

Doing what most people think just happens!

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October is Manufacturing Month in McPherson County

Tuesday, October 18
9:00 a.m. to 1:00 p.m. Johns-
Manville, 1465 17 th Avenue -
McPherson, Kansas STU-
DENTS ONLY *Please contact
Jamie Barta at 620-241-4822 to
schedule tour time.



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2015 - 2016 Chamber of Commerce Board of Directors

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 Debbie Hawkinson – Administrative Assistant • Alesia Stout – Program Assistant

State of Health Care in McPherson

The McPherson Chamber of Commerce is hosting a lunch meeting to inform members and the business community of the services and availability of general family medical care in McPherson. Access to medical care is a quality of life amenity that is vital to the growth of our community as well as the retention and recruitment of workforce. Sponsored by MTC.

Representation from McPherson Hospital, Great

Plains Family Medicine, Hutchinson Clinic, Grace Med and Partners in Family Care will be present to provide an overview of their services.

The presentation and lunch is scheduled for **Tuesday, October 18, 11:30 a.m. to 1:00p.m.** at the McPherson Museum, 1111 E. Kansas. Reservations are required by calling the Chamber office at 241-3303 by Thursday, October 13. The presentation and lunch is \$12.00.

New Overtime Regulations – Are You Ready?

The U.S. Labor Department has disclosed the details of its final revised regulations defining the exemptions under the federal Fair Labor Standard Act’s Section 13 (a) (1). If you currently consider any of your employees to be exempt “white collar” employees, you might have to make some sweeping changes.

To learn more about the federal Fair Labor Standards Act exemption changes and what it all means for employers – you are invited to attend a **FREE presentation on Friday, October 21 at 12:00 to 1:00 p.m.** at the ACCK office located at 208 S. Main.

The presentation will be conducted by Jeffrey A. Houston of Wise & Reber, L.C. and will cover the following:

- ♦ General overview of the Fair Labor Standards Act
- ♦ Different categories of exempt employees and test behind each
- ♦ Question & answers

Space is limited, so please call the Chamber at 241-3303 by Thursday, October 20 to reserve your spot. You are welcome to bring a brown bag lunch.

From the McPherson Chamber of Commerce



Jennifer Burch
Executive Director

What is Customer Development?

At the second “Growing Rural Businesses” workshop series titled “Customer Discovery: The Roadmap to a Successful Marketing Plan.” The core of the topic narrowed down to getting to know who your

customers are, why do customers buy, and fundamentals of customer interviews or surveys. The class participated in an exercise called The Five Whys to demonstrate how to dig deeper into the needs and wants of customers. It wasn’t as easy as it sounds, but very valuable.

The instructor Dr. Chris Broberg, Associate Professor of Entrepreneurship used an interesting term “Customer Development”. It got me thinking about how networking is another way of “customer development”. There is such a great importance to the success of your business to know what your cus-

tomers wants and needs. It is also relevant, that your customer knows you and trusts you. Building a business relationship with your customer, is essentially “customer development”. When the term “networking” is used, many people are not comfortable in the setting and the idea of having to “network” scares the bejeebies out of most people. I think the words “customer development” explains the purpose and the goal, and people may feel more comfortable than the dreaded word “networking”.

Jennifer Burch
Executive Director

DQ GRILL & CHILL WINNERS

Congratulations to Three Rings Brewery, 536 S. 81 Bypass, McPherson. at 118 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 ice cream treat.

chamber events

September

28 Men’s Chamber Ambassador Trip departs for Denver, CO.

29 **9:30 a.m.** Chamber Coffee @ Simply Good Overstocks, 301 S. Main

5:30 p.m. Growing Rural Businesses @ ACCK, 208 S. Main

October

5 12:00 noon Leadership Board @ Chamber

6 9:30 a.m. Ribbon Cutting & a Chamber Coffee for CK Pharmacy, 200 N. Main

10 12:00 noon Ambassadors @ Chamber

11 7:00 a.m. Ag Committee @ Perkins

12:00 noon Community Development @ Chamber

4:00 pm Ribbon Cutting for MCDS- Chestnut Place, 1008 & 1012 S. Chestnut

13 9:30 a.m. Chamber Coffee at Walters Optometry, 915 N. Main

5:30 p.m. Growing Rural Businesses @ ACCK, 208 S. Main

Deadline for State of Health Care Lunch 10/18

18 11:30 a.m. State of Health Care in McPherson @

McPherson Museum, 1111 E. First Street

19 4:00 p.m. Women’s Trip meeting @ Chamber

20 9:30 a.m. Chamber Coffee at HCC-McPherson Campus, 2208 E. Kansas

5:30 p.m. Growing Rural Businesses @ ACCK, 208 S. Main

21 12:00 noon Overtime Regulations – Are You Ready @ ACCK, 208 S. Main

27 9:30 a.m. Chamber Coffee @ Fresh Ideas, - McPherson College Campus

11:30 a.m. Chamber Board @ Chamber

5:30 p.m. Growing Rural Businesses @ ACCK, 208 S. Main

November

2 12:00 noon Leadership Board @ Chamber

3 9:30 a.m. Ribbon Cutting & Chamber Coffee at Three Rings, 536 S. 81 Bypass

5:30 p.m. Snowball Drop on the Plaza

Growing Rural Businesses @ ACCK, 208 S. Main

4-6 Holiday Open Houses in McPherson

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