

# The Chamber Business Journal

February 2017

*Doing what most people think just happens!*

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## Leadership in McPherson

### Growing McPherson's Network of Experienced Leaders

Enrollment for the 2017 Leadership McPherson program is being accepted now. 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 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 are 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 knew 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, as a class you 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 are available now – deadline is March 31. If you would like one sent to you or have questions, please call the Chamber office at 241-3303 or email chamber@mcphersonks.org.

### The McPherson Chamber of Commerce to Host Legislative Meet & Greet

Members of the Chamber and of the McPherson community are invited to attend the 2017 Legislators Meet and Greet scheduled for Saturday, January 21 at 9:00 a.m. at PrairieLand Partners, 2401 E. Northview Road, McPherson, Kansas. "We are pleased to provide the opportunity for the community to visit with our state legislators," said Jennifer Burch, Executive Director.

Attending will be Kansas Senator Richard Wilborn (District 35), Kansas Representatives Les Mason (73rd District), Don Schroeder (74th District), Steven Johnson (108th District) and Kansas Board of Education Kenneth Willard (7th District). "The Chamber encourages members and the community to attend and be informed about the challenges that we face as a community, county and state," said Burch.

Sponsoring the Legislative Meet & Greet is AT&T and the Business And Membership Committee of the McPherson Chamber of Commerce. The mission of the Chamber is visionary leadership promoting a vibrant business community and enhanced quality of life.

## Chamber 101 Coming

Perhaps you are a new member and you are thinking "I'm a member, now what?" or maybe you are a member of experience, but would like a brush up on member benefits. Well, Chamber 101 is just for you! Save the date for Tuesday, January 31 at 4:00, at the Chamber office. Chamber 101 will be 60 minutes of member benefits, networking events, committees, sponsorships and how to maximize your Chamber investment.

Please call the Chamber office at 241-3303 or email jennifer@mcphersonks.org to save your spot – don't worry if you can't make this one, Chamber 101's will be scheduled every quarter at a different time and day to hopefully accommodate the schedules of our members.

We want to provide you with the facts about how we can serve you and your business.

## Winner of 2016 Candy Cane Cash Announced

McPherson is where Santa shops and so does Michelle Berry of McPherson, winner of the 2016 Candy Cane Cash.

The 2016 McPherson Christmas promotion documented 5,640 registrations each representing \$50.00 spent at the sponsors of the promotion totaling \$282,000. The 2016 totals topped the 4,306 registrations in 2015.

McPherson should be proud of the support that was given to the local businesses. There were registrations from 88 Kansas communities and out state shoppers included Tennessee, Texas, Ohio, New Mexico, Oklahoma, Missouri, Illinois, Maryland, Colorado, Arkansas, North Carolina, Washington, Minnesota, Iowa and Arizona.

Thank you to the participants of the 2016 McPherson Christmas promotion.

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

## From the McPherson Chamber of Commerce



Jennifer Burch  
Executive Director

### Community Capitals: Human Capital

(Extension Extra-Cheryl Jacobs, April 2011)

Investments in people are just as important, if not more important, than investments in the other community capitals: "Human Capital includes those attributes of individuals that contribute to their ability to earn a living, strengthen community, and otherwise contribute to community organizations, to their families and to self-improvement.

**Leadership & Education**  
One of the greatest forms of human capital a community possesses is leadership. Leadership can be either natural or earned. Like any skill, the more it is practiced the better it gets.

Too often, communities suffer from "STP Syndrome," or the "same ten people," where a core group seems to be the only entity working for community change. The supply of leadership needs to be developed by both adding new people and enhancing the skills of existing leaders.

Additional human capital in communities exists in the form of educational attainment, both formal and informal. There is great wealth in tapping into the skills, abilities, and knowledge of community members. Communities that have abundant human capital have people who value lifelong learning and who are always willing to try new ways of thinking. Creativity – the ability to think in a new way and possessing the knowledge and skills to solve problems are forms of human capital.

Human capital also includes the ability to access outside knowledge. Community members can build their human capital by taking leadership-development courses in schools and in adult-education program (for exam-

ple Leadership McPherson). There are several ways to build human capital:

- Learning – from others, working in groups
- Education – formal and informal, accessing information
- Experiences – knowledge that creates wisdom
- Leadership Development (for example Leadership McPherson) – reading, training, practicing skills

Human capital can be gained by being resourceful and looking for opportunities to do things differently. Every town has early adopters, or those people who are the first to latch on to a new idea. Communities also have what are jokingly referred to as "CAVE people," or "citizens against virtually everything." The best way to deal with CAVE people is to discover what skills and abilities they possess and use their strengths for the benefit of the community. People are the heart of a community, and often the pursuit of one idea can demonstrate the interrelation of community capital.

### Discovering Human Capital In Communities

Success in communities depends on using every available asset to its fullest potential. Too often, communities don't realize the treasure of skills, knowledge, and abilities that community members possess. Volunteer recruitment and leadership development (Leadership McPherson) are important things for communities to invest time in. Once individual assets are discovered, they need to be matched with issues and needs to discover solutions to common community problems.

Human capital has one of the strongest ties to each of the other capitals, because it is community members who get things done. Ideas, attitudes, willingness to participate, gumption, and the power of working together is how human capital affects a community. Mixing individual capacities and identifying, using, and combining resources can benefit both the individual and the community.

Jennifer Burch,  
Executive Director

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# 2016 - 2017 Chamber of Commerce Board of Directors

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 Katie Sawyer – Tom Saffel – Prairie Landworks • Brad Bengtson – Home State Bank Janey Anderson – A5 Western • Sawyer – Land & Castle  
 Staff: Jennifer Burch – Executive Director Debbie Hawkinson – Administrative Assistant • Alesia Stout – Program Assistant

## Mac County Round Up for AFA Scholarship

The Agriculture Committee of the Chamber is hosting their first 5K Run/Walk and 1 mile Run/Walk in Marquette. You may be thinking why Marquette? Well, the Agriculture Committee has been mentored by Betsy Patrick, an expert organizing runs & walks in Marquette. Under her leadership, we hope that the first Mac County Round Up will be a success and will be a continued fund raising event to fund the Agriculture Future of America scholarship. The scholarship is awarded to a McPherson County student pursuing an ag related field of study. The plan is to move the run/walk each year to a different McPherson County community to promote the scholarship.

Here are some of the details  
**Date:** Saturday, March 25 @ 8:00 a.m. in Marquette  
**All ages are allowed**

The route will be the Pioneer Trail, Marquette City streets and county road  
**Entry fee:** 5K Run or Walk \$25.00 before March 10- \$30.00 after March 10  
 1 Mile Run/Walk \$20.00 prior to March 10 - \$25.00 after March 10  
 (tee shirts will be guaranteed only if registered before March 10)  
**Awards will be for the 3 top females and 3 top males in the 5K run.**

Additional information and registration forms are available at the McPherson Chamber of Commerce, 306 N. Main or at [www.mcphersonchamber.org](http://www.mcphersonchamber.org) or call 620-241-3303.

## Shenanigans Planned for Chamber Challenge

Save the date for Tuesday, March 14th! The Chamber Challenge Committee has already been meeting to plan an even better Chamber Challenge. Many may question “how can we top last years’ first Chamber Challenge”? Well, the committee has had a whole year to be scheming new games and challenges.

What is the Chamber Challenge? The Chamber created the Chamber Challenge . . . a Battle of the Stars for members to have an event that enhances employee engagement, having fun with a purpose, establishing rapport and renewing camaraderie among people that work together. Almost anything goes while teams rack up ridiculous points to earn the coveted Chamber Challenge Championship title.

More details will be available soon, so watch your mail and the Chamber Enewsletter more information. In the meantime mark your calendar for Tuesday, March 14th – 5:30 p.m. at the Best Western Holiday Manor Convention Center, 2211 E. Kansas – McPherson, Kansas.

## Chamber Welcome Bags

The Chamber distributes Welcome to McPherson bags to new residents of McPherson. We often experience a higher number of new residents when the weather starts getting warmer and school is soon to be out. When a new resident goes to the Board of Public Utilities to get utilities registered in their name, they are given a folder with information as well as a Welcome to McPherson letter from the Chamber. The letter instructs them to stop by our office located at 306 N. Main and pick up the Welcome bag. We recognize that there are new residents that may not have utilities in their name, if you are that person or know someone that is new we want them to be welcomed so have them stop by our office and pick one up.

The Welcome bags include small gift items, brochures, discount coupons, pens, note pads, etc. All items that are being used by the members of the Chamber to introduce their service and or products to new residents. If you think about all the new services that a new resident will be needing to locate such as: veterinarian, dentist, eye doctor, barber, bank, accountant, mechanic, salon, etc. If you are a member of the McPherson Chamber of Commerce and would like to be included in introducing your business to new residents, bring to our office 50 items and we will be glad to put them in the Welcome to McPherson bags.

# chamber events

## January

- |    |  |    |  |
|----|--|----|--|
| 18 | 4:00 p.m. Women’s Event @ Chamber  | 8  | 12:00 Chamber Challenge Committee @ Chamber                        |
| 19 | 9:00 a.m. Chamber Connections hosted by Legacy Lawn Care @ the Chamber       | 9  | 12:00 Mac County Roundup Committee @ Chamber                       |
| 21 | 4:00 Chamber 101 @ Chamber 306 N. Main                                       | 9  | 9:00 a.m. Chamber Connections @ The Finish, 900 E. 1st             |
| 26 | 9:00 a.m. Chamber Connections hosted by Nex-Tech, 121 W. Marlin              | 13 | 12:00 Ambassadors @ Chamber  |
|    | 10:30 a.m. Lakeside Plaza Board @ Chamber                                    | 14 | 7:00 a.m. Ag Committee @ Perkins, 2111 E. First                    |
|    | 11:30 a.m. Chamber Board @ Chamber   | 15 | 12:00 Community Development @ Chamber                              |
| 31 | 9:00 a.m. Legislative Meet & Greet @ PrairieLand Partners, 2401 E. Northview | 15 | 4:00 p.m. Woman’s Event @ Chamber                                  |
|    |  | 16 | 9:00 a.m. Chamber Connections @ the Chamber hosted by Bethany Home |

## February

- |   |   |    |   |
|---|---|----|---|
| 1 | 12:00 Leadership Board of Trustees @ Chamber                            | 23 | 9:00 a.m. Chamber Connections @ the Hampton Inn, 200 Centennial Drive |
| 2 | 9:00 a.m. Chamber Connections @ Central Christian College, 1200 S. Main |    |   |

## From the United Way of McPherson County



Stuart Dille  
Executive Director

### POWER OF THE PLEDGE

As we begin to close this year’s United Way of McPherson County’s annual campaign, I want to thank all that have given. Every dollar given makes an impact on how many individuals can be served in our county. This was my first campaign

and I am amazed at the support this community provides to one another. Our employee campaigns are how we are able to raise the largest portion of our funds. They are so successful because it offers an easy way for employees to give, and in some cases, they are able to help us raise even more money just by giving. Here is a great example: One of our local companies offers a 1 ½ times match on employee pledges. This means an employee who pledges \$240 (\$10 per check x 24 pay

periods = \$240) has actually helped us raise \$600. Their \$240 donation + 1 ½ times match (\$360) = \$600. This is so powerful because the employee knows that contributing to the campaign also increases his or her employer’s investment into our County. I am proud to be part of a community that gives so much and truly understands the Power of the Pledge.

Stuart Dille,  
Executive Director

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