

March 2012

The Chamber

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most people think
just happens!*

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Welcome to the Chamber!

Teresa Pimentel
Sheets-Adams Realtors
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McPherson, KS 67460
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Web: www.sheets-adams.com

Teresa is a full-time, licensed realtor with Sheets-Adams Realtors. She is a member of the McPherson Board of Realtors, Multiple Listing Service, local Board of Realtors, as well as the National Association of Realtors. She has an extensive background in bank management and business. Teresa is a Board member with the McPherson County Humane Society, a member of the McPherson Chamber of Commerce and the American Legion. She has been married to her husband Jim for 26 years. They have two grown sons, Joshua and Seth.

Let Teresa take the worry out of buying or selling your home for you. She cares about her clients and will diligently pay attention to every detail of the buying or selling process.

Go McPherson is a GO!

The GoMcPherson Marketing and Recruiting plan has been in the planning since 2008, as a result of the McPherson Chamber of Commerce Employer/Employee Workforce Survey conducted in 2007 revealing a need for marketing McPherson and to proactively recruit employees, residents to McPherson and the surrounding area. A committee was established with many stakeholders including representatives from large and small businesses, our public schools and colleges, the city and county, the Chamber of Commerce and McPherson Industrial Development Corporation. After many brainstorming sessions, committee meetings, the first task the committee accomplished was establishing a website GoMcPherson dedicated to attracting young people to McPherson.

Collaboration, diligence and leadership have been key in bringing GoMcPherson to the next step in hiring a Director of Community Recruitment.

GoMcPherson and McPherson Industrial Development Corporation are seeking a dynamic, highly-motivated DIRECTOR of COMMUNITY DEVELOPMENT, who will be respon-

sible for the marketing and recruiting of potential employees and residents for McPherson and the surrounding area of McPherson County, Kansas.

The ideal candidate must be a college graduate; energetic self-starter with excellent verbal, written and sales-related skills; able to relate well with the target audience of 25-40 year olds; comfortable with technology, including Microsoft Professional Office, social network use and website management; and willing to engage in raising funds for the various marketing programs and efforts.

Please submit your resume by mail or email no later than February 27, 2012 to:

McPherson Industrial Development Corporation
P.O. Box 768
McPherson, KS 67460
midc6@mcphpu.com

For a more detail description of the position and McPherson, visit MIDC at www.mcphersonindustry.com, GoMcPherson, Inc. at www.gomcpherson.com or McPherson Chamber of Commerce www.mcphersonchamber.org.

TV Advertising Opportunity with KAKE TV

In response to further promote McPherson, McPherson Main Street and the McPherson Chamber of Commerce are providing the following cluster advertising proposal.

- Three businesses per commercial, 8 second 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 Chamber or Main Street to take advantage of the non-profit rate and free match
- Commercials will run in Salina, Lindsborg, McPherson and Great Bend/Hays area on Cox Cable channels, channel 10 locally.
- \$125.00 per business, per month

Please give the Chamber a call at 241-3303 if you are interested in learning more.



Jennifer Burch
Executive Director

From the McPherson Chamber of Commerce

There is a misperception that the Chamber of Commerce organizations do not benefit national enterprise, being located in the community, does all of their business outside of the geographic region in which they are physically located.

The work that Chambers of Commerce are known for are the meet & greet programs, business after hours, ribbon cuttings, edu-

cational workshops, promotional programs, events & activities to help members market their business which are all very critical for enterprise to build business relationships. There is also a whole other component of Chamber work that is vital to the economic sustainability of every community.

As a national enterprise, you invest time, resources and money into your most valuable assets: employees. As you conduct business across the country, Chambers of Commerce are committed to the quality of life of our communities. The quality of life is dependent upon the people who make up the community and the enterprises that employ them. Having a strong workforce with the support of Chambers in area of growth, transportation, human services, housing and other local issues are vital parts of com-

munities. Enterprises support those efforts by becoming engaged members and business partners with their local Chambers.

The McPherson Chamber of Commerce works for its members, but the whole community and area benefits from the investment of members – here is just a few of the areas that the Chamber is helping local & national enterprise:

- Chamber investment gives you an extensive volunteer base that acts as an arm of your business by providing marketing and promotional assistance
- Providing educational and professional development seminars that promote growth of business and investment in employees
- Looking out for the best interests of the community; serving on task forces, committees, providing representation of the

Chamber membership

- Maintaining our quality of life; supporting the investment in community amenities that become assets of our community, which make our community attractive to prospective employees

- Partnerships with Network Kansas, South Central Kansas Economic Development Division, USDA Rural Development, McPherson County Small Business Development, Kansas Small Business Development, Kansas Department of Commerce, KansasWorks and others to provide resources in business development, expansion and start up.
- Initiated countywide YP Mac group to provide a venue in which to connect with other young people outside their jobs, in addition to learning about the area in which they live and work.

Agriculture Future of America Scholarship Available

Since 2000, the McPherson Chamber of Commerce's Agriculture Committee has invested \$40,000 in the education of 16 McPherson County students who have chosen to pursue agriculture-related areas of study. The \$2,500 scholarship that is awarded each year is then matched from the Agriculture Future of America Scholarship Foundation.

The majority of the funding is raised from the When Pigs Fly BBQ Contest & Fly In event every August at the McPherson Airport. Students majoring in traditional agri-

culture programs as well as non-traditional agriculture programs are eligible. Some agricultural areas that are often overlooked in their link to agriculture include food sciences, biosciences, landscape architecture, horticulture, natural resources, golf course superintendent, plant processing engineer/manager, producer, biochemist, cartographer (GPS mapping), park ranger, wildlife biologist, growing areas include: bio technology, science and research (animal and plant). Just about any career you can think of can have an agricultural application.

AFA Scholarship applications are available at the McPherson Chamber of Commerce, 306 N. Main – they must be completed by March 9 and turned in to the Chamber Office. Applications are available at all the

McPherson County High Schools as well as at the McPherson County Extension Office. Be sure to come out to the McPherson Airport on August 24 & 25, 2012 for the 2012 When Pigs Fly Event.

Save the Dates! 2012 Leadership McPherson Experience

The Leadership Board of Trustees recently approved the schedule for the 2012 Leadership McPherson program. Traditionally, the program has been scheduled for morning sessions from January to May, this year the board decided to try a different time frame. 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 and 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.) with lunch included; 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 a call at 620/241-3303.

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2011 - 2012 Chamber of Commerce Board of Directors

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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
 February 27, March 19, 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, ac-

counting, 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

From McPherson Main Street

Five Free Ways to Attract Customers: According to Barbara Wold, Author

Create a Face Book Fan Page

Face book offers a free tutorial on how to get started once you log in. (I originally had my doubts on this, but Main Street has had a FB page for over a year. I have 900 friends, and we get volunteers, questions about our events and questions about different businesses that I post on our page McPherson Main Street. I try to watch for your events so I can share them, but it really helps if you e-mail them to me at mainst@mcphersonks.org

Tweet Special Offers or Advice Daily Via Twitter

Send out special offers to the first 10 (or whatever number) that come into your business and mention a special word, or clue. Getting them in the door is half the battle. (I have not done this as I have no storefront, but I have seen this work in McPherson at other businesses. You could also do this on your face book page or by e-mail.)

Encourage Customer Reviews on Yelp

90% of customers say they trust recommendations from people they know and 70% say they trust consumer opin-

ions posted online, according to a Nielsen Global Online Consumer Survey. (I have not checked out this site, but I do admit I rely on reviews when looking for a hotel or restaurant in a strange city.)

List Your Business on Google and Yahoo

These two giant websites are used when we want to find anything. Google has a Local Business Directory where you can register your business absolutely free. You don't even need a site to have a strong Web presence; it is open to all types of small businesses. Yahoo offers a similar service. There is no reason not to list your business on both sites whether you own a mom and pop store or a bar; you want to leverage the extraordinary reach of these search engines. Check out Google's tutorial to help you get started.

Be Your Own Publicist

The Web site "Be a Reporter" is a free daily email service that delivers media queries three times daily right to your inbox from over 70,000 bloggers, authors, TV reporters, and radio producers. Often the requests are for small business owners. Recent inquiries were seeking small business owners to discuss creative financing in this economy, other queries were for gardening experts, etc. This is a way for you to do your own publicity without the expense of a publicist to get your business mentioned in the media. (The Sentinel is currently doing something similar with guest bloggers on various topics.)

Ann Engel, Director

chamber events Feb/March 2012

February

- 15 **4:00 p.m.**
 Women's Event Committee @ Chamber
4:00 p.m.
 YP Mac Committee @ Swindoll, Janzen, Hawk & Loyd
- 16 **9:30 a.m.**
 Chamber Coffee hosted by the McPherson Convention & Visitors Bureau @ the Chamber Office
- 17 **11:00 a.m.**
 Chamber Academy Excel "Analyzing Table Data" at HCC-McPherson
- 21 **Deadline for Women's Event Luncheon**
- 22 **12:00 noon**
 BAW! @ Chamber
- 23 **9:30 a.m.**
 Chamber Coffee hosted by the Cedars at 1231 & 1233 Darlow Duplexes
11:30 a.m.
 Chamber Board of Directors @ Chamber
5:30 p.m.
 YP Mac Social at the O' Sluga, Lindsborg
- 24 **11:00 a.m.**
 Chamber Academy 7

- 12:00 noon**
 Leadership Board of Trustees @ Chamber
- 8 **9:30 a.m.**
 Chamber Coffee hosted by WACC at Deerfield Club House.
- 9 **11:00 a.m.**
 Chamber Academy 7 Habits "Put First Things First" @ HCC-McPherson
- 13 **7:00 a.m.**
 Ag Committee @ Perkins
- 12:00 Noon**
 Community Development @ Chamber
- 15 **9:30 a.m.**
 Chamber Coffee hosted by McPherson Area Human Resource Professionals @ Chamber Office
5:00 p.m.
 American Legion Family Night to Benefit Ag in the Classroom
- 16 **11:00 a.m.**
 Chamber Academy 7 Habits "Think Win-Win" @ HCC-McPherson

March

- 1 **9:30 a.m.**
 Chamber Coffee hosted by Atelier Design and Print, 120 N. Main
11:30 a.m.
 Women's Event Lunch @ McPherson College
- 12:00**
 Tartan Turkey Committee @ Chamber
- 2 **11:00 a.m.**
 Chamber Academy 7 Habits "Begin with the End in Mind" @ HCC-McPherson
- 6 **12:00 noon**
 Ambassadors @ Chamber
4:00 p.m.
 YP Mac @ Chamber
- 7 **7:00 a.m.**
 When Pigs Fly @ Perkins

Your Invitation To Lunch "Building a dream... One delicious bite at a time"

The McPherson Chamber of Commerce Women's Event Committee is hosting a luncheon with guest

speaker Beth Tully, an Entrepreneur & Founder of Cocoa Dolce Artisan Chocolates, 2132 N. Rock Road, Suite 100 in Bradley Fair, Wichita, Kansas. Beth will share her incredible story of how she sought out her dream and true passion of becoming a Master Chocolatier after working in the corporate world for 10 years. Join us on Thursday, March 1, 2012 at 11:30 a.m. on McPherson College Campus in Friendship Hall. Cost for the lunch is \$15.00 per person and reservations are required by calling 241-3303 by Friday, February 17th. *Members Only*

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Brenda Sales
 Director

From the United Way of McPherson County

Every hour of every day, someone in the United States needs essential services—from finding substance abuse assistance to securing adequate care for a child or an aging parent. Faced with a dramatic increase in the number of agencies and help lines, people often don't know where to turn. In many cases people end up going without these necessary and readily available services because they do not know where to start.

2-1-1 provides callers with information about and referrals to human services for every day needs and in times of crisis. For example, 2-1-1 can offer access for those in need or those wishing to help to the following types of service organizations:

- Basic Human Needs: food banks, clothing closets, shelters, rent assistance, utility assistance.
- Physical and Mental Health Resources: health insurance programs, Medicaid and Medicare, maternal health, Chil-

dren's Health Insurance Program, medical information lines, crisis intervention services, support groups, counseling, drug and alcohol intervention and rehabilitation.

- Employment Supports: financial assistance, job training, transportation assistance, education programs.
- Support for Older Americans and Persons with Disabilities: adult day care, congregate meals, Meals on Wheels, respite care, home health care, transportation, homemaker services, and independent living programs.
- Support for Children, Youth and Families: childcare, after school programs, Head Start, family resource centers, summer camps and recreation programs, mentoring, tutoring, protective services.

March 1st is the anniversary date for the beginning of United Way's 2-1-1 in the state of Kansas. It was six years ago 2-1-1 began taking calls to help people find resources anywhere in Kansas. In 2011, the Kansas 2-1-1 Call Center received 73,237 calls, with 241 calls requesting information for McPherson County.

Brenda Sales Director, United Way of McPherson County



Anne Hassler
 Director
 Convention & Visitors Bureau

From Convention & Visitors Bureau

Art and government: not an unheard of match

I've been working on plans for our latest mural that will celebrate the 100th anniversary of McPherson County All Schools Day in 2013. We'll have the mural up in late 2012, hopefully well in advance of May Day. Luckily, local artist R. Bolton Smith has agreed to create an original painting for us to base the mural on. The tricky part is now finding a location for it.

Using guest tax to support the arts seems like a natural way of enhancing our community's culture. With the recent actions of our governor to dissolve the Kansas Arts Council and his new plan to combine it with the Kansas Film Commission and seriously underfund it, I have to wonder if arts and government ever coexisted in a mutually supportive way.

My investigation of the topic on the Internet quickly led me to the murals and statues funded through the New Deal of the 1930s. As a country struggling to recover from the Great Depression, it would have been easy to get tunnel-vision and funnel all recovery funds into infrastructure and agriculture, but as Roosevelt's relief administrator Harry Hopkins said "[artists] have got to eat just like other people." The result is we now have more than 225,000 government-funded works of public art available for every American to enjoy. The majority of murals created through the New Deal were actually funded through the Section of Fine Arts of the U.S. Treasury Department (not the WPA). As new courthouses and post offices were built, 1% of the building budget was earmarked for artwork. There are 38 such post office murals in Kansas with the nearest one located in Lindsborg. For a list of murals go to [HYPERLINK "http://www.wpamurals.com"](http://www.wpamurals.com) www.wpamurals.com.

Also going on at the CVB, we're set to host our "Leap into a New You" women's show at the community building Feb. 25-26. To spice things up a little we added a Charity Cookoff competition with six competitors facing off on the auditorium stage. This is a great example of how we are delving more and more into event planning at the CVB. Tickets are available for the women's show from participating vendors (free) or from the CVB for \$2, or \$3 the day of the show. Cook-off tickets are \$10, available from the CVB, with the proceeds split between the six charities involved.

Anne Hassler, Director

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