

September 2012

# The Chamber

## @WORK

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most people think  
just happens!*

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### Welcome to the Chamber!

**STEPMC – Steps to End Poverty of McPherson**  
1200 E. Kansas, P.O. Box 6  
(First United Methodist Church)  
McPherson, KS 67460  
Contact: Brenda Sales  
Phone: 620/242-2015  
Web: www.stepmcs.org

STEPMC uses the Circles @ Initiative a national movement to help end poverty one family at a time. Circles @ creates a framework for people to build intentional relationships across economic and class lines with the goal of ending poverty in our community. Circles @ is a high impact strategy that will: 1) Change the mindset of the community so that it wants to end poverty 2) Change goals, policies and approaches to end poverty and 3) Empower people in poverty to help solve community problems while transitioning out of poverty themselves.

**MiMacPrinter**  
312 N. Main  
McPherson, KS 67460  
Contact: Jody Stout  
Phone: 620-504-5095  
Web: www.mimacprinter.com

MiMacPrinter loves working with sports. Fans and players from all of the great athletic events in McPherson can find something at MiMacPrinter. Joshua and Jody Stout, local owners, have a vested interest in McPherson sports as they have 4 boys (ages 11-2) that participate. MiMacPrinter features all aspects of printing, promo items, Wearable's and the newly developing MAC DIRECT, a mini magazine that will be a direct mail to McPherson residents beginning September 6th.

Joshua grew up in McPherson and Jody has been in McPherson almost half her life. Jody grew up in a marketing family as her father has been a publisher and owner of various marketing entities for over 40 years. Having access to the latest in technology in graphics and production is a key element for MiMacPrinter. Local advice and strategic planning is an important part of the MiMacPrinter business mode. Watch for more announcements in the next quarter.

Join us for the Chamber Ribbon Cutting on Thursday, August 16 at 9:30 a.m.

**Freddy's Frozen Custard**  
202 Champlin Street  
McPherson, KS 67460  
Contacts: Suhli Aroum, Mary Ulsaker, Ron Oberg  
Phone: 620/504-6565  
Fax: 620/504-6520

### 2012-2013 Chamber Initiatives

#### General Operations & Financial Stability

Maintain the highest standard of financial management while initiating new and innovative programs to sustain the Chamber organization and member resources by:

- A CPA serving as board treasurer
- Monthly review of financial reports by CPA and Chamber Board of Directors
- Supporting the annual networking & only fund raising event – Tartan Turkey Golf Tournament

#### Economic, Community & Business Development

- Market and promote the McPherson County Entrepreneurship Loan Program throughout the county to encourage start-up, entrepreneurial development, retention and expansion for businesses through partnerships with McPherson Main Street, Network Kansas, SCKEDD (South Central Kansas Economic Development Division), SCORE (Service Corp of Retire Executives), USDA Rural Development, McPherson County Small Business Development, Kansas Small Business Development Center and others.

- Since 2011, through the sale of tax credits has provided a loan pool of \$200,000. To date 4 new business start-ups have been financed at % interest.

- Continue to offer FREE business counseling and assistance from the Kansas Small Business Development Center, by providing office space once a month for counselor to meet with business owners & prospects.

- Continue to collaborate with Main Street on promotions & projects that benefit both membership and the business community.

- Christmas Promotion  
McPherson is Open for Business TV ads  
McPherson Community Magazine  
Serve on the Main Street Board as ex-officio

- Partner to nominate Kansas Business Appreciation nominee

- Work in conjunction with the McPherson Convention & Visitors Bureau in promoting tourism, hotel, & convention facilities.

- Work at McPherson booth at Kansas State Fair

- Partner with Christmas Promotion
- Promote Marketing Grants  
McPherson Community Magazine  
Serve on Convention & Visitors Bureau Board as ex-officio

- Support and be of assistance to MIDC (McPherson Industrial Development Corporation in achieving the McPherson Economic Development Strategic Plan

- Serve as Chair for the Entrepreneurship Initiative
- Serve on the MIDC Board as ex-officio

- Support YPMAC as they work to develop the next generation of leaders; improve the quality of life for professionals; and build community attachment and pride; by organizing monthly socials, quarterly lunch-n-learns and community involvement. Serve on the committee as advisor

- Promote the importance of Agriculture in our area by playing a leadership role in the development of agricultural related opportunities

- Rural Appreciation Hamburger Feed  
When Pigs Fly BBQ Contest & Fly In Farm Forum  
Support Agriculture Future of America Scholarship Fund  
Countywide Ag in the Classroom

- Continue to work to address workforce housing & other housing concerns in partnership with the City of McPherson and McPherson Housing Coalition

- Application for the Kansas Moderate Income Housing Grant/Loan by Kansas Housing Resource Corporation
- Community Development Committee reviews housing ordinances and reports to city inspector

- Organization of Candidate Forums for City, County & USD#418 by the Business And Membership Committee during election time to develop an informed electorate

- Host Legislative Meet & Greets by the Business And Membership Committee to provide platform for Legislators to update and hear from constituents regarding legislation news

#### Membership Growth & Retention

- Provide professional development programs and seminars that will promote growth for members and their employees by utilizing partnership opportunities with local educational institutions; Chamber Academy with Hutchinson Community College-McPherson Campus.

- Continue to support the community Leadership McPherson program that develops effective leaders for the future of McPherson by the Leadership Board of Trustees.

- Collaboration with the McPherson County Coalition for Children & Families to promote communication & cooperation among agencies and community involvement in addressing the many needs of children & families. Organize the Bi-Annual Family Fair for agencies & other various resources materials & services that promote family & children.

- Promote the use of the Chamber website as a tool for member marketing opportunities through website ad and links
- Welcome new businesses and introduce them to the benefits of Chamber membership

- Every month host (2) morning round table discussions with 8-10 members each, to familiarize members of Chamber programs & activities, that will be of assistance in promoting their products & services

- McPherson Chamber Check
- McPherson is Open for Business TV ads
- Home for the Holiday Christmas Promotion

- Welcome to McPherson gift bags
- McNews ad space
- Online Membership Directory
- Online Membership Directory listing enhancements
- Website Ads

- Provide networking opportunities for members

- Chamber Weekly Coffees
- Business After Hours
- Committees and their affiliated events
- Women's & Men's Trip – serve as ambassador from the McPherson community and travel with other business leaders to a major city to learn about their community. Tour industries and learn from other community leaders.
- Ribbon cutting ceremony
- Chamber Expo/Business After Hours & Annual Meeting

- Monthly Chamber Member Visits  
Ambassador's Club makes 2 to 3 visits to members

- Other
- MIDC, City, County, Go McPherson and others regarding local policy's that maximize business opportunities; and promote planning and investing in the growth of McPherson



### From the Chamber

I want to take this opportunity to thank retiring Chamber board members; Chad Alexander (Peo-

ples Bank & Trust), Jodi Baerg (Adams, Brown, Beran & Ball, Chtd), Rob Monical (McPherson Hospital) and Jim Leach (retired). I cannot thank them enough for their dedication and commitment to the Chamber organization. Mark your calendar for the Cham-

ber Annual Meeting, Expo & Business After Hours scheduled for Thursday, October 18 at the Best Western Holiday Manor Convention Center beginning at 5:30 p.m. Retiring board members will be recognized and incoming board members introduced, as

well as the tradition of honoring the President's Award Recipient, which has yet to be selected. Be watching the mail for more information about the last beach party of the year!  
Aloha

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# 2011 - 2012 Chamber of Commerce Board of Directors

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

Past President - Greg McCullough • Treasurer - Jaymie Rothrock

Directors: Chad Clark, Scott Johnson, Ron Willems, 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.

## Bring Your Family & Friends When Pigs Fly BBQ Contest & Fly In August 24th & 25th

It is going to be another great event that is sure to have something for everyone. The When Pigs Fly BBQ Contest & Fly In is a Kansas City BBQ Society sanctioned event, held at the McPherson Airport. It is a grand opportunity to meet some of the society's best bbq contestants, who travel from all over the state of Kansas, Oklahoma, Arkansas, and Missouri. The Agriculture Committee should be commended for their efforts in the events that put focus on the agriculture sector of our community and county. The proceeds from this event go to fund the Agriculture Future of America Scholarship Fund that provides a \$2,500 scholarship to a McPherson County High School student pursuing study in an agriculture-related career. Since 2000, approximately \$44,000 has been awarded and invested in the future of agriculture. Thank you to the following sponsors for their support.

**\$1,000 Wild Hogs** - Hassman Termite & Pest Control, Ferguson Production, Inc., TCK-The Trust Company of Kansas

**\$500 Pork Loins** - 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 Supercenter, Peoples Bank & Trust, Farm Bureau Association, EarCare Hearing Aid Center.

**\$250 Pork Chop** - Glidden-Ediger Funeral Home, Home State Bank & Trust, Graber Ace Hardware, Swindoll, Janzen, Hawk & Loyd, LLC, Farmers State Bank, KNGI/KBBE McPherson Radio, PrairieLand Partners, Assured Occupational Solutions, Chemstar Products, Cell-Zone, Inc., Rock'n E Farms, Sunflower Bank, Central Plastics, McPherson Realty Exchange, S&S Farms.

**Others** - Charlie Williams, Central States Marketing & Mfg., Farmers Alliance Mutual Insurance Co., Hospira, American AgCredit, Dr. Michael Yowell, DDS PA, Citizens Community Bank.

### Preliminary Schedule Friday, August 24

6:00 p.m. - Opening Ceremony, Pony rides, Brush Up Mac - serving Tacos, concessions open, contestants setting up  
8:00 p.m. - Contestants Meeting  
Music by McPherson's Petty Cash  
11:00 p.m. - Contestants Quiet Time

### Saturday, August 25

6:30 - 9:30 a.m. - Kiwanis Club serving Sausage, Biscuits & Gravy  
8:00 a.m. - EA4 Young Eagles - FREE Plane Rides to 7 to 18 year olds  
9:00 a.m. - 4-H Farm Zoo, Model A Car Display, Pony Rides, Powered Parachutes & Planes Flying In  
10:00 a.m. State Fair Promodrom's Square Dance Club Performs  
11:30 a.m. - 1:00 p.m. The Real Pitts BBQ Lunch served  
Noon - Official Start of the Kansas City BBQ Society sanctioned BBQ Contest  
3:00 p.m. 2012 When Pigs Fly BBQ Contest Winner Presentations

We are expecting a full house again this year of about 35 teams- entries we have received so far - The American Dream BBQ Team (Tecumseh, OK), Naughty Nurses BBQ (Winfield, KS), Do Co BBQ (Salina, KS), Sleepy Hollow (MT, Home, AR), Hurry Up & Wait (Derby, KS), Prairie Pit (Hutchinson, KS), C-More-Butz (Scott City, KS), Young Guns (Overland Park, KS), Quetessen (Wichita, KS), Lazy Ranch (Overland Park, KS), Clear Creek BBQ (Lincolnville, KS), 4 Legs Up (Great Bend, KS), Smokin Co. (Hays, KS), Great Plains BBQ (Haven, KS), JP Custom Smoke (Wichita, KS), Out of Bounds BBQ (Wichita, KS), Little Pig Town (Owasso, OK), Smokers Wild (Paola, KS), Squeal of Approval (Merriam, KS), Butcher BBQ (Chandler, OK), County Line Smokers (Pleasant Hill, MO), Rubbing Butts BBQ (Salina, KS), Smoking and the Bandits (Olathe, KS), Boys Can Smoke (Tulsa, OK), & Mac Grillbillies (McPherson, KS).



**Ann Engel**  
Executive Director

## From McPherson Main Street

"The 6 P's of Profitability" according to Rick Segal  
www.ricksegal.com

**1. Product:** Look at ideas as well as your store as a product to add a level of objectivity to any problem. Define the problem and determine what is wrong with the current way, what changes need to be made and if the outcome is worth the cost/effort. **2. Powers:** Your strength and competitive advantages are your powers. What makes you different? What ability or service are you most proud of? What expression do you hear the most in describing you and your business? **3. Positioning:** How do you perceive yourself and how does the public perceive you? Describe three businesses you relate to and three that you cannot stand. Why? What are your 5 most remembered advertisements/promotions? What is your attitude toward returns, your community, and your employees? How do you define customer service? **4. Promotion:** Marketing goals are achieved by promotions based on your advertising choices. Many consumers feel that not having sales and promotions takes the fun out of shopping. Promotional opportu-

nities do not have to involve price discounting, for example - focus on events, use educational expertise as a promotional strategy, maintain regular contact with your best customers, blog regularly, text your employees, be social media active with face book, pinterest, etc. Think of all the ways to promote your business and be creative! Many great ideas are the simplest and are in plain sight. **5. Procedures:** This is the way you do business; do you have written procedures and protocols for every aspect of your business? Do you review and improve these procedures? Do you have a training schedule, invite feedback, and have teaching procedures and selling skills for your employees? Do you employ mystery shoppers? **6. People:** Your success or failure is determined by people. People need people to show them the way. What are the best words to describe you and your staff? Do you praise your staff on a regular basis? How do you handle mistakes? What are your methods of communication and teaching selling and service skills? Do you have a reward system in place? Do you recognize holidays, birthdays or personal celebrations of your employees? Your employees are a great resource for ideas. Using their ideas promotes a sense of ownership, resulting in a more successful promotion. Remember that for every good idea there are at least three people telling you that it won't work, so don't be afraid to make things happen by trying something new, grow your ideas into business.

## From the United Way of McPherson

Anne Kirchner, Director

Four months ago when I closed my business I looked forward to respite and relaxation, and I looked forward to reacquainting myself with my family. I engaged in activities with my children watching them enjoy childhood moments that included swimming, church camp, basketball, volleyball and a summer vacation to Colorado.

Spending time with family also meant traveling to my hometown of Lawrence where my mother still resides. After her hip replacement in May my siblings and I assisted with household chores and provided overall companionship.

It was during one of my visits home that I confirmed my desire to return to working in a non-profit setting. Thanks to mom my roots are deep when it comes to understanding the powerful impact human service organizations have on one's community. There's not a moment in my life when I don't remember her being involved in some aspect of volunteer work.

Mom was the PTA president at our grade school. She was a Boys Scouts and Girls Scouts den leader. She was a

delivery person for Meals on Wheels, she was active in church activities and she visited the elderly in nursing homes. And to this very day, mom volunteers her time in making Easter dresses and teddy bears for the Salvation Army.

My mother also spent most of her career assisting the elderly and disabled through her work at the Visiting Nurses Association of Douglas County. Her efforts to assist others in need have been endless.

As mom and I talked this summer it was agreed my personality doesn't allow me to sit still for long! I am an enthusiastic organizer, achiever and hard worker. And my best work is when the focus is on others. It was time for me to contribute to a non-profit organization that was committed to improving individual lives within my community.

United Way of McPherson County was a perfect fit! I look forward to the coming months as I become engulfed in the agency's activities. The focus on supporting programs related to health, education and income couldn't be any more enticing. I invite you to join the venture as we define together the true meaning of giving.

## chamber events Aug./Sept. 2012

### August

- 16 9:30 a.m. Chamber Coffee & Ribbon Cutting for MiMacPrinter - 312 N. Main
- 20 9:00 a.m. Kansas Small Business Development Counseling @ Chamber
- 22 7:00 a.m. When Pigs Fly Committee @ Perkins
- 8:30 a.m. 2012 Leadership McPherson Class in session
- 12:00 BAMI @ Chamber
- 23 9:30 a.m. Chamber Coffee hosted by the When Pigs Fly Committee @ the McPherson Airport
- 11:30 a.m. Chamber Board @ Chamber
- 5:30 p.m. YP MAC Mingle @ Time Out Sports Bar & Grill, 900 W. Kansas
- 24 6:00 p.m. When Pigs Fly Opening Ceremony & Event Kick Off @ McPherson
- Airport - see schedule for details
- 25 6:30 a.m. Breakfast is served @ When Pigs Fly - see schedule for details
- 8:30 a.m. 2012 Leadership McPherson Class in session
- 30 9:30 a.m. Chamber Coffee & Ribbon Cutting hosted by Adams, Brown, Beran & Ball, 200 S. Main - new location!

### September

- 4 12:00 Ambassadors @ Chamber
- 4:00 p.m. YP MAC Committee @ Chamber
- 5 12:00 Leadership Board of Trustees @ Chamber
- 6 9:30 a.m. Chamber Coffee hosted by DO McPherson 1435 N. Main
- 12:00 GOMcPherson Board Mtgs @ BPU
- 11 7:00 a.m. Ag Committee @ Perkins
- 12:00 Community Development @ Chamber
- 3:30 LinkedIn Workshop @ HCC-McPherson
- 13 9:30 a.m. Chamber Coffee hosted by Wallace Chevrolet, 610 W. Kansas
- 11:30 a.m. YP MAC Lunch & Learn @ Farmers Alliance Wellness Center
- 17 9:00 a.m. Kansas Small Business Development Counseling @ Chamber
- 18 8:30 a.m. 2012 Leadership McPherson Class in session
- 4:00 p.m. Women's Event Committee @ Chamber
- 20 9:30 a.m. Chamber Coffee hosted by Culligan, 401 N. Oak
- 26 Women's Trip departs for Seattle, WA
- Men's Trip departs for Richmond, VA

## 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**  
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: market-

ing 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.

## A one stop 101 workshop What is LinkedIn?

LinkedIn 101 teaches the fundamentals of LinkedIn, helping you to get started and get your LinkedIn profile working effectively for your business. This workshop covers LinkedIn's general functionalities, how to find and join the right groups, how to use groups to your advantage, how to attract invites from the right people, how

to use your connections to benefit your business, and more!

Scheduled for Tuesday, September 11 at 3:30 to 5:00 p.m. at Hutchinson Community College - McPherson Campus, 2208 E. Kansas Avenue. Reservations are required by Friday, September 7 by calling the Chamber office at 620/241-3303 or emailing chamber@mcphersonks.org. Cost: \$35.00  
Chamber Member: \$25.00

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