

The Chamber Business Journal

December 2016

Doing what most people think just happens!

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Taking existing businesses to the next level Strategic Growth for Second-Stage Businesses

NetWork Kansas announced recently that there are openings for businesses to participate in the Kansas Economic Gardening Program. Thanks in part to a grant received from the Kauffman Foundation to facilitate business assistance projects in Kansas, twenty (20) second stage businesses will be sent through the Kansas Economic Gardening program. There is no cost to the business. This program helps businesses grow intentionally by connecting them to a team of trained research analysts. Each company will receive individualized data specific to their business' strategic needs.

"Economic Gardening is an innovative, entrepreneur-centered, growth strategy focused on providing tools to cultivate second-stage businesses," said Steve Radley, President & CEO of NetWork Kansas. "These are companies that are actively growing and ready to take their businesses to the next level."

Kansas companies who participated in an earlier pilot of the Kansas Economic Gardening program experienced an increase in annual revenues during a two-year period of more than \$30.3 million at an average annual growth rate of 16.1%. During the same time period, other second-stage Kansas companies only reported a 2.1% increase in revenue

and second-stage companies nationwide reported a .5% increase in revenue.

"With access to critical research and other tools to grow our business, we have really fine-tuned and realigned our sales approach," said Curtis Whitten, President & CEO of VendTech Enterprises. "I still can't believe there were no costs for this information! I'm confident we will see a major impact on our revenues."

To be eligible, companies must be a second-stage business headquartered and operating in Kansas for at least the past two years. The businesses' annual revenues should be \$500,000 to \$50 million and have five to 100 current employees. They must demonstrate some form of growth in employment or revenue in two of the past five years. Additionally, these businesses must provide products(s) and/or services outside the current service area to regional and national markets.

Qualified businesses must be referred by a NetWork Kansas partner (McPherson Chamber of Commerce). If you would like more information, please feel free to contact Jennifer Burch at 241-3303 or email jennifer@mcphersonks.org.

Local Businesses Participated in WSU's "Growing Rural Businesses Entrepreneurial Program"

Wichita State University's Center for Entrepreneurship, in partnership with the McPherson Chamber of Commerce and NetWork Kansas, presented the entrepreneurial certificate program "Growing Rural Businesses" in McPherson, Kansas. Fourteen businesses from McPherson County participated in the course. This 8-week course is custom-made to meet the needs of existing rural business owners who are ready to grow.

The outcomes of this course include in-depth knowledge of practical solutions and techniques to grow and modernize business ventures while living in a rural setting.

Insights and learning tools included small group exercises, case studies, and interactive discussions with peers, facilitators, and industry experts. As a result, these entrepreneurs have a much deeper understanding of running an efficient rural business.

Leadership McPherson Growing McPherson's Network of Experienced Leaders

Enrollment for the 2017 Leadership McPherson program will begin February 1, 2017. The McPherson Chamber of Commerce has offered the professional development program since 1982. Leadership in a community is vital to its ongoing success and that is why the Chamber provides it as one of its initiatives.

- **Who is the ideal participant?** Anyone who wants a broader and deeper view and role in our community would be a great candidate for Leadership McPherson.
 - **Why should you should participate or support an employee to participate?** The community wins and as an employer you win. Graduates from Leadership McPherson have a clearer focus on how and where their efforts contribute to McPherson's success. Making connections to others in the program, employees tend to be more committed to the community they work in, and graduate with more confidence and skills they can utilize in the workplace, home and in the community.
 - **What makes Leadership McPherson different than other programs?** Participants benefit from interactivity, involvement, a large alumni network and the Chamber's 34 year experience.
 - **How many are in the class and what's the cost?** There is a minimum class of 12 members and maximum of 16. The cost is a very reasonable \$300 for Chamber investors and \$350 for non investors. The tuition covers all expenses - overnight retreat, supplies, meals, etc. There is limited financial assistance available for partial tuition.
 - **What are the expectations of participating?** Your success and that of those learning with you requires complete commitment and participation. We have high expectations of each participant during the class sessions and after the training program. We ask that you make a personal commitment to become involved in your community. You will learn more about yourself and recognize talents, skills and strengths you never new you had. You will discover new traits to celebrate and appreciate in others as well. Together, you will gain more confidence and become empowered. Leadership McPherson program consists of a class reception, a very important required one day and a half overnight retreat, and 8 half day sessions. At the conclusion of your leadership training, the class will participate in deciding and executing a class project that benefits the youth of McPherson. The planning and executing of the class project may require time outside of the class sessions. The program runs from April 20-July 26. One excused absence is allowed.
- Enrollment forms will be available February 1. If you would like one sent to you or have questions, please call the Chamber office at 241-3303 or email chamber@mcphersonks.org.

From the McPherson Chamber of Commerce Just a reminder about "What the Chamber of Commerce is"



Jennifer Burch
Executive Director

Let's say you're looking at your annual budget for your small business, and you've got a little bit of money left over. Before you run to the popcorn store to buy 8 canisters of popcorn, consider using that money to invest in your business and the community. The question is, where should you spend it? The investment should accomplish several things: Get your name out there, create networking opportunities, establish a sense of authority, and be affordable. You've thought about the McPherson Chamber of

Commerce, but are still on the fence about whether or not it's really better than popcorn. Is it worth it to join a brick and mortar group in an age where everything is online? It's important to consider your business and target clientele. Are you looking to build local business relationships? If this is your goal, the McPherson Chamber of Commerce is an excellent investment. What IS the Chamber of Commerce? It is actually quite simple - a chamber of commerce is a group that is dedicated to protecting and promoting the local business community; assuring our community provides the necessities to live and work; to help business owners network and grow. The McPherson Chamber of Commerce host weekly networking events, workshops and other activities, all with the aim of connecting and helping business owners.

The Chamber of Commerce has an excellent reputation, and many consumers have positive perception of members and their businesses. In fact, in a 2012 study conducted by the Schapiro Group, 49% of consumers were more likely to think favorably of a local business if it was a member of the local Chamber and 80% were more likely to purchase a product or service from a Chamber member. If you would like to learn more about investing in the McPherson Chamber of Commerce, I would be glad to visit with you. Just email me at jennifer@mcphersonks.org, stop by our office located at 306 N. Main or just give me a call at 241-3303.

Jennifer Burch,
Executive Director

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E-Loan Fund is Driver in Start-Ups & Expansions

The McPherson Chamber of Commerce Entrepreneurship Loan Fund started in 2011. Through a long application process to Network Kansas, McPherson County was awarded the “Entrepreneur Community” designation. With the E-Community designation, it allowed the Chamber to sell tax credits allowing individuals to offset their tax liability while creating economic opportunities for the county. The tax credits then provides a loan pool to aid in assisting funding business startups, expansions, working capital, inventory, etc in McPherson County

The program works like this: Example: Assume an applicant needs a total of \$60,000 – project must be located within McPherson County. Also assume the applicant is providing \$10,000 of their own capital. Of the remaining \$50,000 needed, the E-Community can provide no greater than 60% of the gap (in this case the funds could be no more than \$30,000 of the \$50,000 needed). The other 40% minimum (in this case \$20,000 minimum) must come from a bank, financial institution and/or other public funding sources. This is not a direct loan fund, the Chamber is a partner in the investment of entrepreneurship therefore a financial institution must be involved in the funding process.

Since the inception of the McPherson County Entrepreneurship Loan Fund program in 2011, there has been a total of 33 loans (32 in City of McPherson 1 in Lindsborg) totaling \$1,065,471 towards projects of \$6,401,725 million creating 144 jobs. The Chamber is proud to have partnered with First Bank Kansas, Home State Bank, Peoples Bank & Trust, Farmers State Bank, Emprise Bank, Sunflower Bank, South Central Kansas Economic Development Division, McPherson County Small Business Development and McPherson Main Street to support entrepreneurship growth in McPherson County.

Projects funded are: Brooklyn & Co., Mattress Haven, Knackies Meats & Sweets, Mower Medic, Stupka Chiropractic & Wellness Center, Artistic Hair & Nail Salon (Lindsborg), Little Caesars, McPherson Quality Air, The Village Geek, JD’s Kwik Burger, Cornerstone Premier Real Estate, Brooklyn Bridal, Kansas Certified Testing Center, The Well, Treasure Chest Gun Shop, Marigolds Market & Bar, Overhead Door, BuySupps, Lock & Load, Two Tigers & A Truck, Saxon Remote Systems Formerly, Skynet Unmanned Aerial Services, Great Plains Family Medicine, Twice Told Tales, Fox & Ash Barber Shop, Power House Weight Room, Three Ring Brewery, In a Rush Shuttle Service, Clean Freaks, Anderson Crain Investment Group, Appliance Depot, All in One Safety, JAR Performance Automotive and Anchor In. For more information contact the McPherson Chamber of Commerce at 306 N. Main, call 241-3303.

It’s Christmas in McPherson!

The McPherson Chamber of Commerce and McPherson Main Street have been busy little elves making arrangements for holiday activities in McPherson.

We have scheduled FREE movies during the holidays!

Sponsored by Chamber & Main Street members. All movies are held at the beautiful McPherson Opera House –219 S. Main.

Saturday, November 26 – 3:00 p.m. “Finding Dory”
sponsored by the McPherson Convention & Visitors Bureau

Saturday, December 3 – 3:00 p.m. “Miracles From Heaven” and “Looney Tunes”
sponsored by Clayworks

Saturday, December 17 - 3:00 p.m. “Secret Life of Pets”
sponsored by McPherson Sentinel, Home State Bank & Trust, Stout Printing, MTC, Elliott Insurance & Real Estate, Stockham Family Funeral Home, H & R Block, Ellene McKean & Associates, The Stone Chimney, Dr Ken Cotton DDS

Tuesday, December 20 – 7:00 p.m. “Max”
sponsored by Save ‘N Share, Simply Good Overstocks, First Bank Kansas, KNGL/KBBE Radio, Rinse & Roll Car Wash, Nex-Tech, CertainTeed, Three Rings Brewery, Stitches Quilt Shop

Cookies with Santa-
bring your camera to take pictures –
Walgreens will provide a FREE print.

Thursday, December 1
5:00 to 6:30 p.m. at Clayworks, 107 N. Main

Thursday, December 8
5:00 to 6:30 p.m. at McDonalds of McPherson, 2101 E. Kansas

Saturday, December 10
9:30 -11:00 a.m. at Simply Good Overstocks, 301 S. Main
2:00-3:30 p.m. at The Village Geek, 116 N. Main

Thursday, December 15
5:00-6:30 p.m. at Siri D. Harrell, CPA, 801 N. Main

Saturday, December 17
9:30 -11:00 a.m. at Nex-Tech Wireless, 200 S. Champlin
2:00-3:30 p.m. at CK Pharmacy, 200 N. Main

Thursday, December 22-
5:00-6:30 p.m. at KNGL/KBBE Radio Station at 411 E. Euclid

When shopping at the participating stores – be sure to get your Candy Cane Cash for your opportunity to win a \$500 shopping spree.

At these participating business

A5Western, Artshirt-Gear for Sport, Bello Capelli Salon, Brooklyn & Co., Brown’s Shoe Fit, CK Pharmacy, Clayworks, Creative Hairlines Spa & Salon, Grabers ACE Hardware, Main Street Deli, Mattress Haven, McPherson Hospital Gift Shop, McPherson Opera House Resale Store, Nex-Tech Wireless, Nooks & Crannies Floral, Shimmerz Tanning Salon, Simply Good Overstocks, Stitches Quilt Shop, Stupka Chiropractic & Wellness Center, The Bookshelf/Hidden Closet, The Cooks Nook, The Stone Chimney, The Village Geek, Twice Told Tales, Venable Jewelers

McPherson Main Street – Mini Main – a children’s shopping experience at the McPherson Community Building on Saturday, December 3 from 10:00 -1:00 –Santa will be there, cookies, crafts – all merchandise for kids to shop priced under \$10 and under.

chamber events

November

16 11:30 a.m. Chamber Focus Group @ Chamber

4:00 p.m. Women’s Event Committee @ Chamber

17 9:30 a.m. Chamber Coffee @ McPherson Healthcare Foundation, 1000 Hospital Drive, Hess Center 2nd Floor, use East Annex Entrance

11:30 a.m. Chamber Board @ Chamber

4:00 p.m. Ribbon Cutting for Hampton Inn, 200 Centennial Drive

18 11:00 a.m. Ribbon Cutting For Walmart 30 Year Celebration @ 205 S. Centennial Drive

24 & 25 Happy Thanksgiving – office closed

28 12:00 AFA Mac Roundup Run Meeting @ Chamber

29 10:30 a.m. Grand Opening & Ribbon Cutting Ceremony for KMU Training Center, 2090 East Avenue A

December

1 9:30 a.m. Ribbon Cutting & Chamber Coffee for Legacy

Eyecare, 100 W. Kansas, Suite #2
7 12:00 Leadership Board of Trustees @ Chamber

8 9:30 a.m. Chamber Coffee @ The Stone Chimney, 1500 E. First

12 12:00 Ambassadors @ Chamber

13 7:00 a.m. Ag Committee @ Perkins

12:00 Community Development @ Chamber

14 4:00 p.m. Women’s Event @ Chamber

15 9:30 a.m. Chamber Coffee @ The Investment Center, 719 N. Main

23 12:00 Office Closes

26 Office Closed

30 12:00 Office Closes

January

2 Office Closed

5 9:00 a.m. Chamber Coffee hosted by MTC, 112 S. Main

DQ GRILL & CHILL WINNERS

Congratulations to Prarie View 1102 Hosptial Dr. They are the winner of a DQ Cake. Thank you Roger & Karen Horn, owners of DQ Grill & Chill, 1435 N. Main for providing the month DQ ice cream treat.

From the United Way of McPherson County

ANNUAL CAMPAIGN STATUS UPDATE:



Stuart Dille
Executive Director

Thanks to a huge boost from a few companies who had up to an 80% increase in their employee giving campaigns and company matches, we are at

57% of our goal of \$250,000! We still have a long way to go and here it is the middle of November. Wow, time is just zooming by.

Would you consider helping us reach our goal if you haven’t already? Anything helps, and when you give, you help to serve 16,000 meals to seniors, help 20 families get out of poverty for good and help provide Sexual Assault/Domestic Violence assistance. And this is just a portion.

Last year, your dollars helped provide assistance to 6828 individuals in McPherson County. If you ever have questions about giving, I am happy to meet with you. Stuart Dille, Executive Director: 620-241- 5152 or uwmc@unitedway-mcpherson.org.

With your help, WE CAN DO THIS!

Stuart Dille,
Director

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