MID AMERICA FARM EXPO
MARCH 26, 27, 28, 2019
SALINA, KANSAS
Tony’s Pizza Events Center and
Saline Co. Livestock & Expo Center
9am-5pm, March 26 & 27 • 9am-4pm, March 28

PROGRAMS

TUESDAY, MARCH 26

TAKING CARE OF BUSINESS
10-11:30am; 4-H Building
Conducted by: Dr. David Kohl
Sponsored by: American State Bank & Trust Co., Bank VI, a division of The Plains State Bank, Bank of Tescott, Bennington State Bank, Central National Bank, First Bank Kansas, Solomon State Bank, UMB Bank

ESTATE/SUCCESSION PLANNING OVERVIEW
1:30-3pm; 4-H Building
Discussion moderated by KFRM Radio. Panel includes representatives from Norton, Wasserman, Jones & Kelly, and Kansas Farm Management

WEDNESDAY, MARCH 27

HORSEMANSHIP CLINIC
10-11:30am; Agricultural Hall
Conducted by: Curt Pate
Sponsored by: Farmers & Ranchers, Salina

CATTLE HANDLING
1:30-3pm; Agricultural Hall
Conducted by: Curt Pate
Sponsored by: Farmers & Ranchers, Salina

THURSDAY, MARCH 28

LIVESTOCK AND GRAIN MARKETING OUTLOOK
10-11:30am; 4-H Building
Conducted by: Naomi Blohm, Stewart-Peterson
Sponsored by: American AgCredit

FREE PARKING
FREE ADMISSION

For information call the Salina Area Chamber of Commerce at 785-827-9301
Visit our website at www.salinakansas.org

MORE THAN 300 EXHIBITS

- GRAIN STORAGE
- FARM SUPPLIES
- EDUCATIONAL CLINICS
- FARM & RANCH EQUIPMENT
- FARM BUILDINGS
- PRECISION ELECTRONICS
- LIVESTOCK EQUIPMENT

FREE WELL WATER TESTING
10am-2pm; Tony’s Pizza Events Center
*Testing for nitrate and chloride. Bring 1 cup of water in clean, disposable container.
Sponsored by: Saline County Environmental Services

HAPPENING DAILY!

- FARM ESTATE/SUCCESSION PLANNING
- LIVESTOCK AND GRAIN MARKETING OUTLOOK
- CATTLE HANDLING/HORSEMANSHIP
- TAKING CARE OF BUSINESS

PASS IT ON!
- Human Resources
- Communications
- Sales
- Staff Break Area

SALINA’S MID AMERICA FARM EXPO
A PERENNIAL CROP OF INFORMATION See Page 4
From the CEO

Anyone who knows me, knows that I am a big basketball fan, particularly when the Kansas Jayhawks are on the court. However, March Madness is not the only sign of spring in my world. Another significant spring event is the Chamber’s Mid-America Farm Expo. This is the 54th year of the Expo, which means the event predates my joining the Chamber staff in 1975, and it has seen many changes.

As the cover story mentions, the Expo began 53 years ago as a project of the Agriculture Committee of the Salina Area Chamber of Commerce. It was originally called a Materials Handling Show, and featured 44 exhibits of ag relevant products on display on the Saline County Fairgrounds, now called the Saline County Livestock and Expo Center. Today, with the construction of the Tony’s Pizza Events Center directly across from the Expo Center, the Farm Expo has grown and expanded to over 350 exhibits and has become one the largest spring farm shows in the Midwest, and annually attracts approximately 8,000 persons over the three days.

Programming has also been enhanced over the years, featuring sessions on finance, business, and changes in trends within the ag industry. Programs this year include “Taking Care of Business” by Dr. David Kohl, Cattle Handling, Horsemanship, Estate and Succession Planning, and Livestock and Grain Marketing Outlook.

I would be remiss if I did not recognize the dedication and support of the Expo by a very involved and important volunteer group – the Chamber’s Ag Committee. These men and women work on every aspect of the Expo, from marking off exhibit spaces to registering exhibitors to assisting exhibitors setting up their displays. Because of their efforts, the Expo boasts an 80 percent return of exhibitors each year. The site staff at TPEC and the Saline County facilities are also great to work with and are very accommodating. And, I especially want to thank our Farm Expo ‘go-to’ staff person, Delta Bryant. Delta works with exhibitors year-round to get those spaces sold and ensure that we have a quality event. We couldn’t do it without all these great people.

There is no admission charge and parking is free, so come by and see what is happening, March 26, 27 and 28th at the Mid America Farm Expo. See the article on page 4 for hours and times of the show.

Sincerely,

Don L. Weiser
President/CEO
Salina Area Chamber of Commerce

HERE’S HOW TO CONTACT OUR CHAMBER STAFF

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Brown Chosen as next Chamber President/CEO

The Chamber Board of Directors is pleased to announce Eric L. Brown has been appointed to lead the Chamber as its new President and CEO. Brown will succeed Don Weiser, who announced his retirement earlier this year after 43 years with the Chamber.

Brown is currently the Vice President of Economic Development and his first official day in his new role will be May 1, 2019. As President and CEO, he will help set the future direction of the Salina business community through economic development, public policy, and continuation of the excellent Chamber programs and services that membership has come to expect.

“I’m humbled and thrilled to have the opportunity to lead the Salina Area Chamber of Commerce,” said Brown. “It is an exciting time to be in Salina and I look forward to working with the board of directors, staff, business community, and community partners to capture and expand on Salina’s momentum.” Brown has been with the Chamber since 2011 and has served in three economic development related roles; prior to his time on Chamber staff, he worked for Kansas State Polytechnic and The Arnold Group.

“Eric has worked diligently over the last 8 years to further his professional education and hone his skills as a Chamber Executive. He is passionate about Salina and Saline County businesses, and brings the enthusiasm, knowledge and leadership needed to keep the chamber at the forefront of everything happening in our community,” said Joyce Volk, Salina Area Chamber of Commerce Board Chair. “In addition, he is well-acquainted with leaders in Salina, understands the business climate in our community and across Kansas, and those strong relationships will enable him to move the chamber forward very effectively.”

Brown received his undergraduate degree from Fort Hays State University and a Masters of Business Administration from Kansas Wesleyan University. He holds a Workforce Development Professional Certification from the National Association of Workforce Development Professionals, is a graduate of the US Chamber of Commerce’s Institute for Organization Management and was also awarded the 2014 Carol D. Ahlers, Ph.D. Distinguished MBA Alumnus Award from Kansas Wesleyan University. Brown and his wife, Danielle, have two children and have called Salina home since 2006. Congratulations Eric!

2019 Junior Leadership Class Announced

The Chamber is proud to introduce the 2019 Junior Leadership Class. The program is designed for area students in the 11th grade, to prepare them to become leaders, particularly in the community.

Participants this year are:
Ell-Saline High School - Connor Anglin and Julianna Krebaum; Home School/Salina Area Tech - Grace Pfannenstiel; Sacred Heart High School – Ally Cochran; St. John’s Military School - Adrian Cabildo Arias and Michael Insoongnoen Neufeld; Salina Central High School - Autumn Barnes, Ethan Brown, Concha Campa, Logan Heigele, Molly Michaelis, Ebony Moore, Madeline Paradis, Madelin Smith, Sydney Sorell, and Luke Stanford; Salina South High School - Peyton Froome, Abigail Miller, Alyssa Peppers and Kati Rivera; Southeast of Salina High School - Maliyah Commerford, Madison Fear, Hope Nurnberg and Kate Weis. Congratulations to these young leaders!
Salina’s Mid America Farm Expo

A Perennial Crop of Information

Ag related companies from around the United States will exhibit their products and services during the 54th annual Mid America Farm Expo March 26-28. More than 300 exhibits will be on display showing the latest in farm technology, machinery, equipment and supplies. The event is headquartered at Tony’s Pizza Events Center and Saline County Livestock and Expo Center.

In the early years of the Expo, there would be about 40 exhibits on display at the Saline County Fairgrounds (now the Saline CO Livestock and Expo Center). The show grew over the years and when the Tony’s Pizza Events Center (formerly Bicentennial Center) was built, the Farm Expo expanded tremendously. Attracting between 8,000-10,000 people over three days, the Expo is now one of the largest spring farms shows in the Midwest.

The Expo is headquartered in TPEC, with additional displays in Agricultural Hall and Exhibition Barn at the Saline County Livestock & Expo Center. In addition, outside exhibits are located in front of Ag Hall and on the TPEC west parking lot.

Special features of the Expo, in addition to the variety of farm equipment displays, will include seminars on Cattle Handling, Estate/Succession Planning and the popular Livestock and Grain Market Outlook. This year, a very special guest speaker will be addressing the crowd. Dr. David Kohl will present “Taking Care of Business” in the 4H Building on Tuesday, March 26, 10am. This session is sponsored by local banks including American State Bank & Trust, BANK VI-a division of The Plains State Bank, The Bank of Tescott, Bennington State Bank, Central National Bank, First Bank Kansas, Solomon State Bank and UMB Bank.

Dr. Kohl has received 11 major teaching awards while teaching over 10,000 students, and 25 major Extension and Public Service awards from Virginia Tech, Cornell University, and state and national organizations. Kohl received his M.S. and Ph.D. degrees in Agricultural Economics from Cornell University. For 25 years, he was Professor of Agricultural Finance and Small Business Management and Entrepreneurship in the Department of Agricultural and Applied Economics at Virginia Tech, Blacksburg, Virginia. He was on special leave with the Royal Bank of Canada working on advanced initiatives for two years, and also assisted in the launch of the successful entrepreneurship program at Cornell University. Kohl is Professor Emeritus in the Agricultural and Applied Economics Department at Virginia Tech. Kohl is currently President of AgriVisions, LLC, a knowledge-based consulting business providing cutting-edge programs to leading agricultural organizations worldwide. He is also a business coach and part owner of Homestead Creamery, a value added dairy business in the Blue Ridge Mountains.

“Dr. Kohl will be a big draw to the Expo this year. His expertise will be a great source of information for our ag producers.”

Carl Garten, Chairman of the Chamber’s Ag Division

There is no charge for admission or parking at the Mid America Farm Expo. Hours are 9am-5pm March 26 & 27, and 9am-4pm March 28. We hope to see you there!

An update on Imagine Salina campaign!

Learn more at www.ImagineSalina.com or contact Don Weiser with questions at 785-827-9301
Good Sports

Fast Break to 4A State Basketball!

March Madness is alive and well in Salina! The KSHSAA 4A Boys’ and Girls’ Basketball Championships will be played at Tony’s Pizza Events Center, March 6-9. This is a great event for the venue, and the community as a whole. Eight boys’ teams and eight girls’ teams will be competing for the coveted state titles on Kurt Budke Court in the Arena. Here is the scoop, with boys’ games in blue, and girls’ games in red.

Wednesday, March 6 (Boys)  3pm, 4:45pm, 6:30pm, 8:15pm
Thursday, March 7 (Girls)  3pm, 4:45pm, 6:30pm, 8:15pm
Friday, March 8 (Girls and Boys)  3pm, 4:45pm, 6:30pm, 8:15pm
Saturday, March 9 (Girls and Boys)  12pm, 2pm, 4pm, 6:15pm

Tickets will be on sale at the TPEC Box Office. All seats are General Admission, with pricing at $7 for students, and $9 for adults. This is a big event for the entire community, with estimated economic impact historically of roughly $698,000. Come out and enjoy the action, and welcome these athletes and families as you see them throughout Salina.

Business Workshop - A Passion for Service®

Bill Drury is a man with a passion. He is on a mission to help businesses create lifetime loyal customers. On April 10 and 11 he will present an action-packed 1/2 day workshop, 8:30am-12 Noon, with proven strategies and techniques to help everyone in the company win customers and reduce lost sales.

Some disturbing service facts:

- FACT: 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them.
- FACT: Customers who encounter poor service tell an average of 11 other people about their bad experience.
- FACT: 68% of customers who stop doing business with a company do so because of perceived indifference -- nobody cares.
- FACT: Courting new business can cost up to five times more than strengthening relationships with current clients.

There will be a morning presentation of the workshop each day (both sessions identical), allowing employers to send half their people each day. We’ve heard fantastic feedback about this program! Your investment is only $75 per person or $65 per person for 5 or more registrations if you register by April 3rd. Late registrations are $85 per person or $75 per person for 5 or more registrations. Call the Chamber at (785) 827-9301 to reserve your spot!

Zig Ziglar said about Bill Drury

“...Bill has conducted over three hundred workshops for the Zig Ziglar Corporation -- we always got good reviews. He knows what he is talking about. He has an excellent style of delivery. Your people and your company will be better off after hearing Bill Drury.”
Entrepreneurial Youth Accept the Challenge!

The Kansas Center for Entrepreneurship, dba NetWork Kansas, was established in 2004 as part of the Kansas Economic Growth act. In 2007 they started the Entrepreneurship (E)-Community program with 6 E-Communities.

Part of being an E-Community is access to a locally controlled loan fund. However, NetWork Kansas wants to go deeper than the money, and has offered different programs and initiatives where the E-Communities can access those funds to host or implement said programs. One program they have is Youth Entrepreneurship Challenge (YEC). They feel that encouraging entrepreneurship at a young age is vital to the sustainability of smaller communities. We should all want kids to see problems as opportunities and think of ways to solve them...then think through their ideas with a written plan and presentation. The hope is that the YEC events are also fun for the students because it’s exciting to see the ideas they come up with. Not to mention, we are always impressed with their level of preparedness!

Salina will soon host our sixth YEC event, March 21, at Kansas Wesleyan University. The YEC teams – from Salina South and Salina Central – will compete in three areas. Local business professionals will serve as judges for those events, which include:

- **Executive Summary**: Prior to the actual event, teams of judges review the executive summary of each business concept which has been prepared by the student entrepreneurs, and score those in several pre-determined areas;
- **“Elevator Speech”**: The student teams create a display in a trade show format, and are scored by another team of judges as they look at those displays and have a short pitch from the competitors;
- **Formal Pitch**: Entrepreneur teams present a more formal three-minute pitch for their business, as if they are addressing potential capital investors (judges).

There is $1,050 in cash prizes for the winning YEC teams, along with a trip to the state competition. Most have found that judging a YEC event is a great way to ‘give back’ to the community. The interaction with the students can be inspiring and certainly enjoyable. If you have an interest to serve as a judge, contact Eric Brown at the Chamber, ebrown@salinakansas.org or (785) 827-9310, ext. 131. For more information about YEC, visit networkkansas.com and click on “YOUTH”.

Partner News
Salina Chosen to host UAS Tech Forum

In a recent media release, it was announced that Salina has been chosen to host the Unmanned Aerial Systems (UAS) Tech Forum, August 21 & 22 at the Tony’s Pizza Events Center (TPEC). The UAS Tech Forum is a gathering of entrepreneurs, investors, researchers, tech transfer professionals, economic development officials and other service providers in the UAS industry. The Forum is part of the Unmanned Aerial Systems Cluster initiative (UASCI) for the Oklahoma and Kansas region, a collaboration funded by the U.S. Small Business Administration. Event host organizations are: Salina Community Economic Development Organization, Kansas State Polytechnic, City of Salina, KS Dept. of Transportation – division of Aviation, Salina Airport Authority, Saline County, and your Chamber. Watch for more details in upcoming issues of Chamber Connection.
Did you know you can get farm fresh foods from Kansas growers right here in downtown Salina? Prairieland Market offers so many yummy fresh fruits, vegetables, meats and lots more!

Prairieland Market has local foods from growers all across Kansas. Shop their wide variety of products from vendors who offer fruits & vegetables, local meats, breads & baked goods, farm fresh eggs, local cheeses, spices, pantry items, bulk good, snacks and beverages. To learn more about each vendor be sure to check out Prairieland Market’s new website.

A unique feature about Prairieland Market is their CSA Program which stands for Community Supported Agriculture. This program is great for many reasons: your dollars spent stay in the community, you support local farmers, makes for easy meal planning and keeps you eating healthier year around! There are a few different options to pick from for households big or small, they have a share for you.

Looking for a quick, easy, and healthy meal to take home? Prairieland Market offers prepared foods available each week. Some of their favorites are vegetarian and classic lasagna, soups and stews, pot pies, and burritos. Stop in to try delicious meals made just for you! You will also find Kansas made gifts and goodies. They carry products such as: handmade soaps, locally distilled essential oils, finely crafted wood crafts and other great gifts.

Whether you are looking for fresh produce & meats, an easy & healthy meal for dinner or wanting to support local farmers, Prairieland Market is a great resource for the community!

305 E. Walnut | Tuesday – Saturday: 11:00am – 7:00pm | 785.827.5877
Follow their Facebook page for cooking tips & tricks -- www.facebook.com/PrairielandMarket
For catering needs and to learn more about the local farmers visit www.prairielandmarket.org
Tony’s Pizza Events Center
800 The Midway
March 14
5-7pm • $5 per person or Fast Pass
Join us on the field at Tony’s Pizza Events Center just 2 days before Salina Liberty opens 2019 with a pre-season game against the KC Marshals! Grab some delicious food, mingle with the players, coaches & staff, and be sure to pick up your $5 tickets to their pre-season game.

Old Chicago Pizza & Taproom
214 S. Santa Fe
March 21
5-7pm • $5 per person or Fast Pass
Old Chicago Pizza & Taproom invites you to gather ‘round their table for lunch, happy hour, dinner or late night. They’ve got you covered with hand crafted pizza, calzones, pastas and salads, all ready to pair with over 100 craft beer options. Looking for banquet space or private dining for meetings, they’ve got you covered again. So, come on downtown & hear all about their fun environment with serious craft brew and seriously good food!

Salina Country Club
2101 E. Country Club Rd.
March 28
5-7pm • $5 per person or Fast Pass
Since 1911, Salina Country Club’s mission has been to strengthen and preserve their community’s legacy and provide the finest experience in golf and dining for all members and their guests. Come on out, discover how they’ve created the best and only spot in town to enjoy good food, a place to laugh and play; indoors and out!

Last year, $3,500 was given away.

$ It Pays to Attend $
Come on out, network with fellow Chamber members and discover all that Tony’s Pizza Events Center, Old Chicago and Salina Country Club have to offer.

YP March Madness predictions will be submitted to the Bracket Challenge for Charity. YPs will have 3 days after selection Sunday to submit their brackets. The winner of the bracket challenge will get to choose which local charity will receive the proceeds from the entry fees. Good luck!

03.13.19 “In the Know Wednesday” luncheon for First Time Home Buyers • 12-1pm, Visit Salina Annex
03.27.19 “Lunch Club” • 12-1pm, Panera Bread

Kandango Wheels back into Salina
Returning to the Salina area for two days of touring in the scenic Smoky Hills, the Kandango Bicycle Tour is expected to bring 150 to 200 riders this summer, May 30-June 1. The riders enjoy classic road rides (the K2r) and gravel rides (Unpaved). The riders will spend their nights in Salina, then ‘hub and spoke’ their journeys from the Sandstone Saloon in Brookville, KS daily. The group is also looking forward to spending some evening time in Downtown Salina. More information about opportunities for the public to visit with riders and come together for food, fun and entertainment is in the works. To register and ride in the Kandango visit www.ridekandango.com.