We can all make a difference if we think. Salina. First.

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AT A GLANCE...

Business After Hours . . . . November 7
Love, Chloe Foundation
116 S. Santa Fe • 5-7pm

Business After Hours . . . . December 5
Kansas Wesleyan University
Student Activity Center
100 E. Claflin • 5-7pm

Business After Hours . . . . December 19
Showcase Jewelers
2328 Planet Avenue • 5-7pm

Details inside!

PASS IT ON!

- Human Resources
- Communications
- Sales
- Staff Break Area
From the CEO

Shopping Local Matters

In Salina, shopping local should not be an event. It should be viewed as a daily practice to support and strengthen our community.

At some level, the mantra has been used so much that it has floated into the realm of being cliché. However, for Salina, because of location and being the regional hub for many services and rich retail landscape, it has provided beyond what is typically achieved via a shop local mentality. Being citizen-consumers, we need to continue to be aware of the impact that every one of our hard-earned dollars has on the vitality of the place we call home.

Spending our money locally not only supports our friends and neighbors who own, operate, or work for the businesses that make our communities unique, but also the critical public services that keep us safe, uphold our quality of life, and allow for new amenities to come to fruition in the community.

As American consumer culture continues to prioritize online retailers over local store purchases, the shop local shopping culture needs a boost and a better understanding of how it positions our community for long-term success. It also goes beyond just the consumer sales as well; that mentality has also slipped into the working world and there is local business to business goods and services sales that are being lost to online vendors outside of Salina. With a little more planning and research, typically you can find the local vendor that will fit your needs.

Spending locally creates a re-circulation of money that is responsible for a local multiplier effect. This is an extremely valuable feature of our local economy and as this money passes through more hands in the local economy, more and more people locally benefit from it. Dollars, entering the local economy and circulating ten times, acts like ten times their original amount, thus increasing revenue and income opportunities for other local businesses. However, money in the local economy stops circulating at the point an outside purchase is made. Sales tax revenue accounts for a large portion of our local government budget. When sales tax declines, public services and related aspects often decline, while we haven’t seen that as of right now, there could be adverse impacts due to lowered sales tax generation.

We’re not going to be able to convince everybody to stop their purchases online, as on occasion the product isn’t available locally. The hope and ask is for both individual consumers and businesses to think and research first a local option before purchasing online or outside of Salina.

Don’t forget the chamber’s membership directory is a great first stop when searching for local vendors and in addition, our Smoky Hill Silver Gift Certificate program is one of the best ways to keep money local, not only during the Holiday season but any time of year!

Best,

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

Dillons, 1201 W. Crawford, celebrated their grand reopening and remodel with a ribbon cutting ceremony!

Candlewood Suites, 2650 Planet Avenue, celebrated the completion of their remodel with a chamber ribbon cutting and after hours event!

BRAVO Sliders-n-Bites, 1402 E. Iron, celebrated their grand opening with a ribbon cutting!

Occupational Health Partners, 2265 S. Ninth Street, celebrated opening at their new location with a ribbon cutting!
The primary mission of the Salina Area Chamber of Commerce – of chambers in general – is to work toward the overall economic health of the community. The mission is broad and sometimes daunting. The work of a chamber encompasses quite a lot, from recruiting talented people to join the local workforce, to supporting entrepreneurs in realizing their dreams, and working with local partners in education, health care, manufacturing, government and all areas – to strengthen the economy.

Everyone in the community has a role as well. Our challenge to the businesses and individuals that make SALINA what we are, is a simple one, but integral to our success. Think. Salina. First.

Are you looking at educational/training opportunities for yourself, your family members, your staff? Take some time to investigate what is available from our own community partners such as Salina Tech, Kansas Wesleyan University, K-State Polytechnic, and other options. Think. Salina. First.

Do you have an idea about a new business or expansion of an idea you’ve been considering? There are programs available to support entrepreneurial efforts, and job creation right here is important. Think. Salina. First.

Ready for a construction project at home or in your business and need to find just the right contractors? Support local businesses who employ our citizens and invest in the community. Think. Salina. First.

Whether time to set down roots as a young family, or make plans for retirement, Salina is a great place! Think. Salina. First.

When making purchases large and small, duly consider if you can source what you need and want right here in Salina. We have unique ‘Mom and Pop’ retail shops, and many of your favorite national brands. If you make those purchases right here, you are investing in our sales tax receipts, which supports our needed infrastructure. Think. Salina. First.

We can all make a difference if we Think. Salina. First.

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Chamber Hires Ashley Finan as Membership Recruitment and Retention Director

The chamber is pleased to announce the hiring of Ashley Finan as Membership Recruitment and Retention Director. In this role, she will lead the Chamber’s membership efforts recruiting new members and ensuring current members are engaged in Chamber activities and programming. “Ashley possesses over 5 years of experience in higher education admissions and recruitment, which is an exciting skill set that transfers seamlessly. Her personality and attention to detail are a perfect fit and will go a long way in strengthening our commitment to our members,” said Eric L. Brown, Salina Area Chamber of Commerce President and CEO.

Finan is originally from Salina and a graduate of Kansas Wesleyan University. After graduation, Finan was employed at Kansas Wesleyan University and Washburn University and boomeranged back to Salina from Topeka with her husband and children. Welcome to the team Ashley!
Good Sports

Visit Salina is pleased to host the KSHSAA 2A State Football Championship. The event will be played the Saturday following Thanksgiving Day, November 30 at Salina Stadium with a 1pm Kick-off.

“Football has traditionally been a wonderful event for Salina to host!” expressed Tiffany Benien, Visit Salina Sports & Events Mgr., “Salina enjoys hosting the 2A Class, I know we’ll have a great following from fans out of town wanting to enjoy an afternoon football game. The event falls on the biggest shopping weekend of the year, and we know some fans add shopping into their game day schedule, which makes for a wonderful event combination for the community. With a little good fortune, we’ll have great weather and that makes competing for the title even more fun!”

Estimated Economic Impact for the event is $300,200 for the Salina community. This event requires several community volunteers. Tasks include team hosts, officials’ hosts, press box personnel, pass gate 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 or Kyle Weiser (785) 827-9310 x136 or e-mail kylew@salinakansas.org.

The 2A District and State matchups are posted at www.KSHSAA.org.
Salina Welcomes Service Members to Imagine Salina!

In effort to support the Ft. Riley KEEP (Kansas Employment Exploration Program) initiative, and Heroes MAKE America program, Imagine Salina sponsored a tour of Salina for service members that will be separating from the military from Ft. Riley.

Service members received a warm welcome and greetings from Salina Mayor Trent Davis, MD, and Vice Chair of the Saline County Commission, Rodger Sparks.

Along on the tour were Chamber President/CEO Eric Brown, and Talent Initiatives Specialist Latron North. Brown and North provided information on Salina’s quality of life and employment opportunities, along with an overview of the city’s current and completed projects.

Educational, housing and recreational opportunities were highlighted as well.

Thanks to Crestwood, Great Plains Mfg, Salina Vortex and Bergkamp, Inc. for providing the opportunity for these service members to tour their facilities and learn about specific career opportunities. The Chamber would like to give a special thanks to OCCK and Long McArthur for providing transportation.

Program officers for the KEEP and HMAP initiatives have requested three additional Salina tours for 2020!
The October Ambassador of the Month is Cindy Short, Mortgage Loan Officer with Exchange Bank, who has been an Ambassador for a year. “Cindy has been such a huge help this year! Her passion to help our community and new members is incredible,” said LaCrista Brightbill, Membership and Community Relations Director. Cindy will receive a $25 Smoky Hill Silver gift certificate for her work. Congratulations Cindy!

American Red Cross
Executive Director Sherry Dryden

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

I am Sherry Dryden, serving as the Executive Director of the Central and Western Kansas Chapter of the American Red Cross. The Chapter covers 60 counties in Central and Western Kansas. I am a Kansas native that has worked in various capacities of nonprofits for over 30 years. During the 90s, I was a first-aid instructor and I have family and friends who have received services from the American Red Cross. Ninety percent of the work of the Red Cross is carried out by volunteers so my role is the support work for continuing service to our communities.

What is it about your business that is unique or special? What separates you from your competitors.

The Mission Statement of the American Red Cross is: The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The Vision Statement of the ARC is: The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to turn compassion into action so that….

… all people affected by disaster across the country and around the world receive care, shelter and hope;
… our communities are ready and prepared for disasters;
… everyone in our country has access to safe, lifesaving blood and blood products;
… all members of our armed services and their families find support and comfort whenever needed; and
… in an emergency, there are always training individuals nearby, ready to use their Red Cross skills to save lives.

See the entire interview, and others, posted at:
www.salinakansas.org/chamber/take_5.aspx
Love, Chloe Foundation
116 S. Santa Fe
Thursday, November 7
5-7pm • $5 per person or Fast Pass
The Love, Chloe Foundation welcomes you to come by and learn more about what they are doing in the community and Central Kansas to help children with cancer. Hear about their new initiative to offer gas cards to families as they travel across the state for treatment regularly. Meet some of their board members and volunteers that make this organization so successful.

Kansas Wesleyan University
Student Activity Center
100 E. Claflin
Thursday, December 5
5-7pm • $5 per person or Fast Pass
Kansas Wesleyan University invites you to enjoy a delicious spread by Sodexo, learn about KWU athletics, music, scholarships, corporate partnerships and more, and afterward catch the Coyote women’s and men’s basketball teams in action against the Bethel Threshers in Mabee Arena.

Showcase Diamond Jewelers
2328 Planet Ave.
Thursday, December 19
5-7pm • $5 per person or Fast Pass
Showcase Diamond Jewelers is celebrating 25 FABULOUS years! Come check out their exciting new designs along with their AMAZING 25th birthday specials, just in time for Christmas! Drinks and hors d’oeuvres will be served.

YPs gave away $250 for the 3rd quarter Student Loan Repayment Drawing. Any members with student loans were able to apply. The winner for this quarter was Alexander Driskell. All members are eligible for a chance to win next quarter, even if they have already applied. Congratulations Alexander!

Last month the YPs had two Lunch Clubs. One was at Seraphim Bread for a picnic in Spillman Plaza and the other at Jalisco Mexican Restaurant. This month, YPs will be meeting for lunch on November 21st at Hickory Hut, 1617 W. Crawford Street, from 12-1pm.

As elections quickly approached, YPs wanted to make sure that voters are as informed as possible. YPs were asked to submit any questions they had for the candidates. YP volunteers interviewed one candidate a week leading up to the election. Catch the live stream on our Facebook page to hear what the candidates had to say!

On October 18th, YPs held an unforgettable Halloween Party at the Art Center Warehouse in Downtown Salina! There were prizes for the best Halloween costume, food, drinks and music! The YP’s danced their way into the holiday season.