

June 2012 The Chamber @WORK

*Doing what
most people think
just happens!*

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Sign Up for Tartan Turkey Golf Tournament

Tartan Turkey Golf Tournament Approaching

Plans are coming together for the Tartan Turkey Golf Tournament, scheduled for Saturday, June 9 at Turkey Creek Golf Course. The 4 person scramble includes green fees, continental breakfast (**Scott's Hometown Foods**), BBQ lunch (**The Real Pitts BBQ**), and a hole in one contest for a golf trip for two to the Bahamas (**Advantage Travel Agency**). Participants will also have an opportunity to bid on several golf packages to some of Kansas' premier golf courses (Reflection Ridge, Tiffany Greens, Turkey Creek, McPherson Country Club, Sand Creek, Salina Municipal and Alvarado).

Chad Alexander, 2010-2011 Chamber President and committee chair encourages everyone to get a team together for the only fund raising event of the Cham-

ber. "Although, this event is a Chamber sponsored event, it is open to the general public; anyone can enter a team to play. Revenue generated from the tournament helps support the Chamber organization with economic development efforts and other initiatives that are not covered through memberships alone, and it's a great way to spend a Saturday morning!"

The Chamber golf tournament is organized by the Tartan Turkey Golf Tournament Committee and the 2011-2012 Chamber Board of Directors. For more information, contact the McPherson Chamber of Commerce, 306 N. Main, 620/241-3303, or register your team at www.mcphersonchamber.org.

Competitive Play Prize - Edward Jones (Gary Hess)

Golf Lunch - The Real Pitts BBQ

Hole and Grand Prize - Advantage Travel Agency

Hole In One Prize Sponsors

Farmers Alliance Mutual Insurance, Peoples Bank & Trust, Home State Bank & Trust, Farmers State Bank, Adams, Brown, Beran & Ball, Chtd, Sunflower Bank, National Cooperative Refinery Association, The Mortgage Company, Welco Services, Ferguson Production, Midway Motors Super Center, Gilmore Solutions, Inc., PrairieLand Partners

Hole Sponsor
Kansas Secured Title - McPherson, First Bank Kansas, McPherson Business Solutions, Mattress Haven, TCK Trust Company of Kansas, King Enterprise Group, LSI Staffing-Hire Principle, Central Plastics, Pizza Hut/Wing Street, Graber Ace Hardware, McPherson Concrete Products, Hassman Termite & Pest Control.

Golf Balls
Edward Jones (Brad Seibel),

Farmers Alliance Mutual Insurance, Sunflower Bank, Ameriprise Financial, Home State Bank, Peoples Bank & Trust, Dirt Cheap Banners & Signs, Midway Motors Super Center, Edward Jones (Gary Hess), Citizens Community Bank, Turkey Creek Golf Course, Kansas Gas Service, AMac Realty, Advanced Physical Therapy

Continental Breakfast - Scott's Hometown Foods

Other Donations
The Bookshelf, The Well, Ken Cotton DDS, Ameriprise Financial, Citizens Community Bank, McPherson Eyecare, Kansas Gas Service, LSI Staffing-Hire Principle, Midway Motors Super Center, McPherson DQ Grill & Chill, Wendy's, Rinse & Roll Car Wash, United Country MidWest eServices, LLC,

Lucky Winner of a DQ Treat

Congratulations to Wear Technology, They are the winners of a DQ treat - compliments of Roger and Karen Horn, McPherson DQ. Thank you McPherson DQ!



From the Chamber Director

As I write this, it is the day before the 99th Annual McPherson County All Schools Day parade and activities. Our phones have been ringing off the

wall for the past week, the walk in traffic has been total chaos while still trying to do our everyday responsibilities. By the time you read this, my hope is that another beautiful and successful All Schools Day has passed. Many people do not realize the hours volunteers put into the planning of such a huge event. Not only do you have volunteers that serve on the ASD committee to help plan and organ-

ize the events; there are groups of parents, businesses and organizations that are building floats, bands that are practicing, and antique cars that are being tuned up. This event just doesn't happen. Believe or not, plans are already being worked on for a mega celebration for the 100th. Just a reminder, everyone should feel proud of being part of an event that is probably the oldest tradition in McPherson or even the state. I think you should invite everyone you know to the 2013 ASD Celebration.

A huge thank you goes out to the whole county of McPherson for continuing a tradition of celebrating the youth of our county.

Jennifer Burch
Executive Director

Welcome to the Chamber!

Wichita Mid-Continent Airport
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Contact: Valerie Wise
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Wichita Mid-Continent Airport (ICT) is the gateway to the State of Kansas, providing accommodations for all aircraft, with a focus on convenience, safety and

efficiency at Kansas' largest airport. Mid-Continent is served by six major airlines including low-cost carriers Allegiant, AirTran (a subsidiary of Southwest) and Frontier. Passengers can board 34 daily non-stop flights. From Wichita, you can see the world.

Construction of a new terminal building will begin the summer of 2012 and is expected to be completed in late 2014. The new terminal will emphasize the aviation heritage in Kansas and celebrates the modern technology that keeps Wichita and Kansas at the

leading edge of the aircraft manufacturing industry. This new terminal will provide the air carriers with a facility that is designed with modern airline operational and security practices being accommodated. Plus, it will be more efficient and customer-friendly, and as a result will allow the airlines to provide better service to their passengers. A parking garage with the latest technologies will also be built and will open just prior to the new terminal.

For fare sales, air service information and travel tips, visit [\[www.flywichita.com\]\(http://www.flywichita.com\) or the administration office can be contacted at \(316\) 946-4700. Stay in touch at \[facebook.com/flywichita\]\(http://facebook.com/flywichita\) and \[Twitter/FlyICT\]\(http://Twitter/FlyICT\).](http://www.fly-</p>
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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, Richard Ragan, Brown's Shoe Fit, 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
 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 the McPherson Chamber of Commerce at 620/241-3303.



Ann Engel
 Main Street
 Executive Director

Main Street Report

I recently attended a quarterly training session in Dodge City, KS, where we had the pleasure of listening to Emmy winning producer, reporter and self-proclaimed "Media & Gossip Expert" Shawne Duperon. Her presentation focused on improving relationships with local news organizations and developing strategies to get your message to the masses by utilizing a few basic techniques.

- Know what you are and have your information in order.
- Recognize your expertise and be prepared to apply it.
- Have a press release ready to fill in on a moment's notice.
- Utilize all of the above to "pitch" yourself to local media.

The most popular way to "pitch" stories to the local media are *piggyback, seasonal and crisis management*. Find a national story that you can make local by offering your expert take on the main topic. This is called "piggybacking" and simply means helping the media give a local slant to a national story. Seasonal tie-ins are pretty self-explanatory, but be sure to think outside of just the BIG holidays. There are enough holidays and recognized days in the year to offer tie-ins to almost any business. (Google little known American holidays for a list.) These can be planned ahead and prepared for in advance for "off" times to spike your sales and or recogni-

tion. The third, crisis management, simply means matching your specialty to self-defense, crime statistics, severe weather, defensive driving, basically any way to gain "expert exposure" by tapping into a creative connection.

These tactics also work on social media, like facebook, especially if you utilize the peak times to post, which are 8pm-7am, and on Tuesday or Wednesday. Some clever ideas that were tossed around in the discussion by other Main Street directors were: Choose an item in your store and place it up for "auction" at a discounted price on your fb page. Encourage bidding and at close, sell to the highest bidder. (The comment was that more often than not, the store sold the item at the retail price, but gained a lot of publicity in the process). Another idea was to have a "name of the day" so that anyone with that name (Jane, Tom, Mindy, etc.) would get a special discount or incentive. This creates public dialog and helps get your name out there. One idea that we plan to implement is a business of the day or week, where we change our profile picture to that of a specific business and feature information about that business and the people who work there to connect with the community. More social media strategies can be found at www.flowtown.com. Remember, being on social media IS important. New statistics indicate that every "friend" or "follower" is worth about \$137 for basic social media users.

Ann Engel, Director
 McPherson Main Street

chamber events May/June 2012

May

17 9:30 a.m.	Chamber Coffee @ Turkey Creek Golf Course	HCC 12:00	Ambassadors @ Chamber	4:00 p.m.	YP MAC Committee @ Chamber	7:00 a.m.	When Pigs Fly @ Perkins	12:00	Leadership Board of Trustees @ Chamber	9:30 a.m.	Chamber Coffee @ Best Western Holiday Manor	4:00 p.m.	Tartan Turkey Golf Committee @ Chamber	11:00 a.m.	Chamber Academy @ HCC	31 9:30 a.m.	Chamber Coffee @ Smoky Valley Nursery	12:00	Tartan Turkey Committee Meeting @ Chamber
18 11:00 a.m.	Chamber Academy @ HCC	20 4:00 p.m.	Women's Event @ Chamber	21 9:30 a.m.	Chamber Coffee & Ribbon Cutting @ Robertson Chiropractic	27 12:00	BAM @ Chamber	28 9:30 a.m.	Chamber Coffee @ Chamber Board @ Chamber	5:30 p.m.	YP MAC Social	7:00 p.m.	2012 Leadership McPherson & Alumni Reception						
24 9:30 a.m.	Chamber Coffee @ Northgate Manor	25 11:00 a.m.	Chamber Academy @ HCC	28 28 Memorial Day – Office Closed	31 9:30 a.m.	Chamber Coffee @ Smoky Valley Nursery	12:00	Tartan Turkey Committee Meeting @ Chamber											
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June

1 11:00 a.m.
 Chamber Academy @

Slate of Board Candidate Presented

Letters to the membership have been sent in accordance to the Chamber Bylaws, a Nominating Committee consisting of (Pam Shoemaker, Anna Ruxlow, Mike Rausch, Dell Reese, Penny Selzer and Chad Clark) was organized to nominate (4) candidates for the 2012-2013 board. The committee selected four candidates to replace Directors whose three-year terms are expiring. Candidates for full three year terms must meet each of the following criteria:

- 1) must be a Chamber member in good standing;

and
 2) must have agreed in advance to accept Board responsibilities.

Members may nominate persons otherwise qualified for Board membership by petition. Requirements for petition to be valid:

- 1) bear genuine signatures of Members representing at least ten percent of Chamber membership; and
- 2) be presented to the Executive Director by 5:00 p.m. at 306 N. Main on the 10th day after written notice of the slate of candidates is postmarked.

Absent any valid petition, the Board will declare the four (4) nominated candidates elected at the June

meeting.

The suggested nominees will be replacing these board members whose terms will be completed August 31: Chad Alexander – Peoples Bank & Trust, Jodi Baerg – Adams, Brown, Beran & Ball Chtd, Rob Monical – McPherson Hospital, and Jim Leach – retired.

The Nominating Committee respectfully submits the following names in nomination for your approval: Scott Johnson – CertainTeed, Jaymie Rothrock – Swindoll, Janzen, Hawk & Loyd, Chad Clark – McPherson Healthcare Foundation and Dr. Brandon Trost – Integrated Health & Wellness Center.



Brenda Sales
 Director

From the United Way of McPherson

With the end of the school year comes the end of school breakfast and lunches, ensuring that our school children have at least one or two meals five days a week.

United Way of McPherson County and the McPherson County Community Foundation will partner for our fourth year to provide the McPherson Summer Lunch Program. Letters of explanation and registration were sent home with all school children so any family that will benefit by participating in the Program can register. All they have to do is sign up! Last summer, 211 children participated in the program. We fully expect this number to increase.

Our Summer Lunch Program is operated solely by volunteers and donations. Olivia Fetch and Heather Kuhn have graciously volunteered to be the Co-Directors

for the 2012 Summer Lunch Program. They have put together teams to help with menus and purchasing food; set up; packing the groceries; and delivering to the families.

Food included in the weekly deliveries include such items as: peanut butter, jelly, bread, cereal, raisins, pudding cups, macaroni & cheese, granola bars, fresh and canned fruit, crackers, etc.

We are asking for public support for this much needed program. If you would like to help fund our 2012 Summer Lunch Program, please send your donation to United Way of McPherson County, P.O. Box 55 or McPherson County Community Foundation, 206 S. Main (both in McPherson).

If you would like to volunteer to help with this year's Summer Lunch Program, please call McPherson County Community Foundation (245-9070) or United Way (241-5152).

Thank you,
 Brenda Sales, Director
 United Way of McPherson County

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