

The Chamber Business Journal

August 2016

Doing what most people think just happens!

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From the McPherson Chamber of Commerce



Jennifer Burch
Executive Director

As we approach the Chamber's fiscal year ending August 31, there is a lot of work that goes into transitioning from closing out one year and starting a new. Most of the transition goes unnoticed, unless you happen to enter the Chamber office and find staff eyeball deep in event, committee and resource files, etc. Moving old files, purging files and making new files. Plans have already begun months ago in nominating new board members to replace board members whose 3 year terms are ending. Spending time with a board, you get to know the board members professionally and personally. I want to thank Gina Venable (Venable Jewelers), Gena Strathman (First Bank Kansas), Andy Elliott (Elliott Insurance & Real Estate) and Chad Clark (CAC Consulting) for giving of their time, counsel and leadership of the McPherson Chamber of Commerce.

Orientation has already begun for the new board members whose terms begin September 1 – Mark Crawford (USD #418), Janey Anderson (A-5 Western), Brad Bengtson (Home State Bank) and Brad Mears (Kansas Municipal Utilities). They will be joining the rest of the board – Katie Sawyer (McPherson College), Tracy Sterling (Culligan Water), Dr. Brandon Stupka (Stupka Chiropractic & Wellness Center), Adrian Morales (Hess Oil), Josh Menard (Swindoll, Janzen, Hawk & Loyd), Janet Lynch (CertainTeed), Zac Hoppes (Farmers State Bank), Tom Saffel (Prairie Landworks). I look forward to working with them to continue providing resources, opportunities and programs for our members.

The Chamber Board (retiring & new and staff) will be participating in a strategic planning retreat on July 26th led by Chad Clark. This is an exciting time for the Chamber. I am excited about how we can make the Chamber the best it can be.

Jennifer Burch,
Executive Director

45th Annual Rural Appreciation Continues Tradition

The McPherson Chamber of Commerce Agriculture Committee is proud to assist in getting the weekend rolling with all the events scheduled for the McPherson County 4-H Fair and to be a partner in promoting the valuable programs. The Rural Appreciation hamburger feed will take place on Friday, July 22 nd – the first day of the fair beginning at 5:30 to 7:00 p.m. Highlights of the evening include the freshly grilled hamburgers, baked beans, chips and tea – all sponsored and served by Chamber member volunteers and sponsors. Also that evening, there will be a live auction featuring the judged 4-H food projects and the largest livestock show of the 4-H

Fair, the Goat Show starting at 7:00 p.m.

The Rural Appreciation event is a tradition of the McPherson Chamber of Commerce that brings the business and rural community together to celebrate the completion of harvest and to recognize the contribution the rural farming community adds to our local economy. A huge amount of credit to the Chamber sponsors who provide the volunteers and the dedication of the Agriculture Committee for their commitment in organizing this annual event.

Thank you Sponsors: Culligan Water, American Ag Credit, A-5 Western, Dale Powell, Stockham Family Funeral Home, Emprise

Bank, First Street Liquor, PrairieLand Partners, McPherson Area Solid Waste Utility, Baldwin Creative Services, McPherson City Park Department, WinField Solutions, McPherson Realty Exchange, S & S Custom Beef, The Investment Center (Dan Hervey), McPherson Healthcare Foundation, Wise & Reber, Nex-Tech Wireless, Zeiflow Distributing, Ted Morris CPA, Hassman Termite & Pest Control, Farmers State Bank, Ken Cotton DDS, First Bank Kansas, K-State Research, Extension, People's Bank, Home State Bank, Femco, Hugo Dahlstrom CPA, McPherson Co. Feeders, and Krehbiels Specialty Meats.

Viega to Kick Off National Manufacturing Day

Save the date for Friday, October 7th when Viega will host the official kick off of Manufacturing Day which will be recognized throughout the month of October in McPherson County.

Manufacturing Day is a celebration of modern manufacturing meant to inspire the next generation of manufacturers. McPherson County manufacturers will be invited to participate by opening their doors to address common misperceptions about what manufacturing is and what it isn't. High schools, technical schools and colleges in the region will be invited to bring students to

make a connection to career opportunities in manufacturing that include anything from engineers, designers, machinists, computer programmers and many, many more.

McPherson County Manufacturing Month is a collective effort of the McPherson Chamber of Commerce and McPherson Industrial Development Corp.

Watch for further details in county wide newspapers and www.mcphersonchamber.org and next month's Chamber Business Journal.

Growing Rural Businesses Coming to McPherson

The McPherson Chamber of Commerce E-Community Loan Program is hosting a "Growing Rural Businesses" 8 week certificate program taught by Wichita State University entrepreneurship experts. Topics are custom made to meet the needs of existing rural business owners who are ready to grow.

The seminar series begins September 15th and is every Thursday evening from 5:30-8:30 p.m. through November 3rd. The seminars will be held at the ACCK office, 210 S. Main in McPherson. Participants can sign up for the entire series or choose just the seminars that

are of interest to them. Participants will receive a comprehensive practical approach to conducting business along with the resources needed to succeed. Group discussions lead by facilitators will provide insights on how to approach challenges and solve them effectively.

Cost is \$250 for the series. Save \$50 with the Early Bird Registration Discount if registered before August 25. For more information contact Jennifer Burch, McPherson Chamber of Commerce at 620-241-3303 or email jennifer@mcphersonks.org

Entrepreneurial Training Seminar McPherson County Line-Up

- 1. Entrepreneurial Mindset for Small Businesses** - September 15 th
Assessing your entrepreneurial spirit; building a business concept statement and vision.
Dr. Don Hackett; Family Business Fellow and Associate Professor
- 2. Customer Discovery; The Roadmap to a successful Marketing Plan**- September 22 nd
Applying market research/market segmentation and building a guerilla marketing plan.
Dr. Chris Broberg; Assistant Professor
- 3. Social Media and Search Engine Optimization**- September 29 th
Increasing website traffic, building your brand online and optimizing social media.
Matthew Rupp; CEO Saw Web Marketing
- 4. Creating Value for Your Customers**- October 6th
Customer service/consumer behavior, exceeding customer needs before, during and after.
Dr. Don Hackett; Family Business Fellow and Associate Professor
- 5. Basic Sales Techniques and Practices for Selling**- October 13th
Selling the concept and the keys of making a sale, identifying a potential customer.
Dr. Don Hackett; Family Business Fellow and Associate Professor
- 6. Practical Legal Issues**- October 20th
Improving vendor relationships, negotiations, and contracts for positive (win/win) outcomes.
Mr. Josh Pollack (J.D.) Minter & Pollack Law Firm
- 7. Keeping a Financial Focus**- October 27 th
Monitoring critical numbers and financial control systems of your business.
Dr. Atul Rai; Associate Professor and Larry Jones Faculty Fellow
- 8. Bringing it All Together: Developing an Effective Niche Strategy**- November 3 rd
Competitive advantage in the marketplace.
Dr. Jim Wolff; Professor

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2015 - 2016 Chamber of Commerce Board of Directors

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 Treasurer – Josh Menard, Swindoll, Janzen, Hawk & Loyd • Past President – Gena Strathman, First Bank Kansas
 Board of Director: Chad Clark – CAC Consulting • Andy Elliott – Elliott Insurance & Real Estate • Gina Venable – Venable Jewelers
 Tracy Sterling – Hall’s Culligan Water • Janet Lynch – CertainTeed Corporation • Zac Hoppes – Farmers State Bank
 Tom Saffel – Prairie Landworks • Katie Sawyer – McPherson College
 Staff: Jennifer Burch – Executive Director • Debbie Hawkinson – Administrative Assistant • Alesia Stout – Program Assistant

Heading to Denver! Chamber Men’s Traveling Ambassador Trip

The McPherson Chamber of Commerce Men’s Trip Committee has announced that Denver is the designation for the trip on September 28th. Travelers will travel by motor coach to Denver at 6:00 a.m. Wednesday, September 28th from the Peoples Bank & Trust parking lot. There will be a stop in Russell, Kansas for breakfast and tour of the Ethanol Plant. Later a quick lunch and another tour closer to Denver. Overnight accommodations in a hotel in downtown Denver area with plenty of restaurants and nightlife spots within walking distance.

Wednesday evening they will have their annual banquet which is included in the price of the trip. The banquet will provide an opportunity for networking with fellow travelers. Thursday travelers will tour Denver with a guide to show the city. They are securing an industrial tour of Ardent Mill, Bronco Mile High Stadium and River North Brewery (owned by Brian Hess of McPherson and his son Matt Hess who lives in Denver). Colorado Springs will be the destination on Friday to tour the Olympic Training Center, Air Force Academy and two industrial tours. Saturday could be another half day of tours and rest of the day free to explore the area. Sunday morning travelers will depart Denver returning to McPherson midafternoon on October 2nd.

The total cost of the fantastic motor coach trip is only \$775 per traveler. There are only 40 tickets available. To reserve your spot, a \$300 trip deposit is required by July 31st to the McPherson Chamber of Commerce, 306 N. Main. The balance will be due by August 31st. For additional information call the Chamber office at 620-241-3303.

Your Business and the Fair Labor Standards Act

The changes to overtime compensation will take effect after December 31, 2016, which leave businesses little time to implement changes to absorb the increase of cost of providing overtime pay and reorganize your business structure.

The McPherson Chamber of Commerce is hosting a brown bag lunch seminar on Friday, October 21 at 12:00 – 1:00 at the ACCK, 210 S. Main office. Jeffrey A. Houston of Wise & Reber, L.C. will conduct the

seminar on the specific changes centered around the minimum amount that an employee can earn and still be exempt; regulations which significantly increase the number of employees eligible for overtime compensation by reducing the number of “exempt” employees under the FLSA.

Feel free to bring your lunch with you. Space is limited – please call the Chamber at 241-3303 to reserve your spot.

DQ GRILL & CHILL WINNERS

Congratulations to Walters Optometry, 915 N. Main They are the winner of a DQ Cake. Thank you Roger and Karen Horn, owners of DQ Grill and Chill, 1435 N. Main for providing the monthly DQ ice cream treat.



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chamber events

July

- 21 **9:30a** Ribbon Cutting – New Location! Assured Occupational Solutions, 1205 S. Main
- 22 **5:30p** Rural Appreciation – 710 W. Woodside
- 26 **4:00p** Chamber Strategic Planning Session (office will be closed).
- 27 **4:30p** Women’s Trip meeting @ Chamber

hosted by the McPherson Festival of Cultures @ Lakeside Cabin 300 Lakeside Dr.

- 17 **4:30p** Women’s Trip Committee @ Chamber

- 18 **9:30a** Chamber Coffee – TBD

11:30a Chamber Board @ Chamber

- 25 **9:30a** Chamber Coffee TBD Women’s Trip Departs for San Francisco

September

- 1 **9:30a** Chamber Coffee – TBD

- 5 Labor Day- Office Closed

- 7 **12:00 noon** Leadership Board of Trustees @ Chamber

- 8 **9:30a** Chamber Coffee hosted by the United Way of McPherson County @ the McPherson Museum, 1111 E. Kansas

- 12 **12:00 noon** Ambassadors @ Chamber

- 13 **7:00a** Chamber Ag Committee @ Perkins

12:00 noon Community Development @ Chamber

- 15 **9:30a** Ribbon Cutting & Chamber Coffee to celebrate the new location of SkyNet Unmanned Aerial Services, 880 N. Vanguard

August

- 3 **12:00 noon** Leadership Board of Trustees @ Chamber

- 4 **9:30a** Chamber Coffee – TBD

- 9 **7:00a** Chamber Ag Committee @ Perkins

- 11 **9:30a** Chamber Coffee

From the McPherson County United Way



Stuart Dille
 Executive Director

THE ART OF VOLUNTEERING

I will never forget the first time I decided to volunteer. A buddy of mine said, “I heard about this program called Big Brothers and Big Sisters.” My first thought

was, “Are you kidding me? Four hours weekly with some little kid I don’t know?” Seven years later, I was the best man at my Little Brother’s wedding, and that entire experience was one of the best of my life. I have since sat on numerous Boards and chaired Committees as well as Toys for Tots drives. If you ask

any Non Profit whether they could survive without volunteers, the answer will be a resounding, “No!” That doesn’t even include the Board of Directors we all have.

Why volunteer? That is where the art comes in. It is a mosaic comprised of wanting to do the right thing, self-gratification (I know I enjoyed getting a Big Brother of the Year award), and seeing a real need (or is it seeing the smile on the face of someone you help?). Whatever your art is, your part is one that this world can’t survive without. I am truly blessed.

Stuart Dille,
 Executive Director

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