

CHAMBER **CONNECTION**

A Monthly Publication of the Salina Area Chamber of Commerce

APRIL 2020 Volume 60, Number 3

SALINA STRONG
together.

**SALINA LAUNCHES SALINA STRONG
BUSINESS SUPPORT WEBSITE** See Page 3

AT A GLANCE...

In accordance with guidelines from federal, state and local officials to Stay In Place and practice social distancing, Chamber events and programs are temporarily suspended. Watch your email for ongoing bi-weekly updates from the Chamber announcing rescheduling of these services.



Salina

Area Chamber of Commerce

OFFICIAL PUBLICATION

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Eric L. Brown

From the CEO

Your Chamber has been closely monitoring the virus outbreak and its impact on our members and communities. We are committed to serving you, our community and our region during this unprecedented time.

I wanted to provide you with an update on how we are responding, keeping in mind that our current plan is subject to change due to changing circumstances.

OPERATIONS - Chamber offices closed beginning March 31, and staff will be working remotely. We are committed to serving our members and our community with uninterrupted services. Our team will continue to be available to our members and the public through email and their regular office phone numbers.

BOARD & GENERAL MEETINGS – During this time period we plan to conduct our Chamber meetings and Board of Directors meetings through electronic channels rather than in-person meetings.

EVENTS: Based on recommendations from the CDC, state and local officials, the Chamber has postponed and/or canceled our events through the end of April. Be on the lookout for online opportunities to connect and for trainings during this timeframe.

RESOURCES – Watch our social media platforms and other communication channels. We are sharing helpful links, webinar notifications and connecting our members with resources that can assist you with questions about updated SBA resources, HR advice, compliance with CDC recommendations, important surveys, etc. If you have not please visit www.salinastrong.com for all of these items in one location.

These unusual circumstances are impacting every aspect of our daily lives and livelihood. Our team wants you to know that we care about each of you and the impact this is having on you. We believe in the power of connectivity and collaboration and we are confident in our strength as a community to work through these current challenges. Stay well.

Best,

President/CEO

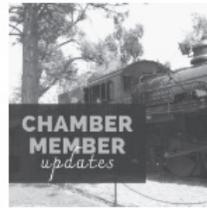
Salina Area Chamber of Commerce

HERE'S HOW TO CONTACT OUR CHAMBER STAFF

- | | | |
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Salina Launches Salina Strong Business Support Website



The Salina Area Chamber of Commerce has launched a website entitled “Salina Strong”. It is geared at keeping our membership and business community up to date on Business Resources, Workforce Information, Restaurant and Retail Businesses offering Delivery, Take-out and Curbside options, Health and Safety Updates, and Remote Working Tools, particularly during this COVID-19 pandemic.

Created as a landing page within the Chamber’s salinakansas.org website, you can access the information directly at www.salinastrong.com. Our intent is for Salina Strong to be a one-stop shop for information and assistance and it will continuously be updated with information as Chamber staff works remotely. The full effect of COVID-19 remains to be fully realized but the Salina Area Chamber of Commerce is doing everything in its power to provide relevant and pertinent information and support to the business community.

We encourage you to lean in to the important information being shared from federal, state and local officials and other

resources. Take a look at tips being shared about working remotely, including access to great tools to make that transition less challenging.

Update us on things you may be doing differently in your operation. During the statewide Stay In Place order from Governor Kelly, which followed the announcement of a Saline County order, this information is more vital than ever.

People and organizations across our great hometown are also embracing the Salina Strong initiative as a call to action and message of hope and resilience. We want to hear and share stories about situations where this difficult time is bringing out the best in our community. Share with us your posts, comments, and photos that might be helpful to other businesses. Be sure to tag your social media with #salinastrong to keep this message out there.

Email Tiffany at tbenien@salinakansas.org to update your business information on the site. Truly, we are all in this together! Let’s all commit to do our best to be just that...Salina Strong!

Kansas Community Theatre Conference Takes the Stage!

Salina Community Theatre hosted the Kansas Community Theatre Conference March 12-15. More than 75 attendees representing 26 theatres, colleges, and community centers from across the state came together to share ideas and attend workshops from a variety of providers. The conference was funded in part by a grant from the Kansas Creative Arts Industries Commission and the National Endowment for the Arts.

Sixteen plus workshops were presented over two days, ranging from marketing and fundraising, to costuming and directing. Workshop leaders came from Atchison, Wichita, Lawrence and Beatrice, NE. Highlights among these workshops were “Marketing and Social Media” presented by Angela Cassette, Managing Director of Music Theatre of Wichita, and “Costuming on a Budget” presented by Jenn Morris, designer with Salina Community Theatre.

Michael Spicer, Executive Director of Salina Community Theatre shared, “This was the first such gathering for community theatre in more than 10 years. The grants from KCAIC and the NEA allowed for funding of more than 75 hotel stays, with another 25 stays by people attending the conference. SCT is planning a repeat of this conference next March during the American Association of Community Theatre’s Festival, an event at which SCT has received two National Awards. The importance of networking among community theatres is essential to everyone’s survival. The information shared here will help theatres of all sizes prosper and thrive.”

Hilton Garden Inn Hotel & Conference Center served as the host hotel for the conference, with sessions taking place at Salina Community Theatre. Visit Salina provided a partial sponsorship of a conference meal by Martinelli’s Little Italy. We look forward to working with the conference planners again.



— Celebrating Success —

The Chamber deeply respects that the reality of today is certainly not business as usual. Our business community and citizens continue to be impacted by the COVID-19 situation, which changes daily. While we adapt individually and collectively to each day's events, we believe it is vital to recognize our successes. Let's take a moment to celebrate these recent events that brought visitors, and resulting economic activity, to the 67401. Thank you all for the hospitality shared!

EquiFest Rides High in the Saddle into Salina

2020 Kansas Horse Council Event A Great Success!



Thousands of horse enthusiasts, vendors, and spectators enjoyed a three-day event in the co-located area of Tony's Pizza Events Center and the Saline County Livestock and Expo Center, March 6, 7 & 8, as the Kansas EquiFest rode into Salina for the first time!

If you were not an attendee you likely noticed the large pickups, commercial (vendor) vehicles and horse trailers around

Salina. Jo Ann McClure, Visit Salina Convention Sales Manager, reported, "Many local restaurants, hotel employees and owners visited with patrons about the reason they were in Salina. Throughout the event, our front-line staff offered conversations and positive comradery that was mentioned by the Kansas Horse Council, their many guests, judges and special talent hosted during EquiFest. More so, before, during and after the inaugural year in their new venues, our hospitality is one of the many reasons EquiFest feels at home in Salina," affirmed Jo Ann.

Event Manager and Executive Director of the Kansas Horse Council, Justine Staten, had a lot of great things to share about what EquiFest experienced in Salina.

"Kansas Horse Council would like to thank Visit Salina, Saline County and the City of Salina for extending such a warm welcome for our first year event. We had an excellent turnout, warmer windy weather and plenty to keep everyone excited! Tony's Pizza Events Center (TPEC) was a beautiful venue for displaying art in the lobby, providing clean accommodations for hosting vendors in Great Plains Manufacturing Convention Hall and along the arena concourse. The facility allowed flexible setup for the educational workshops upstairs and had great lighting and seating for the equine clinics & competitions in the arena.

On the Saline County Livestock Expo Center (SCLEC) grounds, the multiple buildings allowed us to do additional programming. Kenwood Hall was the location for our Kansas Farm Bureau Kids Corral and workshops amidst more vendors for shopping and the Old Abilene Town's Old Time Photo Booth. The 4H Building featured stage entertainment of cowboy poetry and music and live broadcast interviews on stage, plus MORE shopping and a Silent Auction fundraiser for the Kansas Horse Council Foundation scholarships. Attendees enjoyed horse demonstrations in Ag Hall, including the Fort Riley Commanding General's Mounted Color Guard. Folks could stroll through and see displays and horses throughout the event

in the stall barns. Over in Barn 2 was a farrier competition where spectators could watch master craftsmen heat and bend steel to make horseshoes, then square off in a live horse shoeing competition. On Sunday, there was also an old-fashioned sorghum press pulled by a big Percheron to make molasses. Other competitions included the State 4H and Open Horse Judging, Mounted Shooting, a Battle of the Breeds and a highlight event- two nights of Ranch Rodeo.

It takes a lot of people working together to make something like this event happen. It is a complex mix of a large-scale trade show, educational symposium, and multiple livestock events with arts & entertainment mixed in. Moving from our previous venue was not an easy thing to do as it involves 'reinventing the wheel' to figure out the layout and flow and programming for all the different pieces.

We relied on input and suggestions from locals on the Saline County Fair Board, Visit Salina, SCLEC, and the TPEC staff for planning and implementation of this large-scale event. We

became acquainted with the Saline County Commissioners, and the Salina City Commissioners as we navigated planning for this year and future years and enjoyed seeing some of them at EquiFest. Great and personable folks!

We can't overlook the help we received from ALL our volunteers, to include the Saline County Mounted Patrol & Rescue

Squad, the City's General Services and Salina Police Department. Salina Downtown was engaged too, helping to bring an awareness of EquiFest by co-hosting a movie in the Salina Art Center Cinema and inviting our Cowboy Poets and Musicians to stroll along the street and entertain on Friday during our event. Martinelli's welcomed many EquiFest goers to dine in. The Flower Nook donated to our Foundation Auction showing their support. Thank you to Bennington State Bank for providing bottled water for our volunteers. I would also like to thank our many sponsors, big and small, who helped to bring the clinicians and educators to Salina and helped with the physical needs of a multifaceted event; TravAlum Trailers, Prairieland Partners John Deere, Visit Salina, Saline County, Morton Buildings of Salina, Moundridge Tractor, K4 Trailer Sales, Marshall Motors and many more. You can see the list on our website, www.equifestofks.com. The EquiFest Committee extends a heartfelt THANK YOU to Salina for making our first year a warmly welcomed, smooth, new venue experience."

Learn more about Kansas Horse Council & EquiFest of KS at www.kansashorsecouncil.com.

Salina looks forward to welcoming EquiFest KS back in 2021!

"THANK YOU to Salina for making our first year a warmly welcomed, smooth, new venue experience."

Justine Staten, Kansas Horse Council



Good Sports!

Boys AND Girls...Leaving it all on the Mat!

Salina hosted the first ever Kansas State High School Activities Association (KSHSAA) Girls State Wrestling Tournament. Thursday, February 27, 132 girls competed at Tony’s Pizza Events Center. There were 11 weight classes with 12 wrestlers to qualify in each bracket. These competitors represented 146 Kansas Schools with girls wrestling programs.

“Salina is an amazing host for this event, as Visit Salina and the Tony’s Pizza Events Center takes a great deal of pride in hosting events, which was especially true with the inaugural event. It was a great opportunity for the girls, as we have seen a great increase in girls’ participation,” Mark Lentz, KSHSAA Asst. Executive Director stated. “The people of Salina and the city continue to welcome the KSHSAA member schools, athletes and fans each year. We are thankful for the great hospitality and a welcoming community for the Girls’ Tournament and the return of the 4A State Boys’ Tournament.”

The 4A Boys’ 2-day event created an estimated \$702,200 annually in economic impact to the Salina community. The 1-day Girls’ event was estimated to generate \$160,000 in economic impact. This provided a combined estimated benefit to the Salina economy of \$862,200.

Leveraging the use of an arena already set with multiple wrestling mats, the USA Wrestling Elementary State Championships & Kansas 6&U Championships rounded out the weekend. Approximately 600 youth wrestlers up to 12 years of age competed on Sunday, March 1. James Cook, event manager commented, “Salina and the Tony’s Pizza Events Center have what we need to make our tournament a success. We’ve looked at other sites in the state and Salina continues to come out on top as the place to be. We’re excited to host this event and welcome young wrestlers from throughout the state to experience excellent competition in Salina!”

Photographer Tanner Colvin provides a glimpse at the High School events.

4A State Basketball brings Fastbreaks and Heartbreaks

Sixteen teams arrived in Salina March 11 for the 4A KSHSAA State Basketball Tournaments at Tony’s Pizza Events Center. Unfortunately, the event was shortened by two days due to the COVID-19 pandemic. It was indeed heartbreaking for everyone involved to see all the teams go home early. KSHSAA’s decision to end the tournament after the quarterfinal games is certainly understandable as the health and well-being of the student-athletes, coaches, administrators and fans should be their top priority.

The Chamber/Visit Salina is pleased that Salina was able to host the event, and it is important to us that all of those who made those two days a success are acknowledged. Visit Salina appreciates Tony’s Pizza Events Center, KSHSAA, the participating teams, officials, parents, fans and our remarkable basketball volunteers. Without their dedication, these events could not happen.

Even in the shortened format, the basketball had a positive impact on the Salina community. *Visit Salina estimates that the two-day estimated visitor spending for the event was \$430,830.* Mark your calendars for March 10-13, 2021 for the 2020-2021 4A KSHSAA State Boys’ and Girls’ Basketball Tournaments at Tony’s Pizza Events Center.

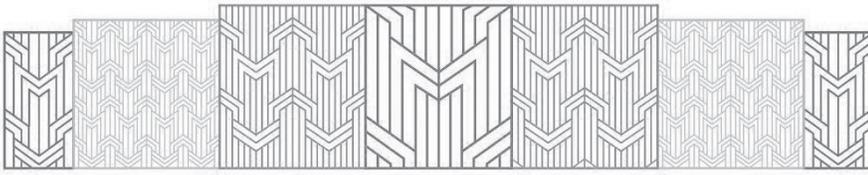


Dollars & Sense

Recent groups Visit Salina worked with and the estimated visitors’ spending they created in the community:

Smoky Valley Home Educators Basketball Tournament	\$223,440
World Class “No Zone” Basketball Tournament	\$26,358
MAYB Basketball Tournament	\$297,312
HOA Volleyball Border Series Tournaments	\$85,600
KSHSAA Girls’ State Wrestling	\$160,000
KSHSAA Boys’ 4A State Wrestling	\$702,200
USA Wrestling Elementary and 6U State Tournaments	\$301,480

Salina Downtown Inc Reveals New Logo



SALINA DOWNTOWN

Beginning in November 2019, Salina Downtown, Inc. began taking submissions for a new logo and brand. After 75 submissions from about 30 artists, the unveiling of their new logo happened shortly after 5:30 p.m. Friday, February 2th at Peaceful Body Wellness Retreat, 148 S. Santa Fe Ave.

SDI's previous logo was designed in 1983 and the organization was looking for a fresh and new look to mirror all of the updates in downtown. The Salina Downtown Inc. marketing committee narrowed the 75 design entries down to four finalists, with the public voting to determine the ultimate winner.

Submitted and designed by Ramon Rodriguez II, the winning logo with almost 1,000 votes, highlights the new streetscape structures that cross over Santa Fe Avenue downtown.

Introducing... New and Improved App - 67401 Salina



Download free from the App Store or Google Play Store

Available now, mobile and tablet users can utilize their devices to connect with favorite local businesses and keep up to date with our membership via the 67401 Salina app. The Chamber has redesigned our app with this new and exciting version created to spotlight local Chamber member businesses through various directories with categories such as Shop, Dine, Transportation and Things to Do.

The basis for the 67401 Salina app is to both connect members to members, and also introduce to visitors and potential residents all that Salina has to offer. With the significant changes we are all experiencing due to COVID-19, staff has altered the initial design to prominently feature the Salina Strong website, providing another avenue to access up to date information about the ever-changing local business climate. In the future, the app design will emphasize Salina experiences, special offers from businesses, an online version of the Visit Salina Guide, and more.

The app will allow event and meeting attendees to access a custom, secure conference function to present their attendees with information about Salina, plus speaker bios, event agendas, venue maps and more.

Set aside some time while we all Stay In Place to download the app and become familiar with it. The 67401 Salina app is available for free download in the Google Play Store and the App Store. For questions regarding the app, contact Tiffany Benien at the Chamber, tbenien@salinakansas.org or (785) 827-9310 x 130.

Update on Dale Carnegie Course!

In an effort to prioritize slowing the spread of COVID-19, we believe social distancing is our shared responsibility. As a result, we'll be shifting our upcoming program to online delivery. Additionally, we will provide you with a face-to-face experience as a part of the program.

The good news is...

- This effort minimizes the spread of COVID-19.
- It will improve your ability to lead and participate in virtual meetings!
- And surely the world needs us all to continue growing and learning right now, rather than pausing all development efforts!

Our team has been delivering live online training and coaching programs successfully for years. In fact, we work with over 10,000 leaders annually in our live online training environment. We're highly confident in the technology and our delivery team to make the sessions just as engaging and interactive as our face-to-face sessions. We hope you'll join us for a live-online version of the Dale Carnegie Course!

Dale Carnegie Course

Wednesdays, May 6 - June 24,
1:00 PM - 4:00 PM

Investment: \$1,895

Chamber Member Discount: 15% - use the code D7F51D5 to pay only \$1,610!

Register for this event on the Salina Chamber facebook page! Questions? Contact LaCrista at lbrightbill@salinakansas.org

New Members

ACCESS CONTROL SYSTEMS

201 E. Elm • (785) 820-2831

CLUB CARWASH – BROADWAY

655 S. Broadway • (833) 416-975

CLUB CARWASH – MARKETPLACE

2675 Marketplace • (833) 416-9975

EDWARD JONES – AMBER SHIPPY

1828 S. Ohio • (785) 825-6905

EXCEL SECURITY

201 E. Elm Street • (785) 820-2831

DAN VIDRICKSEN



In The News

SALINA ART CENTER, announces that Misty Serene has been appointed Interim Executive Director by the SAC Board of Trustees. Serene will continue in her duties as Director of Institutional Advancement. In the coming months, the Trustees will continue work to explore and identify a leadership model for the organization. The Management Support Team comprised of Martha Rhea, Melanie Terrill, and Mike Soetaert will continue to provide advice and assistance to Art Center staff until the transition is complete. Gretchen Boyum continues as the Interim Curator and Director of Education & Programming, and Heather Greene continues as Director of Finance, Operations, & Cinema.

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**.

OCKK TRANSPORTATION is pleased to announce that Michelle Griffin is the returning Mobility Manager for north central Kansas. Griffin will continue work within the counties of Saline, Ellsworth, Lincoln, Ottawa, Mitchell, Cloud, Republic and Jewell to identify and close gaps in transportation services. Projects she has been involved with include: The 81 Connection, Kansas Rides website, and KANcycle. For more information, visit salinacitygo.com, ksrides.org and kancycle.org

Salina's **HAMPTON INN** received the 2019 Hilton Award of Excellence. The hotel, owned by Stanley & Ursula Weilert of S&B Motels, ranked among the Top 10% of all Hampton Inns nationwide. Congratulations on a job WELL DONE to General Manager Monica Baltazor and her Team Hampton Salina!

AMERICAN STATE BANK announces William E. "Trey" Mowery has joined the bank as Market President serving the Salina and North Central Kansas area. Mowery has been in the banking industry for over 35 years, most recently as Market President/Chief Lending Officer at Central National Bank. Mowery has served on numerous boards in Salina including the Salina Economic Development Corporation, Salina Area Chamber of Commerce, and Salina Family YMCA.

Anita K. Miller, CFP®, APMA®, CRPC®, has qualified for the Ameriprise Circle of Success annual recognition program. Miller is with **IRONSTONE WEALTH ADVISORS** a private wealth advisory practice of Ameriprise Financial Services, Inc. Miller has 22 years of experience with Ameriprise Financial. She works with financial advisors Angela Holt, CFP®, BFA™, APMA®, Hannah Hahn and Emily Page.

SUNFLOWER BANK announces Cheryl Campbell has been promoted to Market President for Salina. Campbell has been at Sunflower Bank for almost 25 years and is an extraordinary relationship builder and leader. Mark Stauffer was recently promoted to Regional President for Central Kansas. In this role, he is responsible for the strategy, management and growth of the bank in Wichita, Salina, McPherson, Manhattan and Junction City. He succeeds Glynn Sheridan, who recently announced his retirement after 18 years with Sunflower Bank.

take to meet

Gina Wilson at SalinaHomes.com

as she answers five questions about herself and the organization:

Can you please give us a summary of your personal background?

My personal background includes raising my six children, working with foster-children, being a part of Big Brothers and Big Sisters, being a child advocate, and leading children's choir for over three decades. I am actively involved in my local church. The last five years I have really enjoyed being a Real Estate Agent for SalinaHomes.com. It was always my dream, and I chased it!



What is it about your business that is unique or special?

What separates you from your competitors.

The thing that makes me unique is that I always go the extra mile for my clients, even if it makes things harder for me. I go to bat for them. I am open and honest and provide informational guidance, even if I know what I am going to say is not what wants to be heard. What separates me from my competitors is my heart. I really do put in my all, I constantly educate myself and work hard for my clients to get them the best deals, and find them not just a home, but their dream home. I also offer video tours, and online advertising presence when this is what a client requests.

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

Smoky Hill River Festival 2020 Cancelled

Salina Arts & Humanities announced on March 24, due to health concerns, the Smoky Hill River Festival has been cancelled this year. Projections of the Coronavirus (Covid-19) made the feasibility of large gatherings such as the River Festival unlikely. Since the Festival draws artists, performers, vendors, and guests from more than 30 states, conditions are further decreased for the likelihood of a safe event for everyone. On average, the River Festival attracts 60,000 guests and \$3.5 million to Salina area each year.

"The River Festival relies heavily on sponsorships and participation from the business community," says SAH Executive Director Brad Anderson. "Unfortunately, we don't believe that the full spirit of the Festival and its wonderful celebration of the arts and community can occur in the way everyone is accustomed to, in these unprecedented times."

The statewide Stay in Place order through April further complicated planning and execution of an event the scale of the Festival. The Arts & Humanities staff is in the process of notifying artists, performers, food vendors, sponsors, committees and key volunteers, to determine how to best transition from putting the final touches on the 2020 event to envisioning the Festival's 45th-anniversary year in 2021.

"We know that tens of thousands look forward to the Festival each and every year, and they share in our disappointment," says Anderson. "All those involved can be proud of the foundation which has been built over 44 years of River Festival leadership, including many longtime donors and volunteers. That strong legacy will sustain us through the challenges that lie ahead."

Planning for next year's River Festival will begin once the Stay in Place order has been lifted and all Salina Arts & Humanities and Smoky Hill Museum staff return to work.

Don't miss!



A series of online zoo adventures for your Stay in Place entertainment!

See them all on the zoo's Facebook page!



Change, change, everywhere change

SculptureTour Salina has postponed the early May UNwrap celebration to unveil the 2020 exhibit downtown. A new date has not yet been determined. Stay tuned for more information as it becomes available.

Now Hiring!

Despite the current circumstances, there are employment opportunities in Salina:

- Great Plains Manufacturing, Inc.
- Valmont-Salina Galvanizing
- Smoky Hill Construction
- Bank of Tescott (tellers)
- Lowes
- Schwan's
- OCCK
- Dillons

KANSASWORKS is available to assist job seekers remotely by phone, email, or via live chat. Job seekers are encouraged to look for work by contacting employers directly or by visiting www.KANSASWORKS.com. A Job Search Workbook is available on the Resource tab and has information on how to create a resume, how to look for work, plus application and interview tips.



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2020 Census FAQ

What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2020, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future.

What's in it for me?



Your responses inform where over \$675 billion is distributed each year to communities nationwide for clinics, schools, roads, and more.



Census data gives community leaders vital information to make decisions about building community centers, opening businesses, and planning for the future.



Responding also fulfills your civic duty because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.



Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

Is my information safe?

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, not by the CIA, not by the DHS, and not by ICE.

When can I respond to the census?

In early 2020, every household in America will receive a notice to complete the census online, by phone, or by mail. In May, the U.S. Census Bureau will begin following up in person with households that have yet to respond.

What will I be asked?

You will be asked a few simple questions, like age, sex, and the number of people who live in your home, including children.

What won't be asked?

The census will never ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

For more information, visit:

2020CENSUS.GOV

D-FA-GP-EN-034

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your future
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Census
2020