

The Chamber Business Journal

January 2021

Doing what most people think just happens!

306 N. Main, McPherson, Kansas 67460 • Phone: 620-241-3303 • www.mcphersonchamber.org • Visit us on Facebook

Congratulations & Welcome New Member

Crew Nutrition
206 S. Centennial Dr., McPherson, KS
Contact: Landry Davis
Phone: (806) 930-3044
Facebook: Crew Nutrition
Instagram: [Instagram.com/crew.nutrition](https://www.instagram.com/crew.nutrition)

We're **Crew Nutrition** and we are SO excited to be serving you healthy, but SUPER tasty shakes, energizing teas, and protein packed coffees soon! We believe in only giving you the ABSOLUTE BEST! Get ready for a comfy and fun place to hang out, while being healthy.

We wanted to bring a healthy and quick meal alternative to this always going town that so many of you call home! We'd love for you to stop by and meet us when our doors open VERY soon at 206 S. Centennial!

Follow **Crew Nutrition** on Facebook and Instagram. We will be announcing our opening day and different giveaways we will be having soon after opening! We cannot WAIT to meet all of you!

Candy Cane Cash Winners!

Candy Cane Cash not only provides a fun incentive for holiday shoppers to shop in McPherson, it also gives us insight on marketing strategies. The McPherson Chamber of Commerce and McPherson Main Street partner to offer Candy Cane Cash as part of the Holiday Promotion "McPherson...Where Santa Shops."

The Candy Cane Cash participating stores hand out entry forms Nov. 1-Dec. 31st. Shoppers collect stamps on their entry forms for every \$10 spent, and then return them after they have 5 stamps.

Because of the circumstances of this year, some holiday shoppers were utilizing the convenient online presence of our McPherson stores, and therefore not collecting candy cane cash registrations. Overall, we still had a substantial number of Candy Cane Cash entries.

After we counted and sorting all of the 6,866 entry forms, we found that 5,255 were submitted by shoppers with McPherson addresses and 1,611 from those who reside outside of the McPherson zip code. The 6,866 entry forms reflect \$343,300 being spent in McPherson at the 27 participating stores in two months! There were 87 cities in Kansas and 14 states represented in the totals.

Now for the exciting Candy Cane Cash Winners. Thanks to the sponsorship of the participating stores, and to anonymous donors this year, we were able to add an additional (4) \$100 Candy Cane Cash winners to the \$1,000 and \$500 prizes.

The lucky winners listed below will be able to shop at these 27 participating stores! A5 Western/ Ramblin' J Booteek, 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 & Crannies Floral, Rusty Tin Boutique, Scooter's Coffee McPherson, Simply Good, Stitches Quilt Shop, Stupka Chiropractic & Wellness Center, Sunflower Mercantile, The Cook's Nook, The Hidden Closet Bookshelf, The Stone Chimney, The Village Geek, Twice Told Tales, and Venable Jewelers.

Congratulations to the 2020 Candy Cane Cash Winners:

- Grand Prize Winner- Kathy Nicholson \$1,000
- Maggie Bender \$500
- Kate Mannebach \$100
- Denise Thiessen \$100
- Sondra Walker \$100
- Jeannie Heinen \$100

Paycheck Protection Program Resumes

"A second round of PPP could not have come at a better time, and the SBA is making every effort to ensure small businesses have the emergency financial support they need to continuing weathering this time of uncertainty," said SBA Administrator Jovita Carranza.

The Paycheck Protection Program is a loan designed to provide a direct incentive for small businesses to keep their workers on payroll. First Draw PPP Loans can be used to help fund payroll costs, including benefits, and may also be used to pay for mortgage interest, rent, utilities, worker protection costs related to COVID-19, uninsured property damage costs caused by looting or vandalism during 2020, and certain supplier costs and expenses for operations.

You can apply for a First Draw PPP Loan until March 31, 2021. SBA is currently accepting First Draw PPP loan applications from participating lenders. Find out more at sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program or reach out to your local lenders.

DQ GRILL & CHILL WINNERS

Congratulations to Wince Family Dental Associates, 1325 E. First, McPherson, 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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Daily Adjustments

Do you find it interesting how certain words that were rarely heard before 2020, seem to be in every headline and radio broadcast? Words like pandemic, unprecedented, and resilient. Now, it seems that we have introduced pivot, adapt, and reimagine to the top trendy words.

I can relate. My home is currently under construction to update ancient light fixtures, worn out faucets and a popcorn ceiling that has seen its better days. Easy peasy right? We had our fingers crossed, but as anyone who has undergone this type of renovations can attest, the reality is things don't go as planned. We have a terrific contractor who is working through the glitches with us on a daily basis because something unexpected always comes up. Day after day, dollar after dollar and at some point, you just want to quit. But this is life, so we adapt, make adjustments, pivot to reimagine spaces and create something even better. (Notice I used all of the trendy words.)

Life will always come with unexpected setbacks and challenges that require us to do things differently. We can let it wear us down, or we can adjust and overcome one day at a time, together.

Ideally, we would be pro-active in preparing for challenges, but when life happens, we pivot to being re-active. This is when determination and adaptation, two essential life skills, will be important. What can we do to be pro-active you ask? Maintaining our health and well-being, so when these obstacles come along each day, they will seem minor. We can also work on building a strong support system of friends and family to recharge our soul, making it easier to tackle the small stuff and get through the big stuff too.

So, take time to recharge, build up your mental health and your support system, and don't be afraid to ask for help. Our community has many resources and is an incredible force that stands united. Tackling life's challenges one day at a time.



Debbie Hawkinson,
Executive Director,
McPherson Chamber of Commerce

Youth Entrepreneurs Rise to the Challenge

Although different, the annual Youth Entrepreneurship Challenge was unquestionably just as inspirational as past competitions. At the virtual 2020 YEC hosted by the McPherson Chamber of Commerce, students from the Business and Entrepreneurship Class at McPherson High School competed for prize money...and a good grade! As a NetWork Kansas Entrepreneurship (E-) Community Partner, the McPherson Chamber of Commerce is thrilled to host a local YEC competition. "It is a unique opportunity to discover the imaginative ideas of local entrepreneurship students" said executive director, Debbie Hawkinson.

Fourteen students from Mrs. Stucky's classes, honed their business plan and submitted a 3-page executive summary. Their summaries included research on their competitors, information about their target market, structure of their business, production details of their product, marketing strategies, and a financial breakdown of revenue, operating expenses, and net income.

After impressing the judges with their executive summaries, the students gave a 4-minute presentation, including marketing graphics, by way of Zoom. The judges had the chance to ask questions and offer suggestions at the end of each presentation, and then turned in their scoring.

Hawkinson said it was quite an experience! "We learned what a "sneakerhead" is and how they fit into a niche market for shoes. Discovered that California and NY restaurants typically include an arcade section for the youngsters, and that competitive cheer is a growing sport. I am pretty sure everyone would agree that there is a need for an indestructible phone or tablet case. We also found out that Grace Witte has already launched her on-line business. Check out Decree Boutique on Instagram for teen apparel and accessories."

The business ideas had potential, and each of the incredibly talented students had strong points, making it difficult to narrow down the leaderboard. Ultimately, the top three businesses were won by a very close margin. Third place, and a \$250 check went to Adriana Garcia with the hourglass café. Second place was awarded to Hannah Wilson with Cloud 9 Boutique who won \$500. The first-place finisher was Sydney Achilles, with Greens Health Grocer. Sydney received \$750 and the opportunity to compete in the Kansas Entrepreneurship Challenge in April of 2021.

Get a glimpse of the businesses proposals in the fantastic video created by Mrs. Stucky on the McPherson Chamber of Commerce Facebook page or www.mcphersonchamber.org.

Congratulations to the next generation of business leaders. We hope you will pursue the path of entrepreneurship and put your ideas into motion.

This is How We Roll- Chamber Classic Golf Tournament -Friday, June 4th

"This is how we roll" isn't just the Florida Georgia Line song, it is the theme of the 2021 Chamber Classic Golf Tournament. Clear your calendar for the afternoon of Friday, June 4th, and plan to join us for an unforgettable time. We will be "rollin' out new games and keeping the unconventional style tournament for all to enjoy. Not sure if we will be "singing out everything on the radio-oh-oh..." but if your team likes to sing, go for it!

Gather your team, and plan to "roll" along the cart path at Turkey Creek Golf Course on June 4th. Teams will start signing in at 11:30 and the tournament will start at 12:30.

The McPherson Chamber of Commerce Golf Tournament will be "roll in" out the details soon, so be watching for your chance to enter a team and promote your business through sponsorship.

It's going to be a great afternoon at the "This is How We Roll" Chamber Classic Golf Tournament!

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, Emprise Bank * Craig Druecker, Midway Motors Supercenter * Ryan Hicks, Farmers Alliance
- * Jeff Reitz, JAR Performance Automotive * Dr. Patrick Romm, Integrated Health and Wellness * Eric Wicker, Viega

Applications Open for 2021 AFA Scholarship

Eligibility requirements for the McPherson Chamber of Commerce AFA Scholarship include high school seniors or undergraduate students that reside in McPherson County and/or attend a high school in McPherson County, plan to pursue a career in the food and agriculture industry and obtain a four-year degree.

The McPherson Chamber Agriculture Committee established this local scholarship and has awarded 30 full academic and leader development scholarships, and 12 additional leadership conference only scholarships since 2001. The \$4,450 full scholarship includes a \$3,200 academic scholarship and tuition to the AFA Leaders Conference (worth \$1,250). More information about contributing to the AFA Scholarship Fund is included in the "Investing Our Future Ag Leaders" news article.

AFA Scholarship recipients will be selected on the basis of leadership roles in organizations, community service, internship and work experiences and financial need. Recipients will also be scored on these three personal vision statements. 1.) Explain your educational and ideal career path. 2.) What is one challenge you have had in the last year? How have you persevered through it? 3.) How would you describe the personal brand you hope to have in the food and agriculture community?

Selected scholars must commit to attend the AFA Leaders Conference in the fall semester of the awarded scholarship year, maintain full-time class status and remain in good academic standing with the institution to receive the academic scholarship.

Please share and encourage students to apply for the McPherson Chamber of Commerce AFA scholarship. The application is available at www.agfuture.org/ scholarships and the deadline is March 10, 2021.

Questions? Contact AFA at scholarship@agfuture.org or Debbie Hawkinson, AFA McPherson County Scholarship Coordinator, at chamberdirector@mcphersonks.org.

Investing in Our Future Ag Leaders

The McPherson Chamber of Commerce Ag Committee works hard to help grow future ag leaders. Since 2001, we have partnered with Agriculture Future of America to support an AFA Leader and Academic Scholarship each year.

With the generosity of individual and business donors, and the dedication of the McPherson Chamber Agriculture Committee, we have awarded 30 full academic and leader development scholarships, and 12 additional leadership conference only scholarships. The \$4,450 full scholarship includes a \$3,200 academic scholarship and tuition to the AFA Leaders Conference (worth \$1,250).

If you know of a McPherson County student who plans to pursue an Agriculture degree, the AFA scholarship application and additional information is available at www.agfuture.org and due March 10th.

Because of the importance of agriculture to our area, we want to continue to invest in the education of students pursuing this field of study. To raise scholarship dollars, the McPherson Chamber Ag Committee organizes the Mac County Round Up 5K/1 Mile Fun Run and the annual Farm Forum. We have also established a local AFA Scholarship endowment at the McPherson County Community Foundation.

With the cancellation of our two key fund-raising events because of CDC guidelines, we are asking for your support. Please consider a contribution to the AFA Scholarship Fund for the 2021 AFA Scholarship. Donation dollars beyond the current AFA Scholarship needs, will help grow the endowment fund to ensure that we are able to fully support an agriculture scholarship each year.

Contributions can be made to MCCF at 1233 N. Main, P.O. Box 822, McPherson KS 67460 (please indicate the AFA Scholarship), or you can donate online at mccf.fcsuite.com/erp/donate/create?funit_id=1007

We appreciate your consideration and investment, and the impact it can make on our future ag leaders.

The McPherson Chamber of Commerce Agriculture Committee: Cindy Baldwin, Brad Bengtson, Norlan Ferguson, Dennis Friesen, Troy Glidden, Grace Huxman, Angie Krehbiel, Terry Lacy, Dale Ladd, Shad Marston, Armin Nelson, Kelly Pitts, Landon Shaw, Jeff Smith, Jay Warner, Charles Williams, and Debbie Hawkinson.

Stop the Spread - Get Tested

The City of McPherson Fire Department continues to operate a COVID-19 testing site from 8-5 Monday-Thursdays, and 8-4 on Fridays. No doctor order is required, and the test is free of charge. The results will be sent to you within 24-36 hours after the saliva specimen is collected. Please call (620) 245-2505 to check availability and to schedule a COVID-19 Test.

Any questions or concerns please call the City of McPherson Fire Department at (620) 245-2505. For updates concerning testing hours, availability, and testing guidelines check the McPherson Fire Department Facebook page and the City Website.

Look, An Event!

The McPherson Chamber creates the Community Calendar of Events to keep you informed of the many fun, creative, educational, and family friendly events in McPherson County. Mark your calendar for great activities and non-profit fundraising events. Go to www.mcphersonchamber.org for the complete McPherson Community Calendar.

If your organization has an event coming up, let us know. We will include it on our website and will share the information with the newspapers and radio stations. E-mail information to asstchamber@mcphersonks.org or give the McPherson Chamber of Commerce a call at 620-241-3303.

Keepin' It Clean with PPE Supplies

The McPherson Chamber of Commerce is helping the McPherson Co. Emergency Management and McPherson County Health Department distribute 3.3 oz. bottles of hand sanitizer, compliments of KDHE. Unlike the face masks and shields that were purchased with SPARK funds and distributed to businesses and non-profit organizations to be used at their place of business, the hand sanitizer can be dispersed to individuals.

We have coordinated these efforts to reach individuals throughout the community. Delivering supplies to the colleges, food bank, library, businesses, churches, housing communities, daycares and more. If your ball team, church congregation, health club, or group would like hand sanitizer, stop by the McPherson Chamber of Commerce at 306 N. Main in McPherson.

Thanks to the Kansas Department of Health and Environment, thousands of individuals are "keepin' it clean" in McPherson!

Happy Birthday Dolly Parton!

Many of the music stars some of us grew up with are now in their 70s, so it's not surprising that country and pop superstar Dolly Parton is among them. She turned 75 years young on January 19th! Dolly is as busy as ever, with a new Christmas movie and album released during the holidays. December also marked the national release of a documentary entitled "The Library That Dolly Built," which you can watch online. It tells the story of how Dolly Parton's Imagination Library began as a free book program for children in Sevier County, Tennessee, where Dolly was born in a one-room cabin. She was the fourth of 12 children.

Other counties followed, then states across the nation, and now, a few foreign countries. Over the past 25 years since its founding, the Imagination Library has mailed 150 million free books to kids. By the way, the documentary mentioned that the first affiliate outside of Tennessee was Pratt, Kansas!

I was honored to be Dolly Parton's photographer one afternoon at a United Way conference in Detroit in 2009. She was doing photo ops with Tennessee United Ways, who supported the Imagination Library. She did a little concert for us and shared the story of her father who could not read or write, yet she felt he was the smartest man she knew due to his business acumen. It was her father who inspired her to create the Imagination Library, and he told her that the library was likely the greatest of all her accomplishments.

United Way is proud to be the local champion for Dolly Parton's Imagination Library in McPherson County. While Dolly has paid to set up the infrastructure, a local nonprofit needs to sponsor the program and pay for the books and their mailing. That's the role we play at United Way of McPherson County.



ROB MACKEY
Executive Director
United Way of McPherson County

Children can be enrolled at birth and will graduate from the program when they reach the age of five. A free, age-appropriate book is mailed to the child's house each month, and the first book for each child is the beloved classic, "The Little Engine That Could."

United Way of McPherson County is now in its second year of operation with the Imagination Library. 773 McPherson County children are currently receiving books. That's about 41% of the eligible children in McPherson County. In 2020, 7,348 books were mailed to local kids.

We'd like to see more McPherson County kids receiving the free books. Parents can enroll their children at www.unitedwaymcpherson.org.

At the same website, people who want to donate can help us continue to grow the program. \$25 will provide a free book each month to a child for a year. Or you can be a Bookworm (\$100), a Page-Turner (\$250), join the Story Tellers (\$500) or be a Master Librarian (\$1,000) and be listed on our website. We are grateful to all our donors helping make Dolly Parton's Imagination Library a reality in McPherson County.

Help us celebrate Dolly turning 75 by enrolling your kids or supporting the Imagination Library financially. It's a great way to help our children discover the joy of reading and help them prepare for success in kindergarten!

From Our Family ...To Yours

Your Confidence Is Our Reputation

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