



OFFICIAL PUBLICATION

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From Chamber Staff



Renee Duxler, Economic & Workforce Development Director

We as a state appear to be, very tentatively, emerging from the dust of a global pandemic. And just like the pandemic itself, the emotional, physical and economic recovery is filled with unknowns, false starts, frustration, pain points, and anxiety. But as with any change, we know our best response is, was, and will always be to embrace the struggle and seize the opportunity to grow. In this instance, that opportunity to grow is not only figurative, but also quite literal.

Recent nationwide census data indicates that for the first time in five decades, over half the counties in the country lost population—two-thirds of rural counties, and one-third of metropolitan counties. Birth rate has also dropped significantly: the average American of child-bearing age has 17% less children than in 1990, and 50% less children than in 1960.

For Kansas, our census results mirror this data reflecting only 3% overall population growth over the last ten years. This result is a

noticeable slowdown in population growth since 1990, when the state grew 8.5% to 2000, and 6.1% from 2000 to 2010. In fact, it's the least growth the state has seen since the 1910 census.

This slow and steady 'brain drain' has been the topic of conversation for businesses, schools, government entities, healthcare organizations, and economic developers for many years now. There was a struggle to retain and recruit workforce prior to the pandemic; the speed of jobs coming back has just made that struggle infinitely more pronounced.

This reality no doubt has employers wringing their hands and making tough decisions. Prior to the pandemic, labor shortages were buffered by a more lean job market. Right now, all of the jobs that were lost during Covid are rapidly coming back online, all at once. And this isn't just in Kansas, but nationally as well. Workers know they are in high demand and they are shopping around for their job, as well as the community they want to land in post-pandemic. The necessity to be highly competitive in the labor market is more crucial than it has ever been before.

We know from extensive research what workers want today. A quality, living wage is one piece of this and Kansas has routinely fallen behind in keeping up with competitive wage increases both nationally and regionally. But even as we see local employers being forced by the market to raise wages, there are so many more dynamics that Kansas has the ability, the assets, and the innovation to do bigger, better and stronger in today's post-pandemic 'talent war.'

Research also tells us that today's workers, especially the younger generations, are looking for the ability to meaningfully engage in both their work, and their communities. As 'always-on' digital natives, they seek better work-life balance and flexibility. Safe and secure streets, family-friendly communities, affordable healthcare and childcare options, quality schools, and opportunities to move up in their careers all round out what is most important to current and prospective workforce.

Kansas communities provide some of these opportunities, but Kansas employers, government officials, and even residents continue to be slow-moving in responding to the next generation of workers. Most talent doesn't immediately consider Kansas as a potential home, whether they're from here or not. They have to be invited, and we therefore have to be more inviting—not only in our words and marketing, but also in our opportunities, employment, policy, infrastructure, and representation.

It is on all of us to ensure that every single student in a Kansas school or post-secondary

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HERE'S HOW TO CONTACT OUR CHAMBER STAFF

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KKOA Leadsled Spectacular

comes Roaring, Rolling & Revving into Salina for their 40th Anniversary!

Salina welcomes the Kustom Kemps of America (KKOA) Leadsled Spectacular to town! This event has grown and evolved tremendously since its beginnings in Salina in 2005 with a few hundred cars. KKOA'ers are a unique and fun group of visitors. While it had to skip 2020 due to the Covid scare. KKOA is elated to return to Salina for 2021 to celebrate 40 years of the event.

On Thursday evening is the Annual Spectacular Sundown Cruise where kustom rodders parade downtown. Bring your lawn chairs and your kiddos and enjoy this free sampling of the beautiful rolling artwork that is KKOA. The cruise will begin at 7:30pm and is free and open to the public. The parade is expected to take place on Santa Fe Ave., with a new look following the completion of the new street scape downtown.

The main event, the Kustom Hotrodding Show & Shine, makes Oakdale Park the koolest place to be, where an estimated 1800+ Kustom cars & trucks, Hotrods, Drag Machines and

their drivers will descend upon their annual nationwide Leadsled Spectacular event Friday, Saturday and Sunday July 23-25. While the show will feature great ol' school cars, the

featured events are a BIG part of the fun.

At the big Show and Shine you'll see TV & Hollywood celebrities, shop vendors, watch three days of \$3,000 Beauty Contests, (Pin Up age-18-39 & Lookers age 40 and older, and the crowning of Miss Spectacular). Don't miss the Vintage Spoke-tacular Bicycle Show, legendary Hall of Fame kustom car builders, automotive/swap vendors, pin stripers, Model Car & Truck

Spectacular, and yum, yum food vendors. Two park stages feature Live Rock & Roll and Rock-A-Billy music. Don't miss watching top-chopping cars on site at the Backyard



and Godzilla Garages. On Sunday, \$5,000 in cash awards and the "Top 25" coveted awards will be presented at the Spectacular Awards Ceremony.

The Spectacular Ol' School Vintage Market Place returns with the show as well.

This vendor expo features vintage, repurposed and retro home goods, vintage 40's, 50's boutique dress apparel, jewelry, watches, kitchen appliances, home architectural salvage décor, windows, trim, fencing, patio furniture, and anything old, used or kool! Vendors welcome, info at 417-847-2940. The Market Place will be held at the Saline County Expo Center (4-H Building), across from the Oakdale

Spectacular Park. Spectator admission at Market Place is \$1.00, Friday-Saturday.

Always a BIG draw of the event is the "Run-Whatcha'-Brung Friday Evening Drags"



south of Dean Evans Stadium just off Markley Road. Drags start at 5pm and run until 8:30. Watch 100's of hotrods, kustoms, and special exhibition drag cars making eighth-mile passes down the legendary old airport runway, where they staged professional drag races in the 50s. Admission is \$10 per person for bleacher area seating.

Don't miss Dwight Icenhower, the five time World Champion Elvis Tribute Artist! Plus, co-starring Bill Holden, America's Top Roy Orbison tribute artist. Both stars are backed up by the Randy Stockum "Rockem" Band, and the beautiful Rockets. Master of Ceremonies is Eddie Valen, Las Vegas entertainer/singer/songwriter. Three stars for an unbelievable evening of traditional rock 'n roll. Tickets are \$25, sold on a first-come firstserved basis. Come and experience



why Elvis Presley was, and still remains today The King of Rock & Roll. Admission to the show

is by day pass, available at the gate: \$15 on Friday, \$18 on Saturday, and \$10 on Sunday. Kids 12 and under are FREE. Show hours at Oakdale Park: Fri. 9am-4pm, Sat. 9am-4pm, Sun. 9am-2pm. Spectators can park at the Tony's Pizza Events Center, and enter via the Oakdale bridge, or, by the Salina Journal on the westside of Oakdale Park.

FOR MORE INFORMATION

Contact KKOA: (417) 847-2940, by email at: kkemps09@centurytel.net or visit the website: www.kustomkempsofamerica.com

Talent attraction and attention are major focus of first 'Recruit Salina' event

The Imagine Salina campaign held it's first 'Recruit Salina' event on April 30th to launch new support materials and resources for local employers, as well as continue community dialogue on talent attraction and retention.

As Salina finds itself in a somewhat bizarre recovery economy, we're facing magnified labor force issues and are needing to get creative with recruitment. Imagine Salina was created purposefully to address the issues and struggles of a waning workforce as expansion and development continues to boom here.

Attendees were introduced to the background and history of the campaign by Joyce Volk of Joyce Volk Agency, who served as an early program cochair and investor. Michael Freeland of Mr. Freeland Design then addressed the group to not only share his own 'boomerang' story, but also talked about the development of the Imagine Salina logo and branding.

Renee Duxler, the Economic & Workforce
Development Director for the Salina Area Chamber
of Commerce, then introduced the support and materials that are
available to area employers and HR managers. This includes a fresh
new relocation packet of information (excerpt shown below), as well
as an all-inclusive website that houses information on careers, jobs,
housing, local amenities, and other resources. The website also
specifically houses a special 'Employer Resources' page that provides

the relocation packet and other PDFs for download, as well as access to videos and media. Area employers are encouraged to customize and use the materials as needed in order to help in their recruitment efforts.

A talent panel was convened that consisted of young professionals

in the community that all had a story to tell about staying in Salina, transplanting to Salina, or moving back home to Salina after college. This included Lauren Driscoll from the City of Salina; Cash Hollistah, Artist and Educator; Nissa Inzunza from Kansas Wesleyan University, and Eric Montoy of Vortex Global. The panel was asked questions about what attracted them to Salina or kept them here. They were also asked about what they thought Salina did well, and what Salina did not do so well in attracting or retaining talent. Overwhelmingly the panel felt that Salina had a little room to grow in accepting and welcoming outsiders and telling our story, but that Salina also had a very high quality of life and vibrant community.

The event drew in over 20 people inperson and had another 40 virtual attendees. Feedback has been very positive so far, as businesses and employers are fervently hiring and very excited about receiving tools and support to help them. We encourage anyone who has not checked out the website at imaginesalina.com to visit and utilize it in your own recruitment efforts. Imagine Salina can be found on Facebook and Instagram as well.



From Chamber Staff

(Continued from Page 2)

program feels valued and connected in their community. It's on all of us to ensure that issues like affordable childcare, healthcare, and housing remain priorities in improving quality of life for individuals and families. It's on all of us to ensure that diversity, in all its forms, is appreciated and encouraged. And its on all of us to extend the invitation to stay in Kansas or come to Kansas whenever we can. I'm exceptionally proud of the work that Salina area employers and community members are

doing right now to wholistically extend that invitation.

Business success and economic prosperity doesn't exist in a vacuum; we're all inextricably linked. We have a very unique opportunity right now to be on a more even playing field both nationally, and even internationally, than we have ever been before. Change begets growth, and growth is more crucial than its ever been for Kansas to survive right now.

In The News

MOWERY CLINIC is pleased to welcome nurse practitioner April Leonard, APRN. Leonard will be seeing patients at Mowery Clinic Gastroenterology. A graduate of Chamberlain University, Leonard earned her master's degree in nursing and is board-certified by the American Association of Nurse Practitioners. She joins Mowery Clinic with over 10 years of healthcare experience. Leonard is practicing under the direction of two of Mowery Clinic's gastroenterologist's, Drs. Paul Johnson and Jesica Brown. For more information or to schedule an appointment call (785) 827-7261 or visit moweryclinic.com to learn more.





SALINA COMMUNITY THEATRE was the winner of Region V AACT-Fest (American Association of Community Theatres Festival). Region V is comprised of North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Missouri, and Kansas. SCT's production of Lauren Gunderson's "Silent Sky" will compete in June in Gettysburg, PA with 11 other regional winners. SCT also received awards for Ensemble Acting, Costuming, Directing, and the Backstage Award for highest level of company professionalism. This is the

second time SCT has been to AACT Fest nationals, which it won in 2001 with its production of "Wit". Congratulations to SCT! Break a leg in Gettysburg!

GOT NEWS?

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

HOMEWOOD SUITES BY HILTON SALINA DOWNTOWN has been honored as one of the first to receive the new "Homewood Strong: A Be At Home Award" from Homewood Suites. This honor was earned by being in the top 1% of the brand in all of the following categories, based on guest surveys: Overall Service, Problem Resolution, Feeling Welcomed, and Cleanliness of Rooms. Congratulations Homewood Suites!





<u>DILLONS FOOD STORES</u> marked its centennial year with service to Kansas communities on May 13. After his initial venture in selling groceries at his general store in Sterling, KS, John S. Dillon was considered a visionary when he opened the area's first Cash Food Market in Hutchinson in 1913. J.S. Dillon & Sons Store Co. was opened in 1919 and later incorporated on May 13, 1921, a date now celebrated

100 years later. By the end of the 1920s, the company had grown to 15 stores in 10 Kansas communities. Today, more than 12,000 associates are employed at 80 stores, two distribution centers, and one corporate office in the Dillon Stores Division spread across KS, NE, and MO. Dillons offers a store format for nearly every kind of shopper with small hometown markets, supermarkets, Marketplace stores, price-impact stores, fuel centers and even online shopping with pickup, delivery, and ship-to-home.

Timothy Hennessey is the new West Coast Region Account Manager to the **EXLINE, INC.** family. Tim brings over 20 years of industrial experience in equipment maintenance and automated valves in the Territory as well as significant experience and familiarity with our core customer base. Tim is responsible to support our diversified customer base by providing solutions utilizing Exline's broad array of products and services. The services include, on site mechanical, machining and ignition/automation control. Along with our Salina based machine shop, thermal spray shop, and our parts services warehouse. Having served many industries including Oil & Gas, he brings a wealth of on-site practical experience and strongly promotes a culture of safety.





The **SMOKY HILL MUSEUM**, 211 W. Iron returned to pre-pandemic hours starting Tuesday, June 1, 2021. Hours had been temporary reduced to provide safety measures to protect visitors and guests. Museum staff will continue with heightened cleaning, and the Museum and its galleries have been treated with Prevent X, a long-lasting antimicrobial that provides continuous surface protection in between regular cleaning and disinfecting. In addition, all interactive elements will soon be available. Visitors will also be able to view the new exhibit, The Crossroads, which celebrates

the birth, growth and change of downtown Salina. Special thanks go to the exhibit sponsors – Cargill, Hutton, Pestinger Heating and Air Conditioning, Inc., United Capital Management and Salina Blue – who helped make this exhibit possible. The Smoky Hill Museum is a nationally accredited history museum in the heart of downtown Salina, Kansas. The FREE museum is open Tuesday-Friday 11-5 and Saturday 10-5. Stop by the Museum Store for a wide variety of regional and Kansas products, local artwork and gifts for all ages.



WELCOME ABOARD

New Members

BLUSH AND BLOSSOMS CO. (918) 361-5460

www.blushandblossomsco.com

KANSAS PUBLIC MEDIA CENTER, INC.

(785) 342-2452 www.kansaspublicmediacenter.org

THE YARD

138 S. Fourth Street (785) 201-9287 www.theyardsalina.com



Be Entertained!

Event Calendar at SalinaAE.com



RIBBON CUTTING



Salina Emergency Aid/Food Bank, 255 S. Chicago, celebrated the long-awaited opening of its renovated garden, the Food Bank Gardens. In partnership with K-State Central District Extension Office, North Salina Community Development and the Master Gardeners, the Food Bank Gardens will bring together gardeners of all ages, increase connectivity to fresh local foods and offer over 20 community garden spaces this season.



<u>Hutton Corporation</u>, 137 S. Fifth Street, celebrated their new home in downtown Salina with an open House and Ribbon Cutting.



St. John's Military School Historical Museum, 110 W. Otis Ave. - Linger Hall, celebrated their Grand Opening with a Ribbon Cutting Ceremony that included a final roll call, the passing of the ceremonial door handle and ended with a unique saber cutting of the ribbon. Come see the preserved history of St. John's Military School.



SAYP

We would love for you to join us!

Are you an energetic, passionate young leader who loves the community and wants to be more involved? The SAYP Steering Committee is looking to fill the following roles:

- Business Connections Co-Chair
- Membership Co-Chair

Contact LaCrista at lbrightbill@salinakansas.org
for more information!



Ready to get away?

Evidently, others are as well! The Normandy, Paris & Seine River Cruise is October 2022. Check out the details on our website. If you have questions, contact Sandy Cole to learn more at (785) 827-9310, x 123.





FIRST L&XXXX

Salina Area Chamber of Commerce

What is a First Look?

A First Look event gives Chamber members a chance to tour and learn about a new or updated business while networking with other members!

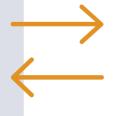


Requirments for Hosting

- Your business opened its doors in the last 12 months
- · You moved to a new location
- Your business expanded/remodel at its present location

How is this different than a Business After Hours?

A First Look event is meant to bring members to your location before it is seen by the general public. We hold the events on weekdays from 4-6 pm with a short host program at 5:30 pm. Members will have a chance to win the attendance prize of \$100 in Smoky Hill Gift Certificates! We do not charge members for the event but the host will pay a small fee of \$200 to help cover the cost of marketing and advertising plus the organization of the event.





How do we schedule a First Look event?

To schedule a First Look please contact LaCrista Brightbill at (785) 827-9301 or lbrightbill@salinakansas.org





JUNE 9th

Join us for our First Look event as we celebrate the Grand Opening of the newest addition to beautiful downtown Salina, The Yard, located at 138 S. Fourth St.

Open 7 days a week, we are your complete indoor/outdoor baseball & softball training facility including 5 batting cages, 5 pitching lanes, a college sized infield, HitTrax technology and a pro shop, offering 20% off all Rawlings gear every day. Find out the latest info on our upcoming camps, lessons, the exclusive College Track Program and more by following us on Facebook, Instagram & Twitter!

We are excited to announce that membership @ The Yard has its perks, including the exclusive opportunity to reserve unlimited daily batting cages & bullpens, discounts on all services, keyless entry & early access to all camps! Looking to make an investment in your ball players' future, consider the gift of membership.

We look forward to giving you the grand tour, having you step into a batting cage to try out your swing & hearing from you how we can best partner together to serve baseball & softball in Salina. Plan to stay for a while, enjoying food for purchase from local food trucks & catch our speakers at 5:30pm.

What a great night it will be for your First Look at The Yard, June 9. Doors open at 4 pm!

FIRST at L となっととと Trinity Hospice JUNE 17th

Join us for our First Look event at Trinity Hospice, located at 104 E. Iron.

A locally owned, faith-based company providing superior, comprehensive hospice care services through the end-of-life journey. Offering skilled nursing, certified bath aide, social worker, and chaplain services available 24/7. We focus on patient and family centered goals with emphasis on the medical needs as well as the mental and spiritual needs.





SYNERGY HR SOLUTIONS, LLC

Mai-Lin Wohler - VP of Human Resources (480) 302-0125

mwohler@hrsynergysolutions.com



SYNERGY HR SOLUTIONS



What service/product do you provide? *Synergy HR Solutions, we MANAGE*

Synergy HR Solutions, we MANAGE
YOUR HUMAN RESOURCES needs BY
PROTECTING, STREAMLINING AND
GROWING YOUR BUSINESS. Synergy
HR solutions is with you every step of the
way, we are committed to creating the most
affordable and Human Resources solutions
for your company. We are dedicated to
helping your organization against potential

expenses of employment litigation by proactively reviewing your company's policies and procedures.

With Synergy HR Solutions, small to mid-size companies can finally have a trusted partner to help them contain HR costs, minimize employer-related risks, relieve the administrative burden of HR—and gain the focus where it matters most....your company.

Synergy HR Solutions accomplishes your company's HR goals by offering professional services which include: HR Audits, Risk Management, Policy Compliance, Benefit & Compensation, DISC Assessment, just to name a few.

When did you start your business and why?

Synergy HR Solutions, LLC was established in 2012 in Gilbert, AZ with a focus on working with small to mid-size business owners that simply didn't have the internal HR support or expertise needed to take on significant projects and ease the burden to handle the continual HR functions. Synergy has opened offices in Southern and Central CA, with the most recent office in Salina, KS.

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

THANK YOU

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

- American State Bank
- ▶ APAC-Kansas, Inc.-Shears Division, Salina Branch
- Arrow Printing Company
- ▶ At Stake Ministries
- Avflight Salina Corp.
- Central Mall
- CES Systems
- CKF Addiction Treatment, Inc.
- cohort.digital
- Consolidated Printing & Stationery
- ▶ Edward Jones- Colby Bertrand
- Exchange Bank
- ▶ Fresh Market
- ▶ Hardman Company, L.L.C.
- ▶ Hays Academy of Hair Design
- ▶ Heritage Real Estate Advisors, LLC
- ▶ Hi-Co Motor Co.
- Homestead Ministries
- ▶ Horizon Farm & Ranch Realty, LLC
- Huseman Veterinary
- ▶ Image Quest
- ▶ Interim Healthcare of Salina
- Marietta Kellogg & Price LLC
- Olive Garden
- ▶ Opportunity Funding, LLC
- Planet Fitness
- Princess & Penguin by Abilene Bridal
- Salina Area United Way
- Salina Insurance Services
- Schwerdtfager Masonry LLC
- ▶ Shift Your Perspective Life & Leadership Coaching
- ▶ South 40 Lodge
- ▶ Starbucks Salina Downtown
- ▶ State Farm Robert Pruett Agency, Inc.
- ▶ Triangle Trucking
- ▶ True Betty Boutique
- Volunteers of America, OK
- Waters Hardware
- ▶ You and Your Surroundings





They're baaaack!

Yes, the Salina Comic Con returns to the Tony's Pizza Events Center for their 5th annual event over the weekend of July 10-11. The year of 2020 is behind us, and this show is back with a vengeance! The event is bringing in a couple of super heroes. Flash Gordon, Mr. Sam Jones will be there both days to sign autographs and take pictures with fans. He is not the only invitee this year, Mark "Kidwok" Britten will be in attendance as well. Known for his many voices of DragonBall Z characters he will be there to entertain all that pass his booth.

There will be vendors from all over the midwest selling, buying and trading your favorite toys, comic books, art, and much more. You can bring in items to sell, or if you are just wanting to look around that is cool too. Also back is the free swag bag for the first 50 people each day.

COSPLAY alert! Saturday at 3pm is the adult costume contest (ages 15 and up). This is a single contest, so you can come alone, or as a group or duo. Sunday will be the kids contest at 3pm, (14 and under), same rules apply. There will be CASH PRIZES each day! Founder of the con and Salina native, Clint Randolph, says this event has been growing in size since day one, and who knows what it could turn into. He hopes to see you there!

EVENT HOURS:

Saturday 10am - 6pm, and Sunday 10am - 4pm

Marquee Welcomes

This year has many events looking at prime times. Be sure to take a look at the weekends with multiple events. Salina welcomes all these events and more upcoming!

June	K D 17 1 1 1 1
1-5	Kansas Pupil Transportation Assoc
5-6	MAYB Basketball Tournament – Salina Fieldhouse
	Salina Fun In The Sun 5GG Fast Pitch Tournament – Bill Burke Park
6-11	B-25 Commemorative Air Force – Salina Regional Airport
6-8	Kansas Assoc of Insurance Agents
15-16	Kansas County Treasurers Association
19	SAYSI Youth Baseball and Softball Tournaments – Bill Burke Park
24-25	Kansas Bankers Association
26-27	Salina Summer Slugfest Fast Pitch Softball Tournaments – Bill Burke Park

July 7-11	The Kansas Grand Slam Tournament – Deans Evans Stadium
8-11	Hap Dumont 9U State Baseball – Berkley Family Recreation Area
10-11	Salina Comic Con – Tony's Pizza Events Center
	Kansas NCS/IFA Fast Pitch State Championship – Bill Burke Park
	MAYB Basketball Tournament – Salina Fieldhouse
17-18	Beat the Heat 8U Baseball Tournament – Salina Fieldhouse
22-25	Kustom Kemps of America (KKOA) Leadsled Spectacular Car Show – Oakdale Park
24-25	MAYB Basketball Tournament – Salina Fieldhouse
28-31	American Legion "A" State Tournament July 28-31 – Dean Evans Stadium



AAU Missouri Valley District Championship Gymnastics

\$397,500

SAYSI Youth Baseball and Softball Tournaments

\$58,464

NCS-IFA Softball Annual Blue & Gold Tournaments

\$29,040

NJCAA Region VI Baseball Championship Tourn.

\$89,640

KSHSAA 4A State Baseball & Softball Championship Tournaments

\$502,762





FIND US ON SOCIAL MEDIA!





Salina Chamber of Commerce





Imagine Salina 🚥







Thursday, June 10 651 S. Ohio 5-7pm - \$5 per person or Fast Pass

In February of 2020 Tim and Brenda Holm completed the purchase of Bennett Autoplex Buick GMC from the Bennett family who have owned and operated the business in its current location for five decades. The Holm family business originated in Ellsworth in 1969 by Tim's parents, George and Betty, and has also included the purchase of Racy Chevrolet in Abilene in 1983. The Holm Family has owned and operated GM dealerships in the area for 50 years. We are starting our second year and are excited to be part of the Salina community.

ResCare KS Central



Thursday, June 24 2100 S. 9th

At ResCare, our Mission is to make a difference in people's lives and communities. We look forward to expanding in Salina to become a leading provider of home and community-based health services for complex populations. Join us for our Ribbon Cutting around 5:45pm at the After Hours event on June 24th.

COME OUT AND SEE WHAT Holm Buick and ResCare KS Central have to offer!

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