

January 2012

The Chamber

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Welcome to the Chamber!



CT FIT 24
119 N. MAIN
MCPHERSON, KS 67460
CONTACTS: CHUCK & TARYN
VETTER
PHONE: 620/504-6000

No matter your age or lifestyle, a life time of physical fitness and good health is a worthy goal for everyone. Chuck & Taryn Vetter, long time residents of McPherson have recently opened up CT Fit 24 – McPherson's 1st 24 hour gym. The gym offers the advantage of 24 round the clock use. It is maintained safely with well lit spaces and cameras for security. It's location on Main Street is safe, with easy access. It is also located beneath the Vetter's lovely home above Main Street. Physical fitness should be conveniently attainable to all who desire to live a healthy lifestyle, and CT Fit 24 strikes to make that possible.

Ribbon Cutting Celebration for CT FIT 24

You are invited to welcome CT Fit 24 to the McPherson business community. Mark your calendar for Tuesday, December 27 at 4:00 p.m. at 119 N. Main.

Lucky Winner of a DQ Cake

Congratulations to Scott & Peg Graber and everyone at Graber's Ace Hardware located at 319 N. Main.

Thank you to Roger and Karen Horn of DQ McPherson for providing the monthly DQ Cake for McPherson Chamber of Commerce members.

2012 Schedule

All seminars will take place at Hutchinson Community College Campus located at 2208 E. Kansas from 11:00 a.m. to 1:10 p.m. For Chamber members, choose one session for \$25.00 (includes lunch) or receive 1 credit hour for \$175 (7) track session (includes lunch.) For non-Chamber members the cost of one session is \$40.00 and the (7) track session is \$280.00. Reservations for each of the sessions must be received by the Tuesday prior to the Friday class by calling the Chamber at 241-3303.

Excel

Getting Started with Excel—Friday, January 6
 Formatting a Worksheet—Friday, January 13
 Charts—Friday, January 20
 Formulas—Friday, January 27
 Managing Tables—Friday, February 3
 Using Tables—Friday, February 10
 Finding, Filtering, and Extracting Data—Friday, February 17

Dr. Stephen Covey's "7 Habits of Highly Effective People"

Be Proactive—Friday, February 24
 Begin with the End in Mind—Friday, March 2
 Put First Things First—Friday, March 9
 Think Win-Win—Friday, March 16
 Seek First to Understand, Then to Be Understood—Friday, March 23
 College Campus Closed—Friday, March 30
 Synergize—Friday, April 6
 Sharpen the Saw—Friday, April 13

Being A Successful Supervisor

Planned Renegotiation—Friday, April 20
 Personality Profile—Friday, April 27
 Bringing out the Leader in You—Friday, May 4
 Characteristics of Managers—Friday, May 18
 Strength Deployment Inventory—Friday, May 25
 Communication Skills—Friday, June 1
 Bringing out the Strengths in Others and Yourself—Friday, June 8

Invest in the education and training of you and your employees. The Chamber and Hutchinson Community College—McPherson Campus are excited about the three upcoming training tracks that have been created.

Kansas Department of Commerce Announces Workforce Programs

Under the Workforce Investment Act (WIA) there are two programs available for on the job training salary reimbursement that relate to hiring unemployed applicants.

Program #1 – Employers can receive up to a 50% wage/salary reimbursement for 6 months if the unemployed applicant falls under one or more required categories: 1) terminated (without cause) or laid off; 2) Plant closure or substantial layoff; 3) Self-employed (a) under specific conditions; 4) Displaced homemaker; and 5) Self-employed (b) under specified conditions other than those in category 3(a).

Program #2 – Employers can receive up to a 75% wage/salary reimbursement for 6 months by hiring an applicant who has been unemployed for at least 20 weeks. Under this program, the categorical requirements as in Program #1 do not apply. Under Program #2 the applicant needs only to be unemployed at least 20 weeks, not necessarily having drawn unemployment compensation for 20 weeks. If a graduating student has not been employed for 20 weeks he/she might qualify.

Under either program, the applicant must be certified prior to being employed. This process usually takes about 3 days after notifying KANSASWorks of the employers intent to hire the applicant. If you are interested in learning more about these and other KANSASWorks programs, contact Tucky Allen of WorkforceONE (316) 303-2906 or tallen@LalLwib.org.

AT & T Sponsors 2012 Legislative Coffee Dates Announced

The Business And Membership Committee of the McPherson Chamber of Commerce is pleased to announce the upcoming Legislative Coffees sponsored by AT & T. Legislators Senator Jay Emler and Representatives Clark Shultz and Don Schroeder will be present. The first is scheduled early in the session on Saturday, January 28 at 9:00 a.m. and the second is scheduled for Saturday, April 7 at 9:00 a.m. – both will be held at The Well, 101 N. Main in McPherson.

Farm Forum Committee Announces

EPA & Agriculture Working Together... Everybody Wins!

You are invited to join us for the McPherson Chamber of Commerce 2012 Farm Forum breakfast scheduled for Thursday, January 19th beginning at 6:30 a.m. at Perkins Restaurant. Farm Forum Committee Chair, Dale Ladd of the K-State Research & Extension-McPherson

County announced that U.S. Environmental Protection Agency Region 7 Administrator Karl Brooks will be the keynote speaker. Brooks supervises Agency operations in Iowa, Kansas, Missouri, Nebraska and nine Tribal nations.

Also part of the morning presentations, the Farm Forum Committee will recognize Fran Stucky with the "Friend of Agriculture" award and Alan & Deanna Sents will be awarded with the "Farm Family" of the year.

We encourage Chamber members to extend an invitation to ag producer customers as well as support them in attending the breakfast. The cost of the breakfast per ag producer and/or family member is \$5.00. However, this nominal fee does not cover the entire cost of the breakfast and scheduled program. In addition, to the individual sponsorship, we are asking for financial contributions to underwrite these additional costs. As a sponsor, you will be listed in the program and recognized in the

Chamber Monday McNews and the monthly Chamber @ Work published by the McPherson Sentinel.

Please send your contribution to the Chamber and make a reservation(s) to attend by calling the Chamber at 620/241-3303 by Friday, January 13, 2012. We also ask that you encourage your ag-producer customers to make these same reservation(s) so we can plan accordingly.



From The Chamber

I was reading a newsletter from another community Chamber and enjoyed an article by the Chamber Executive who is reading the book "The Most Power-

ful 21 Minutes in a Leader's Day" by John Maxwell. The article referenced the many traits of leadership that a person is exposed to on a day to day basis, either being witness to it or leading by example. From the book "when a leader puts his/her family first, the community benefits. Conversely, when one puts community first, both the community and the family suffer." The point, "starting at home is always the key to af-

fecting others in a positive way." According to Maxwell, "it takes time to be a leader." He further shares that "while a few people appear to be born leaders, the ability to lead is actually a collection of skills, nearly all of which can be learned and sharpened. Coming straight from the heart, a trait you will find in all leaders is dedication and the encouragement of others to learn, grow and share.

With the beginning of a new year, a fresh beginning, capture this opportunity with your holiday family gatherings. Begin building community within your family, remember it all starts at home.

Jennifer Burch
 Executive Director

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2011 - 2012 Chamber of Commerce Board of Directors

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 Anna Ruxlow, McPherson College, Penny Selzer, Farmers State Bank, 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
 January 23, February 27, March 19, April 16, May 21, June 18, July 16, August 20, September 17, October 15, November 19 and December 10.

The KSBDCC 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 Mark Buckley at 620/474-6100. Please feel free to contact Mark to arrange for an optional appointment time and day not listed.



Ann Engel
 Executive Director

From McPherson Main Street Report: 2011 Recap

Promotion Committee & Idea Exchange Committee: Shop the Night Away was a big hit with a Western theme and several free family activities and a movie. We won an award at KS Main Street for our Burnin' Down Main event, and had record attendance as well as entries. Our Holiday promotion partnership (with Chamber & CVB) has been very successful with 8 locations for Cookies with Santa, 4 free movies at the Opera House, Citywide Christmas light contest and trolley tours, & Candy Cane Cash to reward McPherson shoppers. Our Mini-Main event continues to grow, and this year was our biggest yet. The Idea Exchange Committee, comprised of business owners and managers regardless of their membership status in Main Street, developed "The Main Event-First Thursdays" and committed to 1 year of attempting to get people (locals & visitors) back into the habit of coming Downtown on the first Thursday night of each month. They are trying to think of an event to add in February that will involve the restaurant and service business members, so put on your thinking caps and share those ideas! We will continue our radio show "The Pulse" through next year and look forward to having more business members sign up to share their information on the 1st and 3rd Tuesdays at 10:05am. This venue allows Main Street members 6-8 minutes to talk about their products and services for a nominal fee.

Organization Committee: Membership numbers are up again this year, and we are so grateful to the continuing support we receive from all of you. We are preparing for our annual meeting on January 23rd (mark your calendars), we just completed our annual review with Kansas Main Street

(we passed with flying colors!) and I have hired an assistant, Ann Koehn, to help me with various projects on an "as needed" basis. I am hoping that will provide me an opportunity to personally spend more one-on-one time with our members and get some input on how we can continue to grow and improve. We will soon be welcoming two new board members, Rich Martin (Central CC) and Michael Yates (Mattress Haven) and will start preparations on budget and work plans for 2012. We have added a "Welcome to Our Block" party for new Main Street business members to celebrate grand openings, new ownership, or new business openings. Design & Economic Restructuring Committees: We are still trying to get some conceptual drawings for the Downtown Plaza & fountain repair, ideas for the planters, and will be conducting an opinion poll on future plans for the downtown, including street/lane changes, stoplight timing and need, and suggestions on making the Downtown more pedestrian friendly. We submitted several nominations for awards to Kansas Main Street and the CVB Mural project, Venable Jewelers Building Design, and the Mingenback Foundation Lighting of the Courthouse were all winners! This year we welcomed new businesses, Brooklyn & Co and MiMac Printer, and celebrated the relocation of Mattress Haven and Sitches Quilt Shop. We provided IWW funding to both Brooklyn & Co and Mattress Haven, and worked with StartUp Kansas and McPherson E-Community for additional funding opportunities.

Overall it has been a busy but successful year, and we look forward to 2012 as we continue to work to make McPherson a destination location. The entire Board of Directors and I want to wish you all a Merry Christmas and a Happy New Year, and we truly appreciate all that you have done to make our program a success. Without your memberships, sponsorships, support and volunteer hours we would not be able to accomplish our goals. Thank you.

Ann Engel
 Executive Director



Brenda Sales
 Director

From the United Way of McPherson County

The United Way of McPherson County will begin a new year in just a couple of weeks and we will have a few changes with our Board of Directors. I would like to say THANK YOU to our outgoing Board Members. The volunteer service they have given to the United Way will be greatly missed. Completing two three year terms are Cindy Goldsmith, Helen Vogel and Paul Taliaferro. They have all provided countless hours volunteering for United Way of McPherson County. Their efforts will be greatly missed! Our Executive Committee for 2012 is President – Tammy Curtright, Treasurer

– Chris McKean, Allocations – Laura Vogts, and Campaign Chair – Craig Druecker. We also welcome new members to our Board of Directors – Kathy Boas, CertainTeed; Jackie Christiansen, Swindoll, Janzen, Hawk & Loyd; and Nic Nixon, American Maplan. Beginning later in January, over twenty volunteers (Board members and volunteers from the community) will begin reviewing funding applications focusing on priority issues in our community. With their help, funding will be distributed on the issues: Preparing for Life, Providing Basic Needs, Rebuilding Lives and Building Self-Reliance. 2012 will be an exciting year. With our Board members leading the way, United Way will work to LIVE UNITED in helping build a stronger, healthier and more compassionate community.

Brenda Sales
 Director



Anne Hassler
 Director
 Convention & Visitors Bureau

From Convention & Visitors Bureau Bad service experience? Here's what to do.

Why is it that bad experiences stick in our mind much more prominently than good ones? I could go to the grocery store 100 times and have no problems, but the one time my Diet Pepsi doesn't ring up at the sale price and, man, this store stinks. The same could be said of bad service experiences. I hear from travelers who have had a bad experience at a McPherson business. Having gotten nowhere dealing with the business directly they will contact the CVB or the Chamber to file a complaint. If only I had some sort of "be good" enforcement power to make businesses give better customer service. The steps I usually follow are to document the complaint, write a letter to the business, copy it to the owner of the business and if necessary, send a letter to the franchise offices. I can't say it's been terribly effective. For one, since I'm a third party to the disagreement, I'm not able to lodge a formal complaint with most franchises. Secondly, most of the complaints I receive are for the same few businesses. They're used to my letters. So I've decided to put together a list of steps for people to take if they have a bad service experience. One thing to remember though is, if the business makes an honest effort to correct a situation, stop at that step. Don't pursue the matter further if you've received a sincere apology and/or referent for any

overcharges.
 1) Talk to the manager. Give them a chance to make things right before you "go public." Any manager worth his/her salt will appreciate the opportunity.
 2) Put it in writing. Send letters to the business, the franchise, Better Business Bureau and local Chamber of Commerce or CVB. Follow up with the business to see if they received it and if they plan to take steps to correct the situation. Allow reasonable time for a response.
 3) Go public. There are a myriad of different travel sites that let you review a business (tripadvisor.com; expedia.com, orbitz.com, priceline.com just to name a few). Objectively document your experience and save future travelers from having a similar bad experience. Use social media to let people know about your experience. Most chains have a Facebook page; try posting on their wall. Start a Twitter hash tag like #badservice if you want to Tweet about it.
 To file a complaint with the Better Business Bureau go to bbb.org and click the "File a Complaint" link. To report a business for health code violations go to the Kansas Department of Agriculture-Food Safety Division website ksda.gov/food_safety/.KDA also handles lodging complaints.
 My email is cvb@mcphersonks.org phone (800) 324-8022. If you're planning a visit, meeting or convention in McPherson, start with the CVB office. We know the facilities in McPherson and can help you find the one that will work best for you.

Anne Hassler
 Director

chamber events Dec 2011/Jan 2012

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|-----------------|------------|--|--|------------|--|--------------------------------|-----------------------------------|--|
| December | 4 | 12:00 noon | Leadership Board of Trustees @ Chamber | 19 | 6:30 a.m. | Farm Forum Breakfast @ Perkins | | |
| 22 | 9:30 a.m. | Chamber Coffee @ Mt. Hope Sanctuary | 5 | 9:30 a.m. | Chamber Coffee @ TBD | 9:30 a.m. | Chamber Academy @ HCC - McPherson | |
| | 6:00 p.m. | Cookies with Santa @ The Well | | 12:00 noon | Tartan Turkey Committee @ Chamber | 20 | 11:30 a.m. | Chamber Academy @ HCC - McPherson |
| 23 | 12:00 noon | Chamber Office Closes for Holiday | 6 | 11:30 a.m. | Chamber Academy @ HCC - McPherson | 23 | 9:00 a.m. | Kansas Small Business Development Counseling @ Chamber |
| 26 | 4:00 p.m. | Chamber Office Closed | 10 | 7:00 a.m. | Ag Committee @ Perkins | 25 | 12:00 noon | BAM! At Chamber |
| | 12:00 noon | Ribbon Cutting for CT Fl 24, 119 N. Main | | 12:00 noon | Community Development @ Chamber | 26 | 9:30 a.m. | Chamber Coffee @ TBD |
| 28 | 12:00 noon | BAM @ Chamber | 12 | 9:30 a.m. | Chamber Coffee @ TBD | | 10:30 a.m. | Lakeside Plaza Board meeting @ Chamber |
| 30 | 12:00 noon | Chamber Office Closes for Holiday | | 11:30 a.m. | YP Mac Lunch & Learn @ McPherson College | | 11:30 a.m. | Chamber Board meeting @ Chamber |
| January | 2 | Chamber Office Closed | 13 | 11:30 a.m. | Chamber Academy @ HCC - McPherson | 27 | 11:30 a.m. | Chamber Academy @ HCC - McPherson |
| | 3 | 12:00 noon | 18 | 4:00 p.m. | Women's Event @ Chamber | 28 | 9:00 a.m. | Legislative Coffee @ The Well |
| | | Ambassadors @ Chamber | | | | | | |
| | | 4:00 p.m. | | | | | | |
| | | YP Mac @ Chamber | | | | | | |

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