

# CHAMBER CONNECTION

A Publication of the Salina Area Chamber of Commerce

November 2021 Volume 61, Number 7

Essential

Connector

Builder

Leader

Visionary

## CHAMBER UNVEILS TIERED INVESTMENT PROGRAM

See pg 3

THINK  
SALINA  
FIRST

SHOP SALINA 365!

See CEO Letter, pg 2

## AT A GLANCE

Election Day .....November 2

Business Hall of Fame.....November 3

Salina Country Club  
2101 E. Country Club Rd.  
12:00-1:30pm

Business After Hours.....November 4

The Kelly Kitchener Agency  
1809 S. Ohio  
5-7pm

Ribbon Cutting.....November 16

Miller Family Chiropractic  
1027 The Midway  
12 Noon

*Details inside!*



# Salina

Area Chamber of Commerce

## OFFICIAL PUBLICATION

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# From the CEO



Eric L. Brown

**Local spending is a lifeline for small businesses.** The past 18 months have brought unprecedented challenges for small businesses because of COVID-19. As we recover from the pandemic, e-commerce giants and perceived convenience factors remain threats to small businesses. According to a recent U.S. Chamber of Commerce study, one of three local business owners says that generating revenue is the business' top challenge as they look at recovery from the pandemic.

As small businesses look to put the pandemic behind them, their biggest challenge is generating revenue. Although 58% expect their revenue to increase in the next year, 34% cite revenue as their biggest challenge right now.

Inflation/higher costs are also proving tough to manage: 72% of small businesses said managing higher costs due to inflation is difficult, and 73% said rising prices have had a significant impact on their business in the past year.

Supply chain challenges are another top concern. This quarter, 61% of small business owners say it is difficult for them to manage disruptions to their supply chains (80% for retail businesses). Sixty-two percent say their supply chain has been dramatically disrupted during the pandemic.

At the same time, according to the study, small business owners are optimistic about their current business health and recognize improvement in the overall economy. More than half (55%) of small business owners believe the health of their business is good, two-thirds (66%) believe their cash flow situation is good, and 58% expect their revenue to increase in the next year.

The pandemic has forced the adoption of online shopping because of the large-scale lockdowns and government-mandated business closures in 2020. You saw incredible competition with delivery apps and increased online sales, which are likely to remain after the pandemic has receded. If the purchasing habits shift online permanently, locally we will face the risk of fewer locally owned businesses ran by passionate entrepreneurs, and ultimately a loss to our local tax base that ensures the community's ability to provide its core functions for its citizens and pay our debt obligations.

Shopping locally is a must and not just during the holidays! As consumers, we must reshape our habits and make the extra effort to find the option locally and be patient with the local business if they have to source the item. It's also up to the businesses to make the effort to be found online and offer e-commerce and work hard in a new way to either recapture or capture new clients and consumers. According to Forbes, there is a **limited time window to nudge people to resume habits of shopping locally** -- which has a substantial secondary value as money recirculates in the local community up to nine times.

Shop locally and Shop Salina 365!

Eric L. Brown President/CEO  
Salina Area Chamber of Commerce

## HERE'S HOW TO CONTACT OUR CHAMBER STAFF

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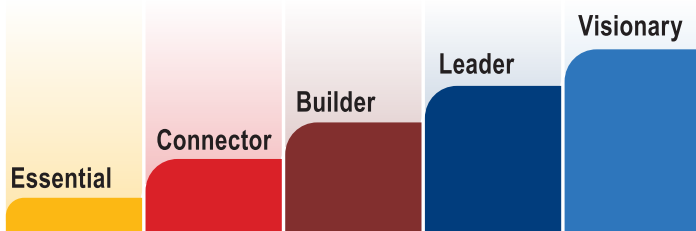
# Chamber Unveils Tiered Dues Structure

After careful consideration by the Salina Area Chamber of Commerce Board of Directors and staff, SACC is changing the way members will invest. Like many chambers during the past decade, we are moving to a tiered dues system which provides benefits based on the investment level a member selects. In the past, businesses joined and paid membership dues according to the number of employees or revenue of the member, with occasional variations such as total deposits for bank members or the number of medical providers. With the new tiered dues model, benefits increase as the investment level increases, no matter how many employees are involved, and we are able to expand our offerings into more personalized packages that will give our members more control over their benefits. In other words, a tiered dues approach enables chambers to stop limiting member organizations’ choices by forcing a one-size-fits-all strategy, and instead, gives members more choices and drives a bigger value for each of our members.

You’re probably wondering why the Chamber would make such a change in the way we do business. Why would we adjust our price structure and change our revenue stream? The answer is simple: It guarantees equity and choice when choosing a membership package that is important to your business and is aligned with the Chamber’s mission of advocating and elevating our members’ economic prosperity and being the catalyst for our community’s future. We listened carefully to the benefit requests of our membership, and we found that most members valued different benefits for a variety of reasons. For some, having a voice in advocacy was most important. For others, the ability to network and advertise was paramount. These requests weren’t necessarily based on the size of the business or the number of employees. The “one size fits all” dues structure wasn’t working. The solution was to develop various levels of benefits that matched the membership dues investment.

We began to consider changing to a different membership structure in 2019. Pros and cons were discussed and researched. After much deliberation, the organization and the Board of Directors agreed to move forward. With the help of a professional tiered dues consultant, the staff studied the effects the change would have on the organization and membership and began to create our new membership menu.

The Commerce has created six membership tiers to choose from:



During this process, member benefits were scrutinized, evaluated, and measured. Benefits remained, were updated, and many were created. For example: all members can still list their business in up to three categories on the Chamber’s online business directory, but we added the enhanced listing for members who choose the **Connector** level and up.



The Chamber is working with Mid America Productions to shoot video footage for members at specific investment levels.

At the **Builder** level and up, you will have access to a reserved seat at our new annual Builder Breakfast with the Board. We have launched a program called Citizen Candidate Academy in which members of the Salina community will be guided through the process of running for an elected office and what those expectations will be. A supporting sponsorship of this program is included at the **Leader** level and up.

A Talent Recruitment concierge service is available to those members at the **Visionary** level. Also available at the **Visionary** level is the opportunity to gift a membership to the charity or veteran-owned startup of your choice and includes a public presentation. These are just a few examples of the new benefits that we have added.

The transition into these tiers will be paced and will allow plenty of time for adjustment. Members that are currently paying under the Essential tier (\$330) will see an increase in dues amounts over the next three years until they reach the Essential level. Ashley Finan, Membership Recruitment & Retention Director, and Eric Brown, President and CEO, will meet personally with members over the next 18 to 20 months to discuss the added benefits and opportunities. Those who are currently at or above the Essential tier will have to opportunity to upgrade to one of our current tiers or they can transition into the appropriate tier of their choice over the next three years. The staff and Board of Directors are committed to continuing the process of regularly reviewing member benefits and we welcome your feedback. If you have any questions or would like to schedule a membership review meeting, please contact Ashley Finan at [afinan@salinakansas.org](mailto:afinan@salinakansas.org) or at 785-827-9310 x132 to schedule.

# Data drives discussion at Economic Outlook Conference; labor market and wage numbers dominate the discussion

This year's Economic Outlook Conference event held on Oct. 12 at the Salina Country Club brought a wealth of key data points and qualitative information to help us continue to build a strategy of recovery, growth, and innovation for Salina County.

This collaboration between Wichita State University's Center for Economic Development and Business Research (CEDBR) and a variety of local community and educational partners helps synthesize statewide, regional, and local information as it pertains to our economic, business, and real estate landscape. This year's event also included an update on oil from the Kansas Independent Oil & Gas Association.

Key takeaways for Salina and the region, included:

- Kansas economy has recovered on the output side, but not on the firm side of employment
- Kansas and all regions within the state have returned to full employment
- Kansas businesses were more optimistic about the market profitability than they have been over the last thirteen years
- The labor gap can be explained by the decrease in multiple and part-time jobs

- Households are doing well, as more have moved into full time benefited jobs and received the largest inflation-adjusted wage increases in recent history

- Wages in Kansas and the region continue to fall well below national growth

- To fix the labor gap issue within the region, firms will need to consider the following: increasing wages more aggressively, realigning business products to more productive lines, automation and technology, embracing remote working to expand labor pool and increased quality of labor

Employment growth is projected to continue in 2022 with the forecasted addition of 13,401 new jobs and a gain of 1 percent. Growth is expected to be the fastest in the first quarter of the year before leveling off in the second half.

Though the economy will likely be more stable than in 2020, economic uncertainty remains elevated relative to pre-pandemic levels, with the possibility for additional spikes in novel coronavirus cases to potentially put a damper on the recovery and expansion. Tightness in both supply chains and labor markets could lead to minor disruptions having outsized effects on economic growth.

Meanwhile, in the midst of a pandemic and its consequent economic turmoil, it may seem that the Salina County housing market is defying gravity. The tightest inventories in history have led to bidding wars, rapidly rising home prices, and buyer fatigue. The WSU Center for Real Estate projects that homes sales will be up 3.1% for 2021, and up another 6.2% in 2022. New home building will continue to increase as well, with the projection of single-family permits rising 26.3% for 2021, and up another 15.9% for 2022.

Jeremy Hill, Director of the CEDBR, says that 'Kansas households are in the driver's seat for both consumption and labor availability. Companies that invest and implement capital and technology will reap the benefits.'

Hill also maintained that Kansas employment is dependent on a vaccine and distribution. Economic recovery and growth is dependent on nearly eradicating the spread of COVID-19.

You can access the full presentations from the conference online at <https://salina.cedbr.org/>. For more information on local labor market, wages, demographics and other data, contact Renee Duxler, Economic and Workforce Development Director at (785) 827-9310 x127 or [rduxler@salinakansas.org](mailto:rduxler@salinakansas.org).

## The Arts Provide Positive Impacts in our Community

During their October 25 study session, the Salina City Commission received a report from Brad Anderson and several members of the Cultural Arts Roundtable and guests, chronicling the various ways the industry impacts the community.

Anderson provided statistics and information on a local and national scale, in diverse areas including improving quality of life, creating a vibrant community, improving academic performance, enhancing the healing process, attracting and retaining workforce talent. A very real benefit from a strong arts scene is the attraction of regional visitors, and the positive impact on the economy they create through their new dollars spent at hotels, shops, restaurants, fuel stops and attractions/events. The Arts truly mean business, and particularly so in Salina.

Commissioners heard from Rolling Hills Zoo, Salina Art Center, Salina Community Theatre, Salina Symphony, Stiefel Theatre and Smoky Hills

Museum discussing their programming, audiences served, and annual budgets – the majority of which are immediately circulated within the Salina region economy. Cumulative, these entities welcomed between 36% and 65% of their audiences from outside Salina County, many of whom came from throughout the Midwest and across the nation. Those segments of our cultural audience counted more than 113,000 visitors.

Also giving perspective from Salina's business/corporate sector about the importance of a vibrant arts industry were Linda Salem, President/CEO of Great Plains Mfg., Travis Young, President/CEO of Vortex, and Monte White of McShares/REPCO. All agreed that what Salina offers in cultural experiences strengthens their ability to attract and keep talent. Board members Sydney Soderberg (Salina Art Center) and Gabe Grant (Salina Symphony) provided insight as well.

You can see the [complete report](#), which features more information from Americans for the Arts, including "What Americans Believe About the Arts" and "10 Reasons to Support the Arts".

The full report also includes a post-event look at the 2021 Smoky Hill River Festival.



# Salina Business Hall of Fame Inducts 16th Class



August (AJ) Holmquist

Frank Norton

Steve Ryan

Celebrating its 16th year, the Salina Area Chamber of Commerce's Business Hall of Fame is proud to announce three prominent Salina businesspersons scheduled to be inducted into the 2021 class. They are: August (AJ) Holmquist (Pioneer Category 1858-1925); Frank Norton (Historic Category 1926-1975); Steve Ryan (Contemporary Category 1976-present).

The induction ceremony will be held Wednesday, November 3, 2021, from 12pm-1:30pm. (the buffet will open around 11:45am), at the Salina Country Club. Lt. Gov. David Toland will be the featured speaker.



The Salina Business Hall of Fame was established by the Salina Area Chamber of Commerce in 2005. Its purpose is to recognize and honor Salina business leaders, both past and present, who have made extraordinary contributions to Salina, earned the respect of the local community, and called attention to the Free Enterprise system and its value to our country and citizens in shaping Salina's way of life.

Each inductee will be recognized with a commemorative plaque. In addition, plaques honoring each inductee will be displayed at the Chamber office, 120 W. Ash. A biography of each inductee will be printed and distributed at the luncheon.

Tickets for the induction ceremony are \$30 per person and can be purchased by registering online on the Chamber's website at [www.salinakansas.org](http://www.salinakansas.org), or by calling the Chamber office at 827-9301, or by emailing Sandy Cole at [scole@salinakansas.org](mailto:scole@salinakansas.org).



Thanks to these 2021 Leadership Salina Sponsors!

- Bennington State Bank
- Great Plains Manufacturing
- Greater Salina Community Foundation
- First Bank Kansas
- KCOE ISOM
- Salina Regional Health Center

## WHY ADVERTISE IN CHAMBERNET?

Deadline: November 15, 2021

### NEW MEMBER BENEFIT

As a new Chamber member, your first ChamberNet mailing is FREE! (\$125 value)

FREE



Mailing with ChamberNet  
1,100 flyers, four (4) times a year  
\$500+ printing costs

Mailing on your own  
1,100 flyers, four (4) times a year  
\$2,200+ printing costs

**LOW COST**  
Cost is just \$125 for the first page, \$50 for each additional attached page, and \$60 for each separate additional page.  
Save up to \$1,700!

### CONNECT

ChamberNet gets your business in front of thousands! Your flyer(s) will be mailed out to our exclusive mailing list AND a digital copy will be available on our website and social media platforms!



### FREQUENCY

ChamberNet is distributed four times a year. This allows you to advertise seasonal promotions, special events, and business information.

PLEASE PROVIDE 1,100 8.5"X11" FLYERS (NOT FOLDED) TO THE SALINA AREA CHAMBER, 120 W. ASH. THE CHAMBER RESERVES THE RIGHT TO REFUSE SUBMISSIONS, IF NECESSARY.

Questions? Contact the Salina Area Chamber of Commerce 785.827.9301.

VISIT SALINA Blog:  
*Experience Salina 365*



CHAMBER Blog:  
*Salina Business 365*



# take to meet

## ULTRA SHINE HOLIDAY LIGHTS

Owner - Chris Rios

Email: [Chris@ultrashineholidaylights.com](mailto:Chris@ultrashineholidaylights.com)

### What service/product do you provide?

We provide residential and commercial holiday displays, event / wedding lighting, and landscape lighting.



### When did you start your business and why?

We started our business in 2015 for something to keep us busy over the winter months from our other business and it has grown to be the premier Christmas lighting company on central Kansas.



### Anything else you would like the community to know?

One thing we do different than other installers is we don't buy lights from the big box stores. All of our lights are commercial grade products purchased from the largest Christmas light companies in America. We also service, remove, and store your lights so you don't have to!

See the entire interview, and others, posted at: <https://www.salinakansas.org/take-5.html>

## In The News



### HEARTLAND DERMATOLOGY AND SKIN CANCER CENTER

is pleased to announce it will be providing dermatology services in Smith Center, KS. Heartland Dermatology will go to the specialty clinic at Smith County Memorial Hospital the first Friday of every month. "We are excited to bring excellent dermatology care to Smith Center and surrounding communities" said Tara Gillespie, Heartland Dermatology COO. "Heartland is passionate about fulfilling our vision of ideal skin health throughout the Heartland. This means bringing access to specialty care such as dermatology to rural and underserved communities. This access is critical for early detection of skin cancer which saves lives and saves money." April Kientz, APRN-C will provide Heartland's top notch expertise care in Smith Center and is excited to be coming back to serve her hometown. She has several years of experience in both medical, and cosmetic dermatology.

As a reminder...[USD 305](#) is hosting a special event to bring educators and employers together, to celebrate Career & Technical Education (CTE) and make our CTE programs even better. We are calling this event Building Bridges. It's free of charge, open to the entire community, and will be held at Salina High School South on Thursday, November 11, from 5:15 p.m. to 7:30 p.m.



### GOT NEWS?

Do you have news to share about your business or organization? Email [srice@salinakansas.org](mailto:srice@salinakansas.org) and we'll publish it in an upcoming issue of *Chamber Connection*.



[GREAT PLAINS MFG.](#) has announced James Shurts as the Ag Division Vice President of Sales and Marketing. Shurts will have combined responsibility for the Product Management, Marketing, Training, and Sales departments. Shurts joined Great Plains Mfg. in 2020 as the Senior Manager of Product Management. Prior to his time at Great Plains, he worked as the COO at Tribine Harvester, LLC, Newton, KS, and the Director of Operations for AGCO Corp, Duluth, GA. Shurts attended the U.S. Naval Academy and received a B.S. degree in Agricultural Engineering from Kansas State University and his MBA from Friends University. Shurts is certified as a Six Sigma Black Belt and a Lean and Kaizen Facilitator.

Spectra, the provider of venue management at the [TONY'S® PIZZA EVENTS CENTER](#), and the City of Salina, announces a three-year partnership with [CROWN DISTRIBUTORS, LLC](#). This partnership gives



Crown Distributors preferred advertising status for its brands such as Coors Light, Miller Lite, Blue Moon and White Claw, at Tony's Pizza Events Center. The partnership will allow upgraded branding on point-of-sale equipment such as drink coolers and hawkers boxes. A new branded lounge area in the concourse is also part of the partnership plan.



## RIBBON CUTTING



**Freddy's Frozen Custard & Steakburgers**, 916 E. Crawford, celebrated the opening of their new location with a Ribbon Cutting. This location is the first walk-up and drive-thru prototype for the fast-casual restaurant concept. Freddy's is partnering up with The Love, Chloe Foundation where 10% of regular/large custard treats will go towards the organization during the first 30 days. ~ Photo by Hannah Crickman



During the **Mural at the Mill** ribbon cutting, Chamber members celebrated the completion of the mural by Guido van Helten. Thank you to the private donors and business community who made this come to life! The mural is located at The HD Lee Mill, 343 N. Santa Fe. ~ Photo by Salina Canvas Project



**Mark your calendar for this upcoming Ribbon Cutting!**

**Miller Family Chiropractic**  
November 16th, 12 pm  
1027 The Midway

## WELCOME ABOARD

### New Members

#### **KELLY KITCHENER AGENCY, INC. /SHELTER INSURANCE**

1809 S. Ohio Street  
Kelly Kitchener  
(785) 825-6227

#### **THE NEW WAVE MARKETING SOLUTIONS**

Chris Stoppel  
(620) 245-7145  
thenewwaveofmarketing@gmail.com

#### **KEVIN & LYNN PETERSON**

#### **BARON MUSHMOUSE/THIRD AND VINE & DESIGN**

Connie Reichert Brunner  
(785) 833-7100  
141 S. Santa Fe

## THANK YOU

to these Chamber members who continue to support our programs through their membership renewal!

- ▶ Accessible Home Care, LLC
- ▶ Artistic Nails & Spa
- ▶ Border States Electric
- ▶ Copy Co.
- ▶ Culligan of Salina
- ▶ Jalisco Mexican Restaurant
- ▶ Larry's Transmission Repair, Inc.
- ▶ Metzger Homes & Property Management
- ▶ Networks Plus
- ▶ Pavement Pro's LLC
- ▶ Saint Francis Ministries
- ▶ Salina Innovation Foundation
- ▶ Salina Liberty
- ▶ Salina Septic Service
- ▶ Salina Tree, Inc.
- ▶ Sharp Performance
- ▶ TGW Wealth Management



# Dollars & Sense

<b>14U Fastpitch at South High</b>	\$18,480
<b>NCS/USA Softball Girls Fastpitch at Bill Burke</b>	\$53,920
<b>Kansas Wrestling Coaches Association (KWCA) Conference &amp; Family Weekend</b>	\$103,200
<b>KSHSAA Girls 4A State Golf</b>	\$63,550
<b>XWE Pro Wrestling Event</b>	\$15,560
<b>KSHSAA 5A/6A State Volleyball</b>	\$490,850

## Marquee Welcomes

<b>October</b>	
29-30	KSHSAA 5A/6A State Volleyball
<b>November</b>	
20	Big Brothers Big Sisters Frosty Fun Run
27	KSHSAA 2A State Football

Where can you find entertainment in Salina? Check out [SalinaAE.com](http://SalinaAE.com) for concerts, theatre, sports, events, festivals, and more!



## Visit Salina to Host KSHSAA Gridiron Action!



# KSHSAA

Visit Salina is pleased to host the **KSHSAA 2A State Football Championship**. The event will be played the Saturday following Thanksgiving Day, November 27 at Salina Stadium with a 1pm Kick-off.

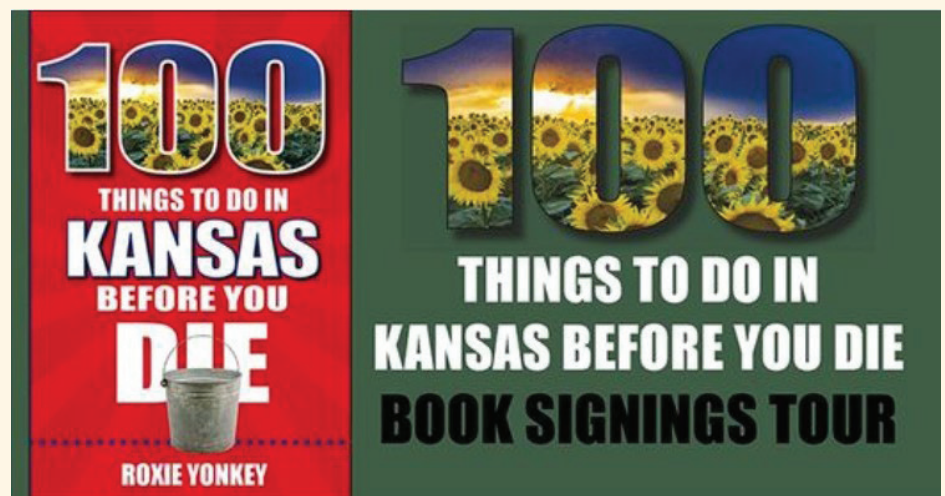
“KSHSAA Football is a wonderful event for Salina to host!” expressed Tiffany Benien, Visit Salina Sports & Events Mgr., “Salina will enjoy hosting the 2A Class this year, and expects the game to have a good following from fans out of town wanting to enjoy an afternoon football game. We believe they’ll continue to experience Salina beyond the game by dining in our restaurants, staying in our hotels and shopping. With a little good fortune, we’ll have great weather and that makes competing for the title even more fun!”



Economic impact for the event is estimated at \$260,600 for the Salina community. KSHSAA does not have any compacity or ticket sales limitations as this time.

Would you like to be a part of the event!?! This event requires several community volunteers. Tasks include team hosts, officials’ hosts, press box personnel, pass gate workers, concession workers, ticket sellers, ticket takers, and program & t-shirt sellers. If you would like to help please contact Tiffany Benien at the Chamber by phone (785) 827-9310 x 130 or e-mail [tbenien@salinakansas.org](mailto:tbenien@salinakansas.org)

The 2A District and State matchups will be posted at [www.KSHSAA.org](http://www.KSHSAA.org).



Stop by [Ad Astra Books and Coffee House](#), 141 N. Santa Fe, to help us welcome travel writer/blogger Roxie Yonkey to Salina as part of her book signing tour for “100 Things To Do In Kansas Before You Die”.

Roxie will be at Ad Astra on November 19 between 7-9pm. Come down to say hello, buy a book, and get is signed!



Look what  
Salina  
Downtown  
has in  
store!



SALINA DOWNTOWN

SHOP SHOP  
SMALL LOCAL  
SATURDAY  
NOVEMBER 27, 2021

SHOP  
LOCAL  
this  
CHRISTMAS

JOIN US FOR  
**SALINA DAY!**

SATURDAY, NOVEMBER 13  
KWU GRAVES FAMILY SPORTS COMPLEX  
1 PM KICKOFF

Limited  
FREE Tickets  
Available for  
Chamber  
Members.

Salina  
Area Chamber of Commerce

For Info e-mail  
tbenlen@sallnakansas.org



SALINA DOWNTOWN

Get into  
Holiday Spirit  
Join us in  
Downtown Salina

Sunday, November 7th  
12:00-5:00/6:00 PM  
Store hours are  
the discretion of each store!

holiday  
open  
house

Parade of Lights  
Downtown Salina  
Saturday, November 20, 2021

Salina  
Area Chamber of Commerce

Smoky Hill  
Silver

NEED  
EMPLOYEE  
GIFT IDEAS?

**Smoky Hill  
Silver**  
certificates

Available in  
\$10 & \$25 Certificates

CALL AHEAD  
TO ORDER!

Call the Salina Area Chamber of  
Commerce to order in advance  
785-827-9301

THINK  
SALINA  
FIRST

WELCOMING  
67401  
SALINA



# BUSINESS HOURS *after* HOURS

Thursday, November 4



### THE KELLY KITCHENER AGENCY

1809 S. Ohio

5-7pm - \$5 per person or Fast Pass

The Kelly Kitchener agency has been servicing Salina, KS insurance needs for 20 years. They want to be YOUR hometown insurance agency, providing our community with the best service and insurance buying experience! Come see what they are all about at their new location - 1809 S. Ohio in Salina.

COME OUT AND SEE WHAT  
the Kelly Kitchener Agency has to offer!

### SAVE THE DATE!

Business After Hours  
Baron Mushroom  
141 S. Santa Fe  
Thursday, December 9  
5-7pm

### WATCH BI-WEEKLY UPDATES FOR DETAILS!

REFRESHMENTS – TOURS – DOOR PRIZES

## \$ It Pays to Attend \$

DOOR PRIZES (MUST BE PRESENT TO WIN)  
\$250 CASH ATTENDANCE DRAWING

For reservations call (785) 827-9301 or email  
[dsmith@salinakansas.org](mailto:dsmith@salinakansas.org)

# Download the

# SALINA 67401

# App!



## FIND US ON SOCIAL MEDIA!



Salina Chamber  
of Commerce



Visit Salina



Imagine Salina

