

April 2012

The Chamber

@WORK

Doing what most people think just happens!

306 N. Main, McPherson, Kansas 67460 • Phone: 620-241-3303 • www.mcphersonchamber.org • Visit us on Facebook

Welcome to the Chamber!

TTI Electrical Services
507 S. Hickory
McPherson, Ks 67460
Contact: Tom Thall
Phone: 620.242.3042
Facebook: ttielectricalservices

TTI Electrical Services is a full service electrical contractor; residential, commercial, industrial, alternative energy, agricultural, energy conservation. 24 hours emergency service available as well.

TTI Electrical Services is state licensed as well as in the city of McPherson, Salina and Abilene, and others upon request.

TTI features square D products in addition to all other major brands.

Selzer Backhoe Service
420 N. Cherry, P.O. Box 1241
McPherson, Ks 67460
Contact: Harold Selzer
Penny Selzer
Phone: 620.241.4226 or 620.242.7254

Selzer's Backhoe Service was established in April of 1984. Harold Selzer is the owner/operator who has 40 years experience in the excavating service.

Selzer's Backhoe Service hauls rock, sand, dirt and various other material by dump truck, backhoe, trencher and tracker loader.

Selzer's Backhoe Service installs septic systems & lagoons, along with sewer & water lines. Building demolition with site clean up, tree removal & footings are some other job offerings.

When needed, Selzer's Backhoe Service subs out to plumbers, electricians and other companies.

Bob Carson
907 Mallard Drive
McPherson, Ks 67460
Phone: 620/241-5899

Bob has been a resident of McPherson for 38 years. Bob is married to wife Judy and has three sons grown and married. Bob is very active in many areas of volunteer work and had led eyeglass missions into Venezuela and Uganda for 17 years.

Bob is retired from BNSF Railroad as a conductor with 43 years of service.

Opening Soon!
Bruno's Woodfired Pizzeria
204 N. Main Street
McPherson, KS 67460
Contact: Kyle Baxter
Phone: 785-313-1066
Web: www.brunoswoodfired.com

Moving to the area within the past 10 months, Kyle Baxter, owner of Bruno's Wood Fired Pizzeria, noticed a void in the community's dining options that he felt he could fill. Bruno's Wood Fired Pizzeria will be taking the place of Amics Mediterranean Cafe at 204 N. Main.

According to Kyle, Bruno's will focus on quality Neapolitan-style pizza that is cooked in a 900-degree, wood-burning oven. This oven will be placed in the front dining room in order for all patrons to see their dinner being baked. Bruno's will feature fresh pulled mozzarella, in-house ground sausage and beef pizza toppings as well as appetizers, salads and dessert.

Business hours at Bruno's will be Tuesday-Sunday for lunch and dinner with the dine-in, take-out and private parties. Kyle has enjoyed his time in McPherson and looks forward to serving his new community. He hopes all will enjoy his vision of pizza.

Revisions for McPherson County E-Community Loan Program

The McPherson County Entrepreneurship Community loan program was created through the Kansas Center for Entrepreneurship Tax Credit Program and Network Kansas. The program is administered by the McPherson Chamber of Commerce for any businesses located in McPherson County.

The purpose of the E-Community program is to provide low or zero interest loans to entrepreneurs wishing to start, purchase or expand a business in McPherson County. The loans are to be used in partnership with a financial institution and/or a Network Kansas partner as the "final piece" to complete the puzzle or "fill the gap" of financing a business start-up or expansion. The program underwent a major revision that allows financial institutions to be the 40% loan partner with the E-Community Loan. The minimum loan about is \$3,000 and the maximum is \$45,000.

Example:	
Capital needed	\$20,000.00
Bank Loan -40%	(\$8,000.00)
E-Community - 60%	\$12,000.00

To utilize the maximum 60% available from the E-Community Loan Fund there is a 40% match required from either a bank or a Network Kansas Fund Partner (McPherson Co. Small Business Development, USDA, Main Street, South Central Kansas Economic Development Division (SCKEDD).

A Network Kansas Entrepreneurship Community has made a commitment to culti-

vating an entrepreneurial environment by identifying and developing resources to help local entrepreneurs start or grow businesses. An E-Community has a locally-controlled loan fund to assist entrepreneurs and small businesses with capital and connectivity to resources. For more information contact the McPherson Chamber of Commerce at 620/241-3303.

Rev Up Your Business Relationships, Referrals & Results with Email Marketing

Do you want to increase your business relationships with your customers? How about referrals? Do you want an affordable way to market your business? You invited to attend the FREE seminar to learn how email marketing can help you "Rev Up Your Results".

You will learn...

- what email marketing "is" and "is not"
- why businesses are using email marketing today
- the "do's" and "don'ts" of email marketing
- best email practices to help you create successful email campaigns
- how email marketing can teach you what your customers really want

Date: Wednesday, April 25

Time: 9:00 a.m. to 10:30 a.m.

Location: The Well, 101 N. Main

Cost: FREE! Bring a friend and bring your business cards for successful networking!

Don't discount the valuable information that will be presented because it is FREE. Call the Chamber at 620/241-3303 or go to www.mcphersonchamber.org to register online.



Jennifer Burch
Executive Director

From the McPherson Chamber of Commerce

Save the date for Saturday, June 9 for the Chamber's Tartan

Turkey Golf Tournament. You are invited to join in a day of fun with other business members of the community and of the Chamber of Commerce. You need not be a member to join in the annual Tartan Turkey Golf Tournament - your entry fee includes green fees, continental breakfast, BBQ lunch and hole prize contests. There is two different entries of play - non-competitive for \$260 (4-person team) or

\$360 (4-person team). There is opportunity for Chamber members to be sponsors of a hole & prize or a hole sponsor and we are accepting in-kind or cash donations for the event. The Tartan Turkey Golf Tournament is the only fund raising event specifically for the operations of the Chamber. Participation as a golfer and/or a sponsor is greatly appreciated and it enables the Chamber organization to

maintain programs that promote our members & the McPherson community and area. As a member sponsor, it also provides you an opportunity to network with other business people. Check out our website at www.mcphersonchamber.org, stop by the Chamber office or watch you mail!

Jennifer Burch, Executive Director

Save the Dates! 2012 Leadership McPherson Program

Enrollment forms will soon be in the mail for the 2012 Leadership McPherson Class. The program will begin in with a reception in June, overnight retreat in July and then morning classes in August through the 2nd week of November. Nominations/enrollment will be accepted through June 8th. Enrollment forms are available at the Chamber office, 306 N. Main. Additional dates for the program are as follows;

Class Reception - June 28 (7:00 p.m. - location to be announced)

Class Overnight Retreat July 12 & 13 (required - beginning 9:00 a.m. on 7/12 & ending approximately 1:00 p.m. on 7/13)

Class Sessions begin at 8:30 a.m. to 12:00 noon (on occasion at 1:00 p.m.); August 7, 21 & 28, September 18, October 2, 16 & 30 and November 13 with the Class Celebration Lunch.

If you have any questions, please feel free to give Jennifer Burch at call at 620/241-3303.

McPherson is "Open" for Business TV Ads

Keep your eye out for the McPherson is "Open" for business tv ads on KAKE TV Channel 10. The TV ad program is offered by the McPherson Chamber of Commerce and McPherson Main Street. We thank the following Chamber member businesses for participating in the cluster advertising: Peoples Bank & Trust, Brown's Shoe Fit, SassyBags, A5 West-

ern, Creative Hairlines Salon & Spa, McPherson Opera House, Brooklyn & Co., Mattress Haven, PrairieLand Partners, Smoky Valley Nursery, Time Out Sports Bar & Grill, Hometown Tire & Turf, Burgett's Furniture, Artshirt - Gear for Sport, Venable Jewelers, United Country Mid West eServices and the McPherson Convention & Visitors Bureau.

If you would like to participant you can sign up at any time. Contact the McPherson Chamber of Commerce at 241-3303.

TV Ad program details:
• Three businesses per commercial, 8 seconds per business, commercial length 30 second
• Minimum of 90 commercials per month, per business
• 3-month commitment per business
• No production charges
• Billing will be done through the Cham-

ber or Main Street to take advantage of the non-profit rate and free match
• Commercial will run in Salina, Lindsborg, McPherson and Great Bend/Hays area on Cox Cable channels, channel 10 locally.
• \$125.00 per business, per month

Town Hall Meeting 3-Lane To Be Discussed

The community is invited and encouraged to attend the City of McPherson Town Hall meeting scheduled for Monday, March 26 at 7:00 p.m. - McPherson Community Building located at 122 E. Marlin.

Agenda items include: discussion on the 3-Lane trial and proposed ordinance regulations for fowl.

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2011 - 2012 Chamber of Commerce Board of Directors

President- Greg McCullough, Farmers Alliance Mutual Insurance • President Elect – Dell Reese, Dirt Cheap Banners

Past President – Chad Alexander, Peoples Bank & Trust • Treasurer – Jodi Baerg, Adams, Brown, Beran & Ball, Chtd

Directors: Rob Monical, McPherson Hospital, Jim Leach, retired, Michael King, King Enterprise Group, Ron Willems, Sunflower Bank, Anna Ruxlow, McPherson College, Penny Selzer, Selzer Backhoe Service, Troy Short, Hospira, Corey Hoover, Midway Motors

Mission: to work as an organization of individuals, businesses and professionals to enhance the economic, civic and cultural interests of the McPherson area.

Free & Confidential One-on-One Business Counseling Available

The Kansas Small Business Development Center will have an Outreach Center Consultant at the McPherson Chamber of Commerce office located at 306 N. Main from 9:00 to 4:00 on the following days:

Monday's

April 16, May 21, June 18, July 16, August 20, September 17, October 15, November 19 and December 10.

The KSBDC offers individualized, confidential, and comprehensive business consulting at no charge to its clients. Any existing small business or individual interested in needing counseling in areas of: marketing and

sales, accounting, financial analysis and cost control, personnel, inventory control, business start-up or acquisition, business liquidation or sale, strategic planning, and many other areas. One hour long appointments are available beginning at 9:00, 10:00, 2:00, 3:00 and 4:00 and can be made by calling the McPherson Chamber of Commerce at 620/241-3303.



Ann Engel
Main Street
Executive Director

Main Street Report

I was watching a TV show last night where a struggling restaurant owner had hidden cameras installed so he could observe the employees to see what was happening when he was away. It made me think about some of my experiences over the years that have made me not want to return to a specific business. I did some online research (www.ricksegel.com) and noted that "The Greeting" is still considered the primary factor contributing to a positive "customer experience". When a customer walks in your business, they immediately do a visual assessment (is it clean, appealing, welcoming) and determine if they are going to buy from you, or turn around and walk out the door. You have less than a minute to make them feel welcome, effectively selling yourself first, the store second and the merchandise last. The goal of "The Greeting" is to make the customer feel welcome & appreciated as well as make eye contact. This is important even if you are helping other customers! In determining your greeting, avoid "Can I help you?" as it is always followed with, "No, thanks, I'm just looking". Also avoid, "How are you today?" unless you really want to hear the answer!

Instead, go for the most effective greeting in retail sales, "Thanks for coming in!" In reality, your customer has many choices and limited time, and yet they have chosen to come into YOUR business! What else is there to say except "Thanks for coming in!" or create a unique and memorable greeting of your very own! Now that you have the greeting down pat, it is time to engage the customer in conversation to personalize the interaction. Be sure to introduce yourself, and a good opening line could be, "Is this your first time in our store?" SMILE, be welcoming, LISTEN and observe; taking your clues from what they say and do to determine what your responses will be and where the conversation will go. This is free information and can help you create a positive impression, and possibly a sale. At some point getting their name can personalize the relationship; and observing their clothing style, color choices, type of accessories, companions and body language can help you determine what items they may be interested in. (For example: "I really like that necklace, it looks great with that shirt! We have some jewelry over here that might interest you as well".) Just remember, you cannot determine how much money someone has, how likely they are to buy, or their station in life based on their physical appearance, but you can hopefully gain some inclination of their preferences to help you lead them to products of interest.

Ann Engel, Director

chamber events March/April 2012

March

- 19 **9:00 a.m.**
Kansas Small Business Development Center Counseling @ Chamber
- 21 **4:00 p.m.**
Women's Event @ Chamber
- 22 **9:30 a.m.**
Chamber Weekly Coffee at Time Out Sports Bar & Grill
- 11:30 a.m.**
Chamber Board @ Chamber
- 5:30 - 7:00**
YP MAC Social @ King Enterprise Group
- 23 **11:00 a.m.**
7 Habits of Effective People "Seek First to Understand, Then to Be Understood" @ Hutchinson Community College – McPherson Campus
- 27 **8:30 a.m.**
Nominating Committee @ Chamber
- 28 **12:00**
BAM Committee @

- 29 **9:30 a.m.**
Chamber Weekly Coffee @ McPherson Family Life Center

April

- 3 **12:00 noon**
Ambassadors @ Chamber
- 4:00 p.m.**
YP Mac @ Chamber
- 4 **7:00 a.m.**
When Pigs Fly @ Perkins
- 12:00 noon**
Leadership Board of Trustees @ Chamber
- 5 **9:30 a.m.**
Chamber Weekly Coffee hosted by McPherson Housing Coalition @ Kettle Creek
- 12:00**
Tartan Turkey @ Chamber
- 6 **11:00 a.m.**
7 Habits of Effective People "Synergise" @ Hutchinson Community

- College – McPherson Campus
- 7 **9:00 a.m.**
Meet & Greet Your Legislators @ The Well
- 7:00 a.m.**
Ag Committee @ Perkins
- 12:00 noon**
Community Development @ Chamber
- 12 **9:30 a.m.**
Chamber Weekly Coffee @ Integrated Health & Wellness Center
- 11:30 a.m.**
YP MAC Lunch & Learn @ Tres Amigo's
- 13 **11:00 a.m.**
7 Habits of Effective People "Sharpen the Saw" @ Hutchinson Community College – McPherson Campus
- 16 **9:00 a.m.**
Kansas Small Business Development Center Counseling @ Chamber

Women's Event Lunch Sponsors

Thank you to businesses and individuals that provided sponsorship for McPherson College & Central Christian College students to attend the Women's Event Lunch with guest speaker Beth Tully of Cocoa Dolce Artisan Chocolates, Wichita, Kansas. The luncheon provided students and those attending to hear the story of a woman owned business and entrepreneur.

Beth shared her path of realizing her true passion while vacationing on the beaches of Mexico on her 50th birthday. It is never too late to realize your dream and with the support of her family and friends, anything is possible.

Thank you – Creative Hairlines Salon & Spa, The Stone Chimney, Computer Solutions, Inc., Ken Cotton, DDS, Sharp Advertising, Walgreens, RC Heating &

Cooling, The Cooks Nook, Ellene McKean & Associates, Wise & Reber, Farmers State Bank, Client Centered Counseling, The Cedars, Janette Hess, Jill Roane, Team Employment, Ameriprise Financial Services, Inc., Hutchinson Community College – McPherson Campus, McPherson College, Central Christian College, A5 Western, Edward Jones (Gary Hess) and Precision Industries.



Brenda Sales
Director

From the McPherson County United Way

I wish to say a heartfelt thank you to every individual, family, business and organization who gave so generously to the United Way of McPherson County this year. Through that generosity the United Way has reached over \$218,178! In tough economic times, where some may be uncertain of their future, we are grateful for those who supported our efforts to improve the quality of life for all citizens in McPherson County area through our local United Way.

Many of our partner agencies work diligently to help those in need by being a mentor or leader to our youth, comforting a victim of abuse or a disaster, providing home delivered meals, providing health care or support for our senior citizens. Our partner agencies are there for each one of us, often working behind the scenes and each working selflessly each and every day to make our community that much stronger. Most of us do not know all that they do, as we may not be reaching out for assistance. Until you or your family is affected, you may not realize all of the vital services available in our county to help through a tough time. United Way would like to thank all of our partner agencies for their outstanding service to the residents of our county.

To the members of our community, words cannot express enough thanks for your continued support of our local United Way. Thank you for recognizing that times may be tough for you, but you know others are hurting more and you are willing to do something about it. Because you chose to give of your time, talents or treasures, you are the true heroes! Making goal in such adverse economic conditions is a tremendously positive statement about the future of our community. On behalf of our Board of Directors, we are very proud to be citizens of McPherson County. Thank you for being our heroes!

Brenda Sales
Director, United Way of McPherson County

Lucky Winner of a DQ Cake
Congratulations to Robert Boots and the employees of Viega, LLC located at 2211 Viega Avenue. Thank you to Roger and Karen Horn of DQ McPherson for providing the monthly DQ Cake for McPherson Chamber members.

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Anne Hassler
Director
Convention & Visitors Bureau

From Convention & Visitors Bureau

Community Building deserves our attention

Well the women's show is over and considering it was our first year, things went fairly smoothly. Hopefully we can tweak things and have an even better show next year.

While cleaning up the community building from the show, I was shooting baskets with wads of paper into the trash can. After sinking a particularly long shot, my arms shot straight up in the air and a deep-throated "Yes!" shot out of my mouth. I looked around to see if anyone had seen my moment of triumph but the only on-lookers were the faces of the Refiners from the photos we've put up in the balcony. I had to laugh at the thought of the Refiners cheering me on. The Community Building saw more than it's fair share of amazing basketball courtesy of Coach Johnson and his helter-skelter players.

The Community Building has seen quite a few amazing things over the years – games, musicals, pancake feeds, trick-or-treaters, school dances. I didn't grow up here and as I'm sometimes reminded I'm not a true "McPhersonite" but I imagine the Community Building is the backdrop for many a happy childhood memory. There's been talk off and on the last several

years about what to do with this aging building. I, of course, have ideas but in the interest of staying employed, have kept them to myself lately. Now there's talk of renovating the building again and since I got to sit in on a meeting I'm going to go out on a limb and say what I'd like to see happen.

First I'd like to see the gymnasium restored to have balconies on all four sides that are secure and safe for fans to sit in. I'd like the exhibit we've put in about the Refiners and local basketball history expanded and protected with plexi-glass.

The floor could be put back to wood and the drop ceiling removed to show the beams above.

It would be great to make the whole building into a basketball center. This could be done by converting the auditorium to a basketball court giving the Rec Commission additional courts to work with. I know Mayor Tom Brown has also looked into funding to make the Community Building a community storm shelter.

I'd like to see the kitchen expanded and made into something more useable. I'd like it better maintained with a new roof, heating and add an air conditioning system.

At one time the building was called Convention Hall and I think if proper sound and A/V were installed it could be a more useable facility for meetings of all sizes.

Any changes though will be a little while in coming to fruition. I hope McPhersonites – both native and adopted – supports efforts to preserve this cornerstone of our community.

Anne Hassler, CVB Director

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