

# The Chamber Business Journal

November 2020

*Doing what most people think just happens!*

306 N. Main, McPherson, Kansas 67460 • Phone: 620-241-3303 • [www.mcphersonchamber.org](http://www.mcphersonchamber.org) • Visit us on Facebook

## Congratulations & Welcome New Member

**McPherson Classical Coaching Academy**  
1321 N. Hwy. 81 Bypass, McPherson  
**Contact: Jessica Magnall**  
**Phone: 785-280-0745**  
**Website: [mcphersonacademy.com](http://mcphersonacademy.com)**  
**Facebook: McPherson Academy**

**McPherson Classical Coaching Academy (MCCA)** is a premiere dance school offering a unique and personalized experience in a small group or individual setting. They focus on the whole person, learning skills beyond the studio, and quality client experience. While **McPherson Classical Coaching Academy's** central focus is Classical Ballet, they also offer a variety of classes including contemporary and hip hop, private lessons, sports cross training, adult fitness, and more! At **MCCA** you can expect the highest level of training, quality, and excellence. **McPherson Classical Coaching Academy** would love to have dancers of all ages join their Dance Family!

## President's Award Honoree Revealed

Each year the past presidents of the McPherson Chamber choose the recipient of this award. The criteria being "a person who has given of his/her time and talent for the betterment of the business community, and whose contributions are readily identifiable and have a long-term impact." Congratulations Dr. Michael Schneider!

Traditionally the President's Award honoree would be recognized during the Chamber Annual Meeting. Unfortunately, we will not have the opportunity for an in-person presentation. Be watching for comments from Dr. Michael Schneider within the Chamber Annual Meeting Video to be aired early December. Keep reading to learn about the incredible 2020 President's Award Honoree.

Michael Schneider started his first enterprise at age 7 – a museum in his bedroom. The museum ultimately closed its doors to the public. But years later one of the collections on display – namely, (36) 1984 Topps Mark McGuire Olympic rookie cards – helped fund Michael's education at McPherson College, where he graduated with honors in 1996.

Michael got his early career break when the partners at Summit Publishing invited him to run the company. He was only halfway through his 20s when he found himself leading a company into the electronic commerce era. His list of life adventures has included earning an MBA from the University of Denver, doctorate from the University of Pennsylvania and supporting start-ups in everything from information technology to green energy.

In 2002, Michael's alma mater called him to return, and he made the decision to answer that invitation. He has moved through a list of key positions at McPherson College, helping spearhead increased giving to the college and enrollment numbers now at all-time highs. McPherson College also boasts one of the largest endowments of any private college in Kansas.

Michael's passionate vision to lift up liberal arts through an entrepreneurial mindset has sparked the imagination of the entire campus. McPherson's commitment to debt free education and post-graduation placement rates is an important part of the student experience. During his tenure, job and graduate school placement rates have led the nation; while average debt per student at graduation has dropped by nearly \$8,000. From niche degree programs in automotive restoration to rural healthcare management, McPherson is reinventing itself as a significant contributor in higher education.

Since becoming president in 2009, Michael has served the higher education community as board chair of the Associated Colleges of Central Kansas and Kansas Campus Compact; executive committee officer of the Kansas Independent College Association; board member of the National Association of Independent Colleges and Universities and Kansas Collegiate Athletic Conference; and national advisory board member for Future Business Leaders of America and Distributive Education Clubs of America.

His contributions since 2002 have rippled out into the greater McPherson Community as McPherson College has added over fifty new jobs and hundreds of new students who boost the local economy. Many graduates start their careers in McPherson because of the career oriented liberal arts program he designed in 2003, which leads to nearly every student completing multiple internships—many within the McPherson community. One of his favorite accomplishments includes six consecutive years of McPherson College named by the Chronicle of Higher Education as one of their "Great Colleges to Work For" with recognition in more categories than any other college in the country. Highlights from his past service in the community includes serving as a board member of the McPherson Chamber of Commerce; member of the McPherson Industrial Workforce Enhancement Committee; president of the McPherson Community Education Foundation; and graduate of Leadership McPherson.

Michael and his wife Kandee, who is also a McPherson College graduate, value their life in McPherson. They are proudest of their two daughter's Hayden and Perrin.

## Be Thankful EVERY Day!

November symbolizes the annual reminder about being Thankful. But why is it we need a reminder? And why would we wait until November to celebrate all the good in our lives and communicate our appreciation to those around us? When I looked up the meaning of Thanksgiving, the definition included "the national holiday celebrating blessings" and "expressing gratitude." Definitely the perfect day for that, but everyday can be the perfect day for giving Thanks.

I believe we should intentionally celebrate our blessings EVERY day. Simple ways like a quiet prayer, sharing a smile, journaling, or even participating in a daily gratitude challenge. There are some pretty awesome ones on Pinterest. One that caught my eye was someone's "thankful list" that included: holding hands, a funny story, reaching a goal, the sound of rain, learning something new, a warm blanket and a child's giggle. All very wonderful blessings.

Celebrating blessings goes hand-in-hand with expressing gratitude. Make it purposeful to thank someone for the little things or compliment a stranger. Show your appreciation by spending time with loved ones, volunteering in your community, or engaging in random acts of kindness.

I am thankful to everyone who has faced this challenging year together, and those who have been intentional in supporting our local businesses and organizations. McPherson is a resilient and innovative community that is filled with people who honestly care.

As you celebrate Thanksgiving, remember that EVERY day is a gift full of blessings, and they only magnify when we express our gratitude.



**Debbie Hawkinson,**  
*Executive Director,*  
**McPherson Chamber of Commerce**

## Celebrating the 2020 Leadership McPherson Class

Leadership McPherson has been a professional development program of the McPherson Chamber since 1981 and is actually one of the oldest leadership programs in the state of Kansas. In 2000 the curriculum was modified, and a class project to benefit the youth of McPherson was incorporated. Through the years, these class projects have touched many lives and continue to make a difference in our community.

The Leadership Advisory Committee is passionate about facilitating Leadership McPherson each year to develop effective leadership, open minds to perspectives that surround issues facing our community, give participants the skills to move organizations and businesses forward, and enable participants to become more visionary leaders. The committee did not back down from the challenge of facilitating the class this year, a pure example of leading through adversity. With extra safety measures in place, nine individuals signed up for a modified version and a great opportunity. They attended a two-day Kansas Leadership Center program "Your Leadership Edge" virtually, along with 7 in-person class sessions.

Congratulations to these nine individuals who have completed the 2020 Leadership McPherson curriculum.

- Trisha Bengston (Adams Brown)
- Sharyn Boese (McPherson Public Library)
- Mark Brinck (McPherson Police Department)
- Marissa Edenstrom (MCDS/Sunflower Mercantile)
- Kylie Goering (Ferguson Production)
- Hanna Huber (McPherson Center for Health)
- Michael McGowan (McPherson Chamber)
- Abby Trenkle (Sunflower Bank)
- Jessie Wagoner (McPherson News-Ledger)

May your leadership journey continue to be meaningful and impactful! In the words of Douglas MacArthur "A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader but becomes one by the equality of his actions and the integrity of his intent."

## DQ GRILL & CHILL WINNERS

**Congratulations McPherson Metals, 1060 W. Woodside St., winner of the DQ cake. Thank you, Roger and Karen Horn, Owners of DQ Grill and Chill, 1435 N. Main, McPherson for providing the monthly DQ ice cream treat.**



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# 2020 - 2021 Chamber of Commerce Board of Directors

- President- Kendra Oakes, Peoples Bank & Trust \* President-Elect- Lauren Hughes, Wise & Reber L.C.**  
**\* Treasurer- Justin Kaufman, Swindoll, Janzen, Hawk & Loyd \* Past President- Alex Graber, Graber's Ace Hardware**  
**\* Board of Directors: Amy Beckman, McPherson College \* Shannon Brake, McPherson Public Library**  
**\* Jackie Christiansen, CHS Refinery \* Craig Druecker, Midway Motors Supercenter \* Ryan Hicks, Farmers Alliance**  
**\* Jeff Reitz, JAR Performance Automotive \* Dr. Patrick Romm, Integrated Health and Wellness \* Eric Wicker, Viega**

## “McPherson -Where Santa Shops”

The McPherson Chamber of Commerce and McPherson Main Street partner to bring you a delightful holiday experience in McPherson. Spend an entire afternoon visiting the welcoming McPherson stores in search of the ideal gifts or enjoy the family friendly events we have planned. At this time, we plan to offer the traditional holiday line-up to bolster community moral and to support our local economy, as long as we can do so safely. We will approach each activity with added safety measures, and adaptations, based on the current COVID-19 status at that time.

**\*Holiday Events are subject to change and may even be cancelled if public safety and health regulations cannot be maintained. Decisions will be based on current regulations at the time of the event. Contact the McPherson Chamber at 620-241-3303 or McPherson Main Street at 620-241-7430 to verify events or visit the McPherson Chamber of Commerce Facebook Page.**

**It's a Snowball Drive-By** We have prizes to give away (while they last) from McPherson Chamber of Commerce and McPherson Main Street members.\* Santa will be helping us distribute the goodies, so drive-by 1111 E. Kansas Ave. on Wednesday, November 18th from 4:30-5:30 pm. Enter the parking lot at the West drive and circle around behind the Museum. We appreciate the community's patience and enthusiasm as we find creative ways to offer traditional events. Thank you to the following sponsors who donated prizes, gift cards and coupons. Heartbeat Coffee, Hidden Closet Bookshelf, Stupka Chiropractic & Wellness Center, CK Pharmacies, Domino's- McPherson, Artshirt -Gear for Sport, Venable Jewelers, The Village Geek-McPherson, The Clayworks at Disability Supports, McPherson College, The Cook's Nook, Graber's Ace Hardware- McPherson, Simply Good Overstocks, The Stone Chimney, Brooklyn & Co, Hopp's Sound & Electric, Sunflower Mercantile, Plastics Extrusion Machinery, Integrity Salon & Spa, 24/7 Travel Stores, McPherson Convention and Visitors Bureau, Twice Told Tales, Scooter's Coffee, Chuck & Tami Singleton, and Lily & Terry Hedlund.

**Girls Night Out** in McPherson is Thursday, November 19th from 4-8 pm. Grab your girlfriends and make your way to the various stores that will be featuring special food, prizes, and sales just for you! There will be wish lists to fill out and fun for all. Participating stores: Brown's Shoe Fit, Artshirt-Gear for Sport, The Cook's Nook, Graber's Ace Hardware, Brooklyn & Co, Sunflower Mercantile, The ARK, Simply Good Overstocks, Scooter's Coffee-McPherson, Three Rings Brewery, Stitches Quilt Shop, Rusty Tin Boutique and Venable Jewelers.

**Candy Cane Cash-** Shop local to check off your Christmas list and get registered to win! Shop at participating stores Nov. 1-Dec. 31, 2020 and earn points to enter the Candy Cane Cash drawing. You could be the lucky winner of \$1,000 or \$500 in Candy Cane Cash to be redeemed for merchandise or services in any of the participating businesses. For each \$10 spent at the participating stores, your Candy Cane Cash entry form will be marked, and once you have all 5 boxes marked on your form, fill out your contact information and drop it in a registration box. Candy Cane Cash participating stores: A5 Western/Rambling' J Bootee, Artshirt-Gear for Sport, Brooklyn & Co., Brown's Shoe Fit, CK Pharmacy, Clayworks, Creative Hairlines Salon Spa, Domino's Pizza-McPherson, Graber's Ace Hardware, Heartbeat Coffee, Hopp's Sound, Integrity Salon & Spa, Mattress Haven Furniture & Appliance, McPherson Museum Gift Shop, Nooks and Crannies Floral, Rusty Tin Boutique, Scooter's Coffee-McPherson, Simply Good Overstocks, Stitches Quilt Shop, Stupka Chiropractic and Wellness Center, Sunflower Mercantile, The Cook's Nook, The Hidden Closet bookshelf, The Stone Chimney, The Village Geek, Twice Told Tales, Venable Jewelers.

**Cookies with Santa Schedule**

- Thursday, Dec. 3 (5-6:30 pm) @ Stupka Chiropractic, 114 W. Euclid
- Thursday, Dec. 10 (5-6:30 pm) @ Nex-Tech Wireless, 200 S. Champlin
- Saturday, Dec. 12 (9:30-11:00 am) @ Awaken Church, 223 S. Main
- Saturday, Dec. 12 (2-3:30 pm) @ Clayworks, 107 N. Main
- Thursday, Dec. 17 (5-6:30 pm) @ KNLG/KBBE Radio Station, 411 E Euclid
- Saturday, Dec. 19 (9:30-11 am) @ Wendy's, 610 N. Main
- Saturday, Dec. 19 (2-3:30 pm) @ Simply Good Overstocks

**Free Holiday Movies-** All movies are shown at the McPherson Opera House, 223 S. Main, and they are free to the public. We have added more movies and two showtimes to help maintain social distancing. Masks must be worn until you are seated. Concessions will be available.

- Saturday, Dec. 5 “Grinch” (2019 animated) Showing at 3 pm and at 7 pm
- Sunday, Dec. 6 “A Christmas Story” showing at 3 pm and again at 7 pm
- Saturday, Dec. 12 “National Lampoon's Christmas Vacation” showing at 3 pm and at 7 pm
- Sunday, Dec. 13 “Last Christmas” showing at 3 pm and again at 7 pm.
- Saturday, Dec. 19. “The Polar Express” showing at 3 pm and at 7 pm.
- Sunday, Dec. 20 “White Christmas” showing at 3 pm and at 7 pm.
- Tuesday, Dec. 22 “Rudolph the Red-Nosed Reindeer” and “Shrek the Halls” at 10:30 am and at 7 pm.

Movies are sponsored by: The McPherson Opera House, Stockham Family Funeral Home, Peoples Bank and Trust, Ken D Cotton DDS, Elliott Insurance and Real Estate, Glidden Ediger Funeral Home, McPherson Coop Credit Union, Artshirt-Gear for Sport, H&R Block, MTC, First Bank Kansas, Midway Motors, KNLG-KBBE, Esther V. Rettig MDPA, The Stone Chimney, Chuck & Tammy Singleton, Home Sweet Home Realty- Teresa Pimentel, Creative Hairlines Salon and Spa, Compass Realty-Lanae Powell & Dana Regier, McPherson Rec. Commission. In addition to all of these wonderful community activities, the holiday promotion includes TV advertising opportunities for the members of the McPherson Chamber of Commerce and McPherson Main Street. Be watching for the fun “McPherson -Where Santa Shops” KAKE-TV ads for these businesses and see if you can spot Santa! Hopp's Sound, Artshirt-Gear for Sport, The Village Geek, Clayworks, McPherson Convention and Visitors Bureau, The Cook's Nook, Graber Ace Hardware, The Stone Chimney, Brooklyn & Co, First Bank Kansas, Sunflower Mercantile, Simply Good Overstocks, Stitches Quilt Shop, Creative Hairlines Salon & Spa, Coates Cleaning Solutions, Culvers Wine & Spirits, and Home State Bank.

## We Can Help You Start a New Business in McPherson County

The McPherson County E-Community Loan program is available for business start-ups or expansions. It was created through the Kansas Center for Entrepreneurship Tax Credit Program and Network Kansas. The McPherson Chamber of Commerce administers the program to assist in the economic growth of our community. The purpose of the E-Community program is to provide low interest loans to entrepreneurs wishing to start, purchase or expand a business in McPherson County. The loans are to be used in partnership with a financial institution and/or a Network Kansas partner as the “final piece” of financing a business start-up or expansion. To utilize the maximum 40% available from the E-Community Loan Fund, there is a 60% match required from either a bank or a Network Kansas Fund Partner. The minimum loan request is \$5,000 and the maximum is \$45,000. Funding is subject to a 1% below prime rate and loan terms can be 12-120 months. Length will be determined by the amount borrowed. For questions, contact Debbie Hawkinson at [chamberdirector@mcphersonks.org](mailto:chamberdirector@mcphersonks.org) or visit [www.mcphersonchamber.org](http://www.mcphersonchamber.org) to download an application.

## From the United Way of McPherson County



**ROB MACKEY**  
Executive Director

### STEPMC – BUILDING BRIDGES OUT OF POVERTY

COVID-19 has thrown many of us economic curve balls. But for Austin Regier, Executive Director of STEP MC (Steps to End Poverty in McPherson County), many of the people his organization works with already knew many of the social service supports available to them.

When the pandemic hit, they did better than most of those who were suddenly out of work and trying to understand what's out there to get them through tough times.

In a recent interview with Kena Dacus, United Way of McPherson County Board Member and Communications Chair, Regier explained the program: “STEPMC works to walk alongside people until they overcome poverty. We do that by forming relationships with people. So we serve all of McPherson County, and are really just looking to build relationships across economic lines,” said Austin. STEPMC relies on volunteers not in poverty to provide intentional friendships to those enrolled with STEPMC. That means educating the volunteers. One way they do that is through Bridges Out of Poverty. Regier explains: “Bridges Out of Poverty is a training for people who are not in poverty, who want to learn a little bit more about what poverty actually looks like in our community.

We typically hold a lot of misconceptions about poverty, and don't really understand what it looks like. So this is an opportunity for people to learn what poverty actually looks like.”

There are lots of opportunities to volunteer with STEPMC, said

Regier. “People can cook a meal for us, we meet each week, and have a meal together. You can also help with our youth program, you can donate a vehicle that you're maybe looking to pass on to somebody. And then of course, you can always become a partner, which is an intentional friend to somebody in poverty.” For people who like to see results, STEPMC delivers, said Regier. “On average,” he said, “people can almost triple their income when they come through the program. I can tell you that program participants have paid off a total of more than \$150,000 in debt, or have increased their housing or their education levels when they come through our program.”

Regier went on to share these examples: “We had a single mom who was just really stuck in a rut when she came to us. And now she's building herself a house, and she's going to college and has a 4.0 GPA and is really moving up in her work. We have somebody in Smoky Valley, who is a dispatcher. And we found out earlier this year that she is now above 250% of the federal poverty guidelines and is able to provide a lot more for her family. Coming through STEPMC, we're able to walk alongside people, and really uncover some of that potential they have.”

In addition to McPherson, there are also programs located in Lindsborg and Moundridge, to help serve the entire county. To learn more or to volunteer, contact STEPMC at 620-241-9011 or email [director@stepmc.org](mailto:director@stepmc.org).

The United Way Campaign is now underway, and Austin said, “United Way's a huge supporter of us, so please consider donating to United Way this year. It really makes a difference for families living in poverty.” You can donate to United Way of McPherson County at [www.unitedwaymcpherson.org](http://www.unitedwaymcpherson.org) and click on the “donate” button, then select “Annual Campaign.”

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