 15**
2011 Leadership McPherson Class
@ Chamber
8:30 a.m.

- BASIC**
@ McPherson Middle School
12:00 Noon
- Wednesday, February 16**
Chamber Academy
"Be A Social Networking Rockstar"
@ HCC
9:30 a.m.
- Saturday, February 19**
Meet & Greet Your Legislators
@ The Well
9:00 a.m.
- Tuesday, February 22**
Farm Forum
@ Perkins
7:00 a.m.
- Tartan Turkey Golf
Tournament Committee**
@ Chamber
12:00 Noon
- Wednesday, February 23**
Chamber Weekly Coffee @
United Country Midwest eServices,
1337 W. Kansas
9:30 a.m.
- Thursday, February 24**
Chamber Board
11:30 a.m.

Chamber At Work For You:

- Number of ChamberChecks issued: 276
- Value of ChamberChecks issued: \$7,900
- Number of walk-in guests: 173
- Website Hits www.mcphersonks.org: 81,273
- Phone Calls: 321
- Member Referrals: 59
- Relocation Packets: 4
- Emails Answered: 342
- Facebook Visits: 181

Thank You For Your Continued Support

Thanks to the following for their renewal of membership in the McPherson Chamber of Commerce. Thanks again to those on the list and the hundreds of other Chamber members who have already submitted their dues investments. (as of 01/16/11)

KNGL/KBBE Radio, Krehbiel's Meat Market & Deli, Java John's, McPherson Sentinel, Sounds Great!, Kansas Care Innovative Senior Care by Brookdale, Waddell & Reed (Wiens & Penner), C.A.S.A. Family Dental (Dr. Troy Wiens),

Making a Difference at the 2011 Family Fair

The 2011 Family Fair is scheduled for Thursday, April 14th from 5:30-7:00 pm at the McPherson Community Building, 122 E. Euclid. The 5th bi-annual Family Fair is a free event sponsored by the McPherson Chamber of Commerce BASIC Committee (Building Assets for Success in our Community).



During the Family Fair, the BASIC committee will distribute informational packets about asset building, provide healthy snacks and prizes and community agencies will be present with interactive booths and activities. The Family Fair is making a difference by connecting the community to needed resources.

experiences and qualities – developmental assets – that have a tremendous influence on young people's lives. Join us for a fun and informative evening at the 2011 Family Fair, April 14th and it is FREE.

Funds for the 2011 Family Fair were provided in part by the KHFC Children's Fund administered by the McPherson County Community Foundation.

Everyone in a community can play a role in building assets and creating positive

McPherson Public Library



Steve Read
Director

Over the past few months, we've been taking a look at library resources available on our web site which you can access either at the library or from your home, office, or school. This month I want to discuss a database that will appeal to anyone interested in maps.

Most everyone knows about and has used GoogleMaps or GoogleEarth, but A to Z Maps Online is entirely different. It provides both high quality digital scans of both new and antique maps, as well as some very unique animated maps.

To give you some idea of what you will find in this database of some 150,000 maps, here (in alphabetical order) are the options: antique maps, Canadian maps, CIA maps,

climate change maps, continent maps, country maps, earthquake maps, education-teaching maps, environmental maps, geology maps, GIS data, holy land maps, hurricane maps, NASA maps, tree & bird maps, United States maps, volcano maps, weather maps, and world maps.

This database has maps for everyone: students, historians, genealogists, science-lovers, travelers, and anyone else who needs a good map.

Of all the databases we provide for our patrons, this one is among my favorites. The antique maps are particularly captivating. There are six of Kansas, for example, going back to 1859. The antique maps for some of the countries of the world are very old indeed. And the animated NASA maps are nothing short of fascinating.

Give it a try! To A to Z Maps Online, visit our web site at www.maclp.org and select the Search Databases option on the menu bar. You'll find not only this database but many other great online resources.

Free Webinars Re: Disaster Planning for Businesses



David O'Dell
Executive Director

WASHINGTON – "Small business owners have an opportunity to get tips on business continuity planning in 2011 through a series of free webinars hosted by the U.S. Small Business Administration and Agility Recovery Solutions."

The first seminar was January 18th. It may be available as recorded at the website mentioned below. The description of that webinar is as follows: "Information on gauging your business's potential vulnerabilities to natural and man-made disasters will be presented during the "Starting Fresh—Assessing Risk & Threats to your Business in 2011".

"A vital part of growing a small business is guarding the company's infrastructure," said SBA Administrator Karen Mills. "These free disaster preparedness webinars are an opportunity for business owners to learn how to become proactive and practical about analyzing risks and making a

plan to recover. This is about not only protecting the business before disaster strikes, but having a plan in place so the business rebuilds quickly and thrives."

"The SBA has partnered with Agility Recovery Solutions to offer small business continuity strategies via their "PrepareMyBusiness" website at www.preparemybusiness.org.

Dates and topics for upcoming free webinars are as follows:

- Feb. 15 – "Disaster Recovery Year in Review"
- March 15 – "SBA Disaster Assistance"
- April 19 – "Leading with resiliency during a disaster"
- May 17 – "Crisis Communications Planning"
- June 21 – "Hurricane Season preparation"
- July 19 – "Disaster recovery best practices"
- Aug. 16 – "Social media and disaster recovery"
- September – Weekly webinars during National Preparedness Month include testing recovery plans, Pandemic planning, and securing management support for recovery planning.
- Oct. 18 – "Preparing your business for the Winter Weather season"
- Nov. 15 – "The Impact of Preparedness on the bottom Line"
- Dec. 20 – "Management obligations during Disaster Recovery"

More preparedness tips for businesses, homeowners and renters are available on the SBA's website at <http://www.sba.gov/content/disaster-preparedness>."

Ag in the Classroom for McPherson County

It is a fact that more and more young people are losing connections to the farming and ranching industry due to parents that take on jobs unrelated to agriculture and extended family members move away from the family farm. This creates a potential problem as they move on into adulthood with little understanding or appreciation of the importance of a viable local and nationwide agriculture industry. Of particular importance is establishing public policies related to agriculture and environmental issues.

"Ag in the Classroom" for McPherson County students will involve hiring a program assistant who will be going into the classrooms 4 times presenting to 3rd and 4th grade students about modern day agriculture. This person will be Fran Stucky, farm wife and retired educator.

Subjects presented will be relative to dairy farming, wheat, corn, beef, other crops, and natural resources. Woven into the presentations will be a discussion of the flow from raw commodities to final usage as food, clothing, fuel and pharmaceuticals.

The main goal set out by the Agriculture Committee of the Chamber of Commerce is to create an awareness and an appreciation within students of the role that agriculture plays in impacting their daily lives.

Funding for the program comes primarily from 20 farmers who have committed and pledged \$.10 per acre. Additional funding has been received by the McPherson County Community Foundation.

This agriculture educational project for youth is a pilot program in Kansas, which if successful will hopefully serve as a prototype for other counties who are interested in developing an "Ag in the Classroom" program.

Ag in the Classroom Task Force: Cindy Baldwin – Baldwin Creative Services, Armin Nelson – Ag Specialist, Delbert Schrage – Agriculture Seeds, Jay Warner – Ag Specialist and Dale Ladd, McPherson County Extension Agent.

620-241-1220 • 120 W. Kansas • McPherson
www.sunflowerbank.com

620-241-3553
800-364-4020
1411 S. Hwy. 81 Bypass
McPherson, KS 67460

PROUD TO BE A MEMBER OF
THE MCPHERSON CHAMBER OF COMMERCE

THE MCPHERSON
SENTINEL

301 S. Main • McPherson • 620-241-2422

HASSMAN Termite & Pest Control Inc.

• Termites • Roaches • Spiders • Silverfish
• Ants • Clover Mites • Fleas

Over 44 Years of Quality Service by the Hassman Family

Call 241-5260
www.hassmantermite.com

Member of Kansas & National Pest Control Associations

From Our Family... To Yours

Your Confidence Is Our Reputation

GLIDDEN-EDIGER FUNERAL HOME

222 West Euclid, McPherson, KS
Phone (620)241-2550 24 hr. Service • gliddenedigerfuneral.com

Troy & Rhonda Glidden - Ed & Jeanne Ediger

Donated Televisions From McPherson Healthcare Foundation to Memorial Hospital Now in Service



Chad Clark
Director

Farmers Alliance and Viega teamed up together this year as corporate sponsors to host the McPherson Healthcare Foundation's 19th Annual Auction, a benefit for the sponsorship of special programs and services for the enhancement of healthcare in McPherson County. Over 120 individuals attended this year's auction and were treated to the opportunity of bidding on several unique packages and items.

In addition to bidding on unique items such as a catered New Year's Eve party, sporting events and specialty travel packages, individuals were given the opportunity to bid and purchase 17 in. flat screen tel-



visions for patient rooms at Memorial Hospital. The TV's have been installed and are now being enjoyed by the hospital's patients in the majority of the rooms.

Since its inception the MHF Annual Auction has raised over \$450,000 to support programs and projects for the enhancement of healthcare in McPherson County. It is also the longest running special event coordinated by the McPherson Healthcare Foundation.

UNITED WAY



Brenda Sales
Director

Beginning in late January and through the month of February, the Allocations Committee will be reviewing funding applications submitted for 2011 funding. The four "Teams" will be hearing presentations from each organization applying for funding, then reviewing each application. The four teams will focus on one of our four Priority Areas: Providing Basic Needs, Preparing for Life, Rebuilding Lives and Building Self-Reliance.

Some of our Team members volunteered last year and wanted to be a part of this process again this year. The volunteers, meeting weekly, will hear presentations, review their applications (including description of the program, how it impacts

our community, financial reports and budgets for their program), then make their funding recommendations to our Board of Directors for approval.

I would like to thank ALL the volunteers helping with our Allocations Committee. They are: Laura Vogts, Sheryl Dossett, Tammy Curtright and Chris McKean - Team Leaders. Team Members are Chris Wallace, Sharon Keeler, Jay Pavlik, Megan Spencer, Jennifer Burch, Ayda Dossett, Sherry Conyers, Dave McMurray, Ann Engle, Jim Nelson, Jenny Cheatham, Janette Hess, Crystal Warren, Jenny Bonham, Anna Ruxlow, Irish Goad, Jolene Clark, Carma Wall, Tara Dahlstrom, Laura Peters and David Bohnenblust.

Working on the Allocations Committee is a great way to learn how United Way works in partnering with organizations and helping fund programs that are making a difference in McPherson County. It is with the help of these volunteers, the funding decisions for programs in McPherson County can help so many.

New Grant RFP Announced



Becky Goss
Director

The McPherson County Community Foundation Board of Directors is pleased to announce that grant funds are available for organizations providing services in McPherson County. The KHF Children's Fund has \$9,000 available for distribution to organizations providing services focused on children and youth in McPherson County. Grant dollars may be used to fund an existing program or as a resource to establish a new project. The primary focus of each grant

is centered on the health and well-being of the children served.

Applications must be postmarked by February 28, 2011 and are available at the MCFE office, 206 S. Main, McPherson or may be downloaded from the website at www.mcphersonfoundation.org/application.php.

Nonprofit organizations are also encouraged to watch for a Request For Proposal (RFP) centered on public health. Funds will be made available by the Larry Wedel Public Health Fund. Grants focuses on the health and well-being of McPherson County will be the primary focus of the grant.

For questions, please call 245.9070, toll free 1.866.245.9070 or email to sharon@mcphersonfoundation.org. Interested parties can also our website at www.mcphersonfoundation.org.

McPherson Museum



Carla Barber
Executive Director

January is nearly through. One twelfth of this new year already gone, and I'm still consciously having to remember to write "2011" on my checks.

If you're a resolution maker, how's that going for you? Are you being nicer to that person? Lost a pound yet? Working out more?

New habits are hard to get into. If you just want to learn to enjoy life more and stress less, I strongly recommend The New You Lecture Series. There are three speakers still to be heard from this winter/spring: Feb. 21, 2011: Shin-Hee Chin, who journeyed from Korea to become an artist and art professor locally; March 28, 2011: Vince Carlson, celebrating over ten years of sobriety and a complete lifestyle change after his alcoholism landed him in prison for vehicular manslaughter; and April 18, 2011: Tyler Whorton, whose service to our country in Iraq brought home many real-

izations and changes in his current life as a young family man here in McPherson.

By the way, there has been some confusion about the name Vince Carlson. That is not a typo. This is not Vance Carlson; it is Vince Carlson. He is not from McPherson. We do not wish for anyone to assume that this is Vince's story.

Speaking of new things, everything old is new again with our current new exhibit running until March 12. It's titled Picture Perfect: A Look at McPherson Through Vintage Postcards. The exhibit includes the collection of Dr. James Peterson which was formerly on display in the McPherson Radiology Department at McPherson Memorial Hospital. Additional postcards on exhibit are from the McPherson Museum Archives, including real photo postcards, taken by local citizens or traveling entrepreneurs documenting the culture and history of the times.

The Museum's hours are 1-5p.m. Tuesday through Saturday. Admission is \$3 for adults, \$1 for children under age 12. Members are free. Annual Family Membership: \$35.00, includes the entire household. Join & support your museum.

What's Happening on Main Street...



Ann Engel
Main Street
Executive Director

It's a whole new year and although this is supposed to be our "down time", we have not really seen it yet! Each of the four committees has been reviewing work plans for the year and trying to tweak some of the events so that we can continue toward our goal of making McPherson a destination place. The Organization committee will begin the 2011 membership drive by sending out renewal invoices in the next few weeks, and then making personal calls on those businesses that are not currently benefiting from all that Main Street can offer. Last year membership increased by 20, and our hope is to surpass that total this year. Design and ER are looking into parking issues for downtown residents and have participated in a recent study session with city commissioners. These committees

are also looking into a business succession plan to help business owners and managers plan for the future. Questions to be addressed include: "What would you do if you could not open your doors tomorrow due to an accident, health issue or even death?", and "Do you have a plan in place for when you are ready to retire so that McPherson does not lose the services and/or products that you provide?" The Promotion committee is busy working on our regular events, but has plans to improve Burmin' Down Main by making it less costly to enter and increase participation by pairing up with some other events on the same day. Plans are also in place to schedule a meeting with the retail members in early February to get more input on specific events as well as possibly adding some new ones. If you attended our annual meeting you heard about our successes this year and were able to celebrate with us as we recognized all of our sponsors, committee members, volunteers, members and others who have helped us in the past year. If you were unable to attend and would like any information on Main Street and our 2010 review, please feel free to stop in anytime. Thank you for your continued support.

Kids' Corner



Barbara Claassen
Program Director

A common complaint that I hear from parents is: "My child just won't listen!" Also sometimes referred to as "selective hearing", this frustration can either mean: A. "I can't get my child's attention", or it may also be translated: B. "I can't get my child to do what I want him/her to do." To solve this "listening" problem, it's important to first decide which one applies.

If it's "A", we need to remember that listening is a very important communication skill that must be taught. First it must be modeled. Do I model good listening by giving my children my undivided attention when they need it? If they experience being genuinely listened to, they are more likely to learn to do it themselves. If mod-

eling is not enough, we may also need to instruct them on how to listen, not only with our ears, but by turning our body towards the person speaking, giving eye contact, and thinking about what they're saying. These are all skills that can be practiced.

If the origin of the "listening" problem is "B", I need to ask myself several questions. Did I make my instructions clear by giving an assertive command while giving eye contact rather than shouting from across the room? Did I say it in a tone of voice (calm and at a normal decibel level) that communicated my expectation that they would comply? It's amazing how just doing these two things can lead to compliance. If not, then we move to other techniques for achieving compliance, which could be the subject of an entire class. If you would like to find out more about these techniques, consider taking one of our parenting classes offered through the McPherson Family Life Center. We have one coming up beginning February 17 called "Ten Steps to Positive Discipline", and we'd love to have you join us!

McPherson Family Life Center
401 E. Kansas - McPherson, KS 67460
Phone: 620-241-6603 • 800-536-3313
Email: info@macfamilylife.org

Convention & Visitor Bureau News



Anne Hassler
Director - Convention
& Visitors Bureau

The bad thing about January is that it's cold and no one is traveling north of Florida, or at least not to places without a ski lift. The nice thing is you get a clean slate - a fresh budget to work with and a brand new calendar to fill with dates and appointments. I've already booked several travel shows and conferences to attend in 2011, including the Great Escapes Expo at Fort Riley, the Kansas State Fair in Hutchinson and a conference in Topeka where we get to hear about all the issues before the legislature that affect tourism.

I am also planning several events right

here in McPherson. Traditionally, CVBs are meant to assist organizations and attractions promote their events, not to stage events on our own. Last year I got my feet wet with the Scottish Evening at the McPherson Opera House. This year we're looking at several activities to promote the 75th anniversary of the 1936 Olympic victory in August. We might also have a large number of guests pouring in June for another event but I'll go into that more another time.

Planning events is a large amount of work but also a fun way to work with volunteers and meet visitors that come to town.

If you're thinking of planning an event, why not stop by the CVB office and find out how we can help? The CVB has grants, promotional information, welcome bags and will help publicize your event.

Please contact Pam or myself at the CVB for all of your tourism questions - (620) 241-3340 or follow the CVB on Facebook: www.facebook.com/vistatma

February Conventions, Reunions & Tours:

11-12	Convention, Best Western, 16 rooms
18	Convention, Best Western, 10 rooms
24-26	Convention, EconoLodge, 25 rooms

viega

**Proud Member of the
McPherson Chamber**

www.viega.com
2211 Viega Ave.
McPherson, KS 67460
Phone 877-843-4262

CSI
Computer Solutions, Inc.

Your Full Service Technology Partner
100 Combined Years of Experience
121 W. Marlin Suite 100
THE WARREN PLACE BUILDING
McPherson, KS • 620-245-1142 • www.csiks.net

Nancy Laprad
Account Manager
nlaprad@csiks.net

Sales & service
 HP printing
 & imaging products

HOME STATE BANK & TRUST

McPherson, KS 67460
www.hsbt.com
MEMBER FDIC

Main Bank 223 N. Main	North Bank 1300 N. Main
East Bank 104 S. Centennial	Auto Bank Maple & Euclid