

May 2011

# The Chamber @WORK

Doing what most people think just happens!

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## What Is "Economic Gardening"?

"Economic Gardening" is the practice of experts using targeted, quick turn-around research to "grow our own" businesses. Economic Gardening is targeted toward "2nd state" businesses that have high potential for additional growth. In Kansas, Economic Gardening services are available for qualified companies through a demonstration project funded by USDA and SBDC; sponsored by the Edward Lowe Foundation, managed by Network Kansas - available to qualifying companies through the sponsorship of local economic development partners. Through this demonstration project, a limited number of qualifying Kansas "2nd state" companies can use the services of a national team of expert business researchers to quickly access such information as:

- Identifying qualified sales leads by sorting contents of extensive databases
  - Mapping geographic areas to facilitate targeted marketing strategies
  - Reviewing core strategies related to commodity or niche markets
  - Analyzing employee temperament to build strong management teams and recruit new hires
  - Search engine optimization
  - Social media network mapping
  - Capital referrals
  - Labor referrals
  - And more!
- For this demonstration period, there is no charge for using these services and information provided is for the exclusive use of the participating business. Qualifying Criteria: Does your business meet the following criteria?
- For-profit business headquartered and operating in a rural

community (less than 50,000 people) \$600K-\$50m annual revenue

- At least 5, but not more than 100 employees (some wiggle room on this one)
- Principal place of business has been in Kansas for previous 2 years
- Demonstrate growth in employment or revenue in 2 of the past 5 years
- Provide products and/or service beyond local service area to regional and/or international markets
- Must be referred by a Network Kansas Partner (McPherson Chamber of Commerce)

If you believe your company would qualify and are interested in learning more, please contact the Chamber at 620.241.3303 or go to [www.networkkansas.com/kansas-economic-gardening-network](http://www.networkkansas.com/kansas-economic-gardening-network) or call 1-877-521-8600.

## From the Director



Jennifer Burch  
Executive Director

I recently had the opportunity to participate in the C3 Celebration. I met many professionals in the education arena who had some involvement with the No Child Left Behind waiver application. We all should be so very proud of our school district in the bold action they took in challenging the government in how our children should be educated. McPherson was not going to settle for status quo. In the simplest terms, I believe that the C3 initiative is putting a face and name to each of our students and helping them attain their goals/dreams vs the NCLB where it was all about measurements, charts & stats. We also were informed that in the education world, Dr. Randy Watson is a "rock star". Rock on Randy!

## Join the 2011 Leadership McPherson Class Celebration

The Leadership McPherson Board of Trustees invites you to the 2011 Leadership McPherson Class Celebration Lunch scheduled for Tuesday, May 3 at 11:30 a.m. - The Cedars Conference Center. The cost is \$20.00 per person and reservations must be received by April 27th by calling 241-3303.

### 2011 Leadership McPherson Class

- Eric Litwiler - The Cedars
- Lanita Quastad - Central Christian College of Kansas
- Kathy Boas - CertainTeed Corporation
- Bryan Weinbrenner - Advantage Real Estate
- Tamie Prieb - Farmers Alliance Mutual Ins. Co.
- Laura Peters - Home State Bank & Trust
- Jill Roane - Kansas Secured Title
- Karen Caylor - McPherson College
- Alana Murphy - McPherson Family YMCA
- Katie Hill - McPherson College
- Jason Creed - Mid Kansas Coop
- Matthew Grieb - National Cooperative Refinery Association

## POWER Generation for Small Business

The U.S. Department of Energy Small Business Conference & Expo will take place in Kansas City, Missouri on May 10-12 at the Kansas City Convention Center. The conference is the yellow brick road to your business' success with federal contracting. Not only will you learn the procedures for securing government contracts, you'll have opportunities to speak directly with government agencies and prime contractors during the one-on-one Matchmaking Sessions, participate

in the FY2010 Secretariat Small Business Awards Ceremony, and attend one of the largest expos showcasing companies and Minority Serving Institutions that are interested in doing business with you. By attending you'll go from confused to contractor with the tips, tricks and networking opportunities you won't find anywhere else. For information call 1-877-837-8623 or email to infoDOE@aetherquest.com.

## Kansas Business Appreciation Nominations Submitted

Kansas Business Appreciation month serves as a statewide tribute to Kansas businesses for their contributions to our state. The awards program takes place each June and invites individuals and organizations to nominate the proud Kansas businesses that contribute jobs and support their local communities. Regional finalists are recognized at an awards ceremony during the Kansas Cavalry Encampment with the top nominee receiving the Governor's Award of Excellence which is the top award given to a business by the state of Kansas. The McPherson Chamber of Commerce, McPherson Main Street, McPherson County Small Business Development and McPherson Development are pleased to announce the nominations that were submitted for consideration: McPherson College, The Well and the McPherson Public Library. Kansas businesses continue to be the foundation of

our economy, communities and overall quality of life, and the Business Appreciation month is the state's way of recognizing Kansas businesses for all they do to keep Kansas strong. Award qualifications include:

- Business expansion
- Successful employee retention and recruitment practices
- Employee training/educational programs
- Capital investment in Kansas
- Support of local activities including school activities, community events, economic development and leadership programs

Finalists will be invited to the Kansas Cavalry Encampment event in June, where the governor is traditionally on hand to name the winner of the Governor's Award of Excellence.

## Outstanding McPherson Eighth Grade Award (OMEGA) Recognition

The Chamber Education Committee has been accepting nominations for all McPherson County Eighth grade students who have made positive contributions to their community: leadership, courage, compassion and service. Students receiving the OMEGA

award will be recognized at the Thursday, May 12 evening May Fete event. Students honored are: Eric Hurt and Vanessa Ediger of Innan; Laura Peck, Kaley Cordell and Michael McKinney of McPherson Middle School; Makaela Hedberg and Gregory

Elvin of Marquette. Thank you to those who have witnessed the positive actions of these youth and have taken the time to submit their names for nominations. Please join us in celebrating the youth of McPherson County on May 12th.

## From Main Street...



Ann Engel  
Main Street  
Executive Director

I recently had the opportunity to meet several Central Christian College students at the annual kick-off breakfast, and enjoyed showing my student around town. I explained to her that recently a McPherson College student group conducted a survey of where students shopped, ate, and went for entertainment while living in McPherson, and that we are constantly looking for better ways to connect with the students regarding the products, services and entertainment opportunities that we have to offer right here in McPherson. She indicated that many students are on a tight budget, so shopping is limited, but she had shopped at The Hidden Closet and Save & Share as both stores offered an opportunity for her to find nice clothing at a price that fit into her budget. She also mentioned The Well and how the later hours fit into

the student's schedules; that she had attended several Opera House performances and appreciated the student rate that they offer; and that she had eaten at The Main Street Deli and Neighbor's Cafe. I showed her some of our other wonderful restaurants and shopping locations and asked her how we could do a better job of promoting our local businesses so that the students support them, as the businesses support the schools. It seems that face book and e-mail are still the most frequently viewed so I hope that more businesses will take advantage of those opportunities to connect, even if it is just by sending the information to me so I can post it for you. It appears that later hours, bargains/coupons and student rates are all popular factors that our local businesses need to tie into so that we can get the students off campus and into the heart of McPherson. As for myself and the businesses that we called on, I now have a new pair of sandals from Brown's, a waffle iron & syrup from The Cook's Nook, and I foresee a new mattress from Mattress Haven in my near future! Maybe next year I should stick to industries instead of retail!

## Thank You American Legion

The Agriculture Committee would like to thank the American Legion for the opportunity to host the March American Legion Family Night. Also, a special thanks to all who supported the Ag in the Classroom Initiative by purchasing tickets from the Ag Committee. Proceeds from the evening raised over \$700 to assist in the funding of the countywide Ag in the Classroom Initiative.

## This Month's DQ Winner

Congratulations to Chris Anderson and everyone at McPherson Concrete Products located at 116 N. Augustus. 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.

## From The United Way



Brenda Sales  
Director

For fourteen years now, the United Way of McPherson County has been partnering with our local Association of Letter Carriers in collecting food donations for the McPherson County Food Bank. This Nationwide one day event is always scheduled on the second Saturday in May...May 14th this year. Food Banks have a greater demand for donated food items with the close of school for the summer months. Children are out of school and do not have the opportunity to participate in the school lunch program.

It is so easy to participate in the Letter Carrier Food Drive. Just leave non-perishable food donations in a bag near your mailbox on Saturday, May 14th before arrival of your letter carrier. Suggested food donations are canned meats and fish, canned soup, juice, pasta, fruits, vegetables, cereal and rice. Please do not include items that have expired or those in glass containers. Letter Carriers and United Way volunteers will pick up the food donations and deliver them to the McPherson County Food Bank.

McPherson residents will receive a postcard reminder the week of the May 9th. These cards can be attached to food donations to make it easily recognized for pickup. You may also leave food donations at the Post Office collection sites any day the week of the Food Drive. Please consider the simple gift of canned food. With your generosity, we can help fill the McPherson County Food Bank shelves!

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## 2010-2011 Chamber of Commerce Board of Directors

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

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

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

**Tuesday, May 3**  
 2011 Leadership McPherson Class session  
 8:30 a.m.

2011 Leadership McPherson Class Celebration Lunch @ The Cedars  
 11:30 a.m.

Ribbon Cutting & Business After Hours @ Midway Motors, 2075 E. Kansas  
 5:00 p.m.

**Wednesday, May 4**  
 When Pigs Fly @ Perkins  
 7:00 a.m.

Leadership Board @ Chamber  
 12:00 Noon

**Thursday, May 5**  
 Chamber Coffee @ McPherson College,  
 1600 E. Euclid  
 9:30 a.m.

Tartan Turkey Golf Tournament @ Chamber  
 12:00 Noon

**Tuesday, May 10**  
 Ag Committee @ Perkins  
 7:00 a.m.

Community Development @ Chamber  
 12:00 Noon

BASIC Meeting @ MMS  
 12:00 Noon

**Thursday, May 12**  
 Chamber Coffee Hosted by the Tartan Turkey Golf Tournament @ Turkey Creek Golf Course,  
 1000 Fox Run  
 9:30 a.m.

**Friday, May 13**  
 Office Closed - McPherson County All Schools Day

**Wednesday, May 18**  
 Women's Event @ Chamber  
 4:00 p.m.

**Thursday, May 19**  
 Ribbon Cutting & Chamber Coffee for Hospice Care of Kansas, 117 E. Euclid  
 9:30 a.m.

**Thursday, May 26**  
 Chamber Coffee @ Smoky Valley Nursery, 600 W. Northview  
 9:30 a.m.

Chamber Board Meeting @ Chamber  
 11:30 a.m.

**Monday, May 30**  
 Memorial Day - Chamber Office Closed

May 2011

### Women Traveling to Beautiful Savannah

You are invited to join the McPherson Chamber of Commerce Women's trip to Savannah, Georgia October 22nd-26th. Departing mid-day from Wichita and arriving in Savannah late afternoon. Accommodations are at the Holiday Inn Express Historic District. A brand new hotel with a contemporary Southern style located right on Bay Street and surrounded by dozens of boutiques, restaurants, River Street and Savannah's famed squares. Included in the trip is a private sightseeing city tour of Savannah as well as a day trip via private motor coach to the lovely seacoast town of Beaufort, South Carolina with a Gullah Geechie tour, and experience the many shops and historic sites. You will also have free time to explore and

experience all the southern charm that Savannah has to offer. The Women's Trip committee is working on securing a "woman in business" breakfast speaker – always a special treat to learn about successful women in other parts of the country when we travel. Trip package includes: round-trip airfare from Wichita, airport transfers; 4-nights hotel accommodations & taxes at the Holiday Inn Express Historic District (rooms with 2 queen beds); Welcome dinner; breakfast each morning at hotel; sightseeing tour of Savannah; excursion to Beaufort, including Gullah Geechie tour; escort service provided by McPherson Travel Center. Seats are going fast. To reserve your spot to Savannah a \$400

deposit (non-refundable) is required by April 30th. Final payment (non-refundable) is due September 1, 2011. (When making your deposit, please provide your driver's license). Double Occupancy - \$1,170.00 per person Triple Occupancy - \$1,040 per person Quad Occupancy - \$970.00 per person (+\$50.00 for non Chamber members) Trip cost is based on a minimum of 20 passengers

\*Travel insurance is available at an additional cost and must be paid at time of deposit - for further details contact McPherson Travel Center

### Celebrating 20 Years of the Tartan Turkey Golf Tournament!

The 20th Annual Tartan Turkey Golf Tournament is scheduled for Saturday, June 11, 2011 at Turkey Creek Golf Course. The golf tournament serves many very important purposes 1) a fun networking event for members, your employees and customers – a great way to build business relationships 2) an opportunity for member businesses to promote their products and services 3) support of your Chamber's only fund raising event.

The tournament starts with a 6:45 a.m. breakfast by the all famous Chris Cakes entertaining golfers with his famous pancake flipping technique – using The Old Muffin Factory pancake mix! A special thanks goes to the very dedicated golf tournament planning committee (Jason Hoover, James Nelson, Mark Moffitt, Gary Hess, Ardie Streit, John Hassert, Renee Williams, Ron Willems, Gabe Morales and Chad Alexander).

**The Tournament**  
 Register now and save!  
 \$260.00 for non-competitive play  
 \$360 for Competitive  
 (play for additional cash prize)  
 After May 11th the price to register is \$280/\$380  
 Included in your registration fee is:  
 6:45 a.m. Chris Cakes start flipping and tossing pancakes for golfers (sponsored by Midway Motors Supercenter)  
 7:00 a.m. Team Check In and all golfers get registration gift bags

Tartan Turkey Event T-shirt  
 2 Mulligans allowed – (not to be used on Hole In One contests)  
 Lunch served & sponsored by The Real Pits BBQ

Hole Prize Contest  
 8:00 a.m. Shotgun tee off  
**Hole & Prize**  
 Contests during the tournament include Hole In One Contest sponsored by Advantage Travel Agency, for an exciting golf vacation.

Other tournament contests are: Closest to the Pin, Longest Drive and Longest Drive. Awards will be presented for the first, second and third place teams

(3 flights each). Additional cash prizes will be awarded to teams playing in the competitive play. The winning team will be presented with the traveling silver Chamber Cup, that is engraved with the winning team name and to be displayed at the teams place of business for one year.

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**Additional Sponsors**  
 Kansas Gas Service, Ameriprise Financial, McPherson College, Home State Bank, The Old Muffin Factory and Mattress Haven.

If you would like to have your business listed supporting this event, there is still time and options available to you. Any amount of donation will be of great help. A few suggestions include: golf balls (we need about 48 dozen) – but any amount you can spare will be pooled with others. Golfer prizes increments of \$4 such as video rentals, gift cards, oil changes, golf towels, movie passes, dinners, golf shirts, hats, etc. And of course, we invite your volunteer time as well.

If you have questions about how you can help, give the Chamber at call at 241-3303.

### Welcome To McPherson Gift Bags

During the spring and summer is when most people contemplate moving to a new community. The Chamber has a great opportunity for its members and it is FREE! You provide us with about 50 items that will help introduce your business, services and products to new residents of McPherson. We combine it with other brochures, pens, cups, discount coupons, etc. from other Chamber

members. When new residents sign up with the Board of Public Utilities, new residents are given a Welcome to McPherson card, instructing them to stop by the Chamber office for their free Welcome to McPherson Gifts.

It is a great way to introduce new residents to your business!

### From Convention & Visitors Bureau Promoting Your Business? The CVB Can Help!



Anne Hassler  
 Director  
 Convention & Visitors Bureau

Are you struggling with how to best promote your business without spending a fortune? There are many opportunities available through the Convention and Visitors Bureau for free or at minimal cost.

For instance, this last month I attended two shows geared to consumers looking for week-end getaways and day trips. Attractions like the water park, opera house and festivals always grab their interests but many are also interested in our shopping and dining. Ann Engel, Main Street director, has helped me keep an updated map and directory of the downtown area marked with shopping, businesses, restaurants, ATM locations and available buildings. I hand out hundreds at every show that I go to, as well as, at local hotels, restaurants and shops. This is a free service of the Convention and Visitors Bureau we provide to local businesses.

Another free service we offer is our Visitor Coupon Book that we print and hand out to visiting groups and conventions and hand out at shows. We currently have 35 merchants participating in this book for free. We handed out 1,200 at the Taste of Home Show in Hutchinson alone last week. Our criteria to participate is that businesses offer a percent discount or BOGO offer, have no expiration date, and keep a tally to turn in to our office every quarter of coupons turned in. Anyone in McPherson that can meet the criteria can participate.

There are also online opportunities where you can list your business with the state's tourism website via the CVB and even include a picture at no charge. Additionally we can list you in their printed official visitors guide for the state at a nominal charge. Close to 800,000 of these guides are distributed to potential visitors. The more listings we can get for McPherson, the more these potential customers will want to plan a trip to our town.

Often when I go to travel shows there are opportunities for door prizes or to have us hand out a brochure about your business. All of the names we collect through our prize drawings are entered into a database that we will share with any business that provides giveaways or decorations for our booth.

Another great inexpensive way to promote your business is to join organizations like McPherson Main Street and the Chamber of Commerce. The amount of promotional opportunities and networking opportunities you get for your membership is invaluable. A strong Main Street and Chamber that plan community events certainly make my job easier. The CVB tries to support both organizations with marketing grants and partnerships like I listed above.

One project that we are all three partnering on is an update to our official visitor guide and community profile magazine. This publication will be distributed at all the travel information centers and locally at hotels, restaurants, shops and at our office. When you get a call from McPherson Business Solutions to support this guide I hope you're able to help us put out a quality publication that represents our fine community.

**Ribbon Cutting  
 Celebration and  
 Business After Hours  
 for Midway Motors  
 Buick/GMC/  
 Cadillac Store**

2075 E. Kansas  
 May 3rd • 5 p.m.

**Welcome to  
 the Chamber!**

N.M. PATTON  
 900 N. Locust  
 Peabody, Kansas 66866  
 Phone: 316.772.8048  
 620.983.2798

Recently retired, N.M. joined to stay involved.

**May Conventions, Reunions & Tours:**

4/29-5/1	Convention, Best Western, 40 rooms
6	Sunflower Bank Ambassador Awards, Best Western, 18
18-21	Convention, Best Western, 25 rooms
19	Group, Holiday Inn Express, 28 rooms
20-21	Convention, Best Western, 25 rooms
20-21	Johnson Community College, Holiday Inn Express 50
20-21	Reunion, Best Western, 10 rooms
20-21	Convention, Best Western, 50 rooms
27-29	National Milking Shortcourse, Econo Lodge, 70 rooms
28	Group, Holiday Inn Express, 20 rooms
29	Crossroads Cycling Group, Holiday Inn Express, 16 rooms

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