

October 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!

Sound of the Heartland Chorus
Newton, Kansas
Phone: 316-461-5330
Contacts: Terry Scott (Performance Coordinator), LaDonna Cheatman (Director), Rachel Newell (President)
Web: www.soundoftheheartland.com

Established in 1971, the Sound of the Heartland ensemble sings four-part harmony, Barbership style. With rehearsals in Newton, the group draws members from McPherson, Wichita, Hesston, and Emporia. Sound of the Heartland is a member-chorus of Sweet-Adelines International and loves to share their unique art form by entertaining audiences and educating groups about a cappella singing. LaDonna Cheatham, Master Director lives and works in McPherson and directs the chorus.

Mid Kansas Coop
307 West Cole
Moundridge, Ks 67107
Phone: 620-345-4124
Contact: Kerry Watson
Web: www.mkcoop.com

Mid Kansas Cooperative Association is a full service farm cooperative offering a complete line of supplies and services for both farm and urban customers in eleven counties throughout central Kansas. They currently have more than 4,800 members. MKC was founded in 1965 by the merger of three neighboring cooperatives in Moundridge, Buhler and Groveland. Since its founding, it has grown in size and territory through mergers and acquisitions. More than 200 employees play an important role in the growth and success of MKC.

M & W Commercial Cleaning
107 Quail Run
McPherson, KS 67460
Contacts: Mary & Warren Vincent
Phone: 620-755-3480

M & W Commercial Cleaning is a home based, commercial cleaning business. They have 8 clients and have been in business for 19 years. Mary and Vincent are proud supporters of Honor Flights and help in fund raising efforts to send WWII Vets to Washington D C by collecting cans for cash.

If you are in need of commercial cleaning, please give them a call.

When Pigs Fly Thank You!

Wild Hogs – Hassman Termitte & Pest Control, Ferguson Production, Inc., TCK-The Trust Company of Kansas
 Pork Loin – Elliott Insurance & Real Estate Agency, Gilmore Solutions, Inc., McPherson County Feeders, Krehbiel's Specialty Meats, Inc., Horizon Real Estate Services, Zeitlow Distributing Co., Midway Motors Super-

center, Peoples Bank & Trust, Farm Bureau Association, Earcare Hearing Center,

Pork Chop – Glidden-Ediger Funeral Home, Home State Bank & Trust, Graber Ace Hardware, Swindoll, Janzen, Hawk & Loyd, LLC, Farmers State Bank, KNGL/KBBE McPherson Radio, PrairieLand Partners, Assured Occupational Solutions, Chemstar Products, Cell-Zone, Inc., Rock'n E Farms, Sunflower Bank, Central Plastics, McPher-

son Realty Exchange, S & S Farms, Mid Kansas Coop
 Others – Charlie Williams, Central States Marketing & Mfg., Farmers Alliance Mutual Insurance Co., Hospira, American Ag-Credit, Dr. Michael Yowell, DDS PA, Citizens Community Bank, O'Dell's Industrial Laundry
 Breakfast sponsored by Perkins Restaurant and served by Kiwanis Club.
 Thank you Peoples Bank for organizing volunteers and The Real Pits BBQ for preparing lunch!

Chamber to Host Last Beach Party of the Year!

Save the date October 18th! Shake the sand from your flip flops and freshen up that Hawaiian shirt & moo moo for the Chamber Luau Business EXPO, Business After

Hours and Annual Meeting. The tropical evening begins at 5:30 with the Business After Hours and EXPO, followed by the annual meeting business and presentation of the President's Award to Marvin "Pete" Peters of McPherson Industrial Development Corporation. Advanced Reservations are \$15.00 per person
 EXPO Table - \$50.00 (includes

8'x30' display table & 1 admission ticket)

Admission includes Business EXPO and Hors d'Oeuvres, Cash bar will be available.

Reservations are required. To RSVP and/or to reserve an EXPO table, call the Chamber at 241-3303 by Friday, October 12, 2012.



Jennifer Burch
Executive Director

Don't Yawn: Chamber of Commerce Are Really Quite a Kick

Some people think of the Chamber of Commerce as the place where businessmen bicker over things like how to add downtown parking spaces. But Chris Mead, a senior vice president of the American Chamber of Commerce Executives who has been writing a book about the chambers for five years, wants to correct that impression.

It was the Chamber in Atlantic City, N.J. he says, that created the Miss America pageant, while the St. Louis Chamber helped pay for Charles Lindbergh's flight across the Atlantic. That's why his famous plane was called the Spirit of St. Louis.

Then, too, the downfall of gangster Al Capone was engineered by the

Chicago Association of Commerce, which collected financial information leading to his arrest. Elliott Tiber, president of the White Lake-Bethel, N.Y. Chamber of Commerce, held the permit for the 1969 music festival Woodstock.

In 1936 the president of the Michigan state Chamber of Commerce became head of the International Nudists Conference. The next year, a Missouri chamber executive handcuffed himself to a woman's radiator until she said yes to his marriage proposal.

Although your local McPherson Chamber of Commerce has not made the history books, or major newspaper headlines, we have made significant strides in the business community. Here is just a few that I am aware of:

About 45 years ago, there was a need for low income housing, the Chamber built Lakeside Plaza Apartments. The 100 unit complex is full and since its construction, has had a waiting list of about 100 people each month. In the history of the complex there has only been two managers Tony Cobb &

currently Bonnie Hoffman.

The Mac Ad Council, a committee of the Chamber wanted an organization that created promotions, etc for the retail/downtown business. Whaa laaa! City Center was created. A short time later, the state of Kansas started the Main Street program, so the City Center was changed to Main Street.

Many years the Chamber had a housing committee that tried to tackle the housing needs of the community and county. A countywide assessment was done and laid out exactly what type of housing was needed and also stressed the need of a Housing Authority. Several Housing Committee members then created the McPherson Housing Coalition.

In 2007 a Workforce Employee/Employer Survey was conducted to better assess the workforce needs of our employers. Also inquiring of employees as to why they choose to commute vs living where they work. The survey revealed a need to promote and market the job opportunities outside our community – BINGO! GoMcPherson was created.

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: **Mondays** September 17, October 15, November 12 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, finan-

cial 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.

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Put Some Muscle in your Membership!

Be looking in the mail for your Membership Workout invitation that will be held twice a month. The goal of the 45 minute membership workout is to help members utilize all the services, marketing tools & membership benefits available. We want members to get the MAXIMUM benefit out of their membership.

Its time to get buff & tuff and ready for business! Watch for your special invite – (no special permission is necessary from your physician for this workout).

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2012 - 2013 Chamber of Commerce Board of Directors

President - Dell Reese • President Elect - Dr. Brandon Trost

Treasurer - Jaymie Rothrock • Past President - Greg McCullough

Directors: Chad Clark, Scott Johnson, Gena Strathman, Richard Ragan, Anna Ruxlow, Penny Selzer, Troy Short, Corey Hoover

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

chamber events Sept./Oct. 2012

September

- 17 **9:00 a.m.**
Kansas Small Business Development Counseling @ Chamber
- 18 **8:30 a.m.**
2012 Leadership McPherson Class @ Chamber
- 19 **4:30 p.m.**
Women's Event @ Chamber
- 20 **9:30 a.m.**
Ribbon Cutting & Chamber Coffee hosted by Hall's Culligan Water, 401 N. Oak
- 25 **8:15 a.m.**
Power Up Your Membership @ Chamber
- 11:30 a.m.**
Chamber Board @

- 26 **7:00 a.m.**
When Pigs Fly @ Perkins
- 12:00**
Leadership Board of Trustees @ Chamber
- 27 **9:30 a.m.**
Chamber Coffee hosted by McPherson Co. Extension at Chamber office
- 29 **10:00 a.m.**
YP MAC Family Day on the Farm @ Sawyer Land & Cattle
- October**
- 2 **8:30 a.m.**
2012 Leadership McPherson Class @ Chamber
- 12:00**
Ambassadors @ Chamber
- 4:00 p.m.**
YPMAC @ Chamber
- 3 **7:00 a.m.**
When Pigs Fly @ Perkins
- 12:00**
Leadership Board of Trustees @ Chamber
- 4 **9:30 a.m.**
Chamber Coffee hosted by Women And Children Combating Cancer @ Chamber
- 9 **7:00 a.m.**
Ag committee @ Perkins
- 12:00**
Community Development @ Chamber
- 10 **8:15 a.m.**
Power Up Your Membership @ Chamber
- 11 **9:30 a.m.**
Chamber Coffee hosted by Brooklyn & Co., 213 N. Main



Anne Hassler
Director

From the McPherson Convention & Visitors Bureau

Food for Thought

In college I was part of a student union group that put on films at KU. We always had lively debates about what to show. My arguments to do a retrospective series on movies based on William Inge plays was usually drowned out by the guy wanting to do another showing of "Rocky Horror Picture Show."

I've always felt films are meant to do more than just entertain us. They can enlighten and challenge us to learn something new. So I've partnered with the McPherson Opera House to start a film series called the Brain Food Film Series.

It all started with the premier of our documentary "Oil and Gold" Aug. 11 at the Opera House. We all had such a good time and great discussion that it seemed natural to keep it going on a monthly basis. The films will be topical but we'll steer clear of controversial. Each film will be introduced by someone in the community that is familiar with the film's subject matter. I've been able to bounce ideas off Alana Murphy at the McPherson Family Life and MHS instructor Rick Reed but I'd love to have more input if anyone knows of a good film with a local connection (241-3340). Here is the schedule for the first four films.

September 20 - 7:00 p.m. "Iron Jawed Angels" Katja von Garnier's "Iron Jawed Angels" tells the remarkable and little-known story of a group of passionate and dynamic young women, led by Alice Paul (Hilary Swank) and her friend Lucy Burns (Frances O'Connor), who put their lives on the line to fight for American women's right to vote.

Introduction by former County Susan Meng. Information on registering to vote

will be available following the movie.

October 11, 7:00 p.m. "The Pursuit of Happiness" (PG-13)
Will Smith stars in this moving tale inspired by the true story of Chris Gardner, a San Francisco salesman struggling to build a future for himself and his 5 year old son Christopher (Jaden Smith). Gardner lands an unpaid internship in a brutally competitive stockbroker-training program, where only one in twenty interns will make the cut. He and his son are evicted from their apartment and are forced to sleep on the streets. With the love of his son, he rises above his obstacles to become a Wall Street legend.

Introduction by Brenda Sales, Director of McPherson County Steps to End Poverty (STEP-MC)

November 11, 2:00 p.m. "We Were Soldiers" (R)
In a place soon to be known as The Valley of Death, in football field-sized clearing called landing zone X-Ray, Lt. Colonel Hal Moore and 400 young troopers from the elite newly formed American 7th "Air" Cavalry, were surrounded by 2,000 North Vietnamese soldiers dug into the tunnel warren mountainside. The ensuing battle was one of the most savage in U.S. history and is portrayed here as the signal encounter between the American and North Vietnamese armies. This film is a tribute to the nobility of those men under fire, their common acts of uncommon valor, and their loyalty to and love for one another.

Introduction by Tom Sheridan, VFW President, Vietnam veteran

December 13, 7:00 p.m. "Food, Inc." FOOD Inc. lifts the veil on our nation's food industry, exposing the highly mechanized underbelly that has been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA. Our nation's food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of the workers and our own environment.



Ann Engel
Executive Director

From McPherson Main Street

"Creating an Experience" is a key retail phrase whether you are shopping online or in a local boutique. In the fast paced world of Internet shopping you can create a virtual image, try on clothing, check out hairstyles, makeup, design your own jewelry, and then share your results on Face book or Twitter, or post your new look on Pinterest and other multiple locations. For those of us who still prefer the face-to-face interaction of a store and appreciate the special, personalized service that comes with it, we still want to have an "Experience" when we shop. A great example of creating an "Experience" from a basic product would be the 25 cent gumball machine that makes the gumball roll on a circular track from the top to the bottom. We all know that a gumball is a gumball, but the added "Experience" of watching the ball roll on the track draws more kids to that machine than the one right next to it where the same stationary gumball is only 15 cents. You don't get the gumball any faster with the extra dime, in fact it is actually slower, but you get an "Experience" where price, selection and service become second, third and fourth, after the "Experience". Sometimes the "Experience" is just the way we showcase our merchandise, the service we provide, or even a certain salesperson whose personality is the show! So take a minute and think about what makes you different, why new customers would want to come into your store and what you would say if you were asked to write

about how different or innovative you are.

Since the organization "Main Street" doesn't really have a storefront to practice our innovations, we try to put on events and promotions that allow you to showcase your products and services and create your own "Experiences". One opportunity coming up on October 6th, is the 11th annual Burnin' Down Main Cook-Off. We will have chili and soup contestants as well as Dessert entries, children's crafts, free pumpkins and decorating supplies, and even a big screen TV broadcasting the ball game. We printed up special T-Shirts that come with an entry into a drawing for Main Street Mad Money that can be spent at local Main Street member businesses. This "Experience" will draw a fairly large crowd to the Downtown area for about 5 hours, on and off. While the crowd is waiting for the food to be ready to serve from 12-2pm, what could they be doing? Maybe shopping, maybe meeting service providers and getting to know them and their products, maybe grabbing a coffee, a donut, or even a dessert for the afternoon. These are opportunities for you to create "Experiences" of your own that tie into our event to make the "Experience" even bigger and better.

Check out our new website at www.mcphersonmainst.org where you can download entry forms and rules, or e-mail me at mainst@mcphersons.org and I will send you one. Contact me at 306 N Main or 620-241-7430 to purchase a T-Shirt or for more information. Remember.....

"We put feet on the street so you get more through your door!"



Anne Kirchner
Director

From the United Way of McPherson

On September 1 the United Way of McPherson County began efforts to raise \$225,000 for Campaign 2012. It's an impressive goal, set on the knowledge that many individuals within this community are in need. Funds raised during Campaign 2012 will be allocated to more than 20 programs within McPherson County who are addressing human service issues on a daily basis.

I first met with this year's campaign coordinator, Craig Druceker, over 20 years ago when we attended the same liberal arts college in McPherson County. We were enrolled in business classes together, consumed meals in the cafeteria and socialized with the same group of friends. Upon graduation we embarked on separate journeys but with the same goal in mind, to find our place in the world by establishing a career and starting a family. We never saw each other again, until two months ago!

Interestingly, we each decided McPherson County was where our goals could be reached. The community we once considered just our college town became our foundation, it became our home. And now we've realized a strong desire to give back to our community. We stand together with a new goal. We are committed to BUILDING A

STRONGER COMMUNITY through the efforts of the United Way of McPherson County. It's time to give back to the "home" that was instrumental in developing our sense of worth and accomplishment.

McPherson County is invited to join the LIVE UNITED movement. Just as a structure is built brick by brick, a community is built person by person. Our foundation is strong but it takes each individual to move us to the next level, each individual must contribute to the goal of meeting the needs of our community.

A pledge to the 2012 United Way Campaign will provide the financial support necessary to continue addressing health, education and income issues. This is accomplished through our partner agencies, cooperative assistance programs and direct aid situations.

By joining the movement community members will help us reach our \$225,000 campaign goal and, most importantly, these commitments will propel McPherson County forward as it strives to eliminate the obstacles preventing continued growth.

Working together we can BUILD A STRONGER COMMUNITY, a place for ALL to call home.

Campaign efforts include raising \$225,000 by November 15. Donations can be sent to United Way of McPherson County, P.O. Box 55, McPherson, KS 67460 or can be made online at www.unitedwaymcpherson.org

JOHN DEERE

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