A Monthly Publication of the Salina Area Chamber of Commerce

April 2019
Volume 59, Number 4

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AT A GLANCE...

Bill Drury
Business Seminar . . . . . . . . April 10 & 11
Visit Salina Annex
120 W. Ash • 8:30am-Noon

Business After Hours . . . . . . . . April 11
Prairieland Market
305 E. Walnut Ave. • 5-7pm

Legislative Issues Meeting . . . . . . . . April 20
Visit Salina Annex
120 W. Ash • 8-10am

Business After Hours . . . . . . . . April 25
Cornerstone Classical School
830 S. Ninth • 5-7pm

Junior Leadership Graduation . . . . April 29
Salina Art Center Warehouse
149 S. 4th Street • 5-8pm

Details inside!

PASS IT ON!

- Human Resources
- Communications
- Sales
- Staff Break Area

CUSTOMER SERVICE SEMINAR
GREAT MEMBER BENEFIT!

See Page 4
From the CEO

What local business do you think of when you think of high quality customer service? We all have personal stories of both positive and negative experiences we’ve had and that is one common thread that binds us together as consumers, businesses, and organizations providing products or services.

Every community, region or state is shaped by certain economic drivers that generate income. According to data on total earnings by industry, retail trade and hospitality are both in Saline County’s top 10 economic drivers based on earnings and employment. Retail Trade is considered to be main street businesses, strip commercial activities, shopping centers, franchised box stores and electronic commerce and hospitality includes arts, entertainment venue, recreation venues, lodging and food services. In 2017, retail trade and hospitality accounted for over $128M to our local economy and included approximately 8,000 jobs.

Whether someone is traveling for business, pleasure, stopping through for a quick bite, or utilizing your company’s services/products, the level of customer service they receive will help determine whether they come back for another visit or avoid your business in the future. As consumers, people and businesses have more options and ability to research those options more than any other time in human history. Top-notch customer service is often the difference between choosing you and choosing your competition.

With that in mind, we are excited to offer Bill Drury’s customer service workshop entitled “A Passion for Customer Service”! Bill Drury is a man with a passion and it is infectious. He will be here on April 10 and 11 to present proven strategies and techniques during two 1/2 day workshops. His material also includes how to handle difficult customers! Bill is noted for his humorous and enthusiastic presentations. He is someone who believes learning must be fun to be productive. His presentation will enhance your organization’s ability to compete in the rapidly changing business world of today.

Whether you own, work in, or manage a retail shop, non-profit, governmental agency, bank, educational institution, hotel, tire shop, restaurant, or service business, your investment in training for your employees will be very beneficial to both internal and external customers.

Hope that you can join us on April 10 or 11!

Sincerely,

Don L. Weiser
President/CEO
Salina Area Chamber of Commerce
The Salina Regional Sports Medicine Athletic Testing Combine

The Salina Regional Sports Medicine Athletic Testing Combine by Sharp Performance is back in Salina and scheduled for Saturday, April 13, at the Salina Fieldhouse.

The free event is open to athletes from the classes of 2020 to 2023 to gain valuable combine experience at no cost. Registration will start at 8am with testing to begin at 10am. As many as 400+ athletes from throughout Kansas could attend, making the combine again one of the largest athletic testing events in the state and the Midwest.

The combine will test athletes in the 40-yard dash, the 5-10-5 pro-agility drill, the vertical jump, the broad jump, the Gopher Sport Medicine Ball Toss and the bench press, along with accurate height and weight measurements. College recruiters will be able to use the data from these tests and measurements, coupled with a player’s film, to judge an athlete’s ability to play in college. Regional and statewide sports media and recruiting reporters will be in attendance, including representatives from SportsinKansas, Kansas Pregame and others.

“We are proud to offer this free event in the heart of Kansas in the new and improved downtown Salina at the new Salina Fieldhouse,” Sharp Performance CEO Jake Sharp said.

“This event is about more than just getting in front of college recruiters with verified results from the 40, pro agility and vertical jump. It’s also about setting a baseline for the summer program, getting experience on how to perform the various combine tests and compete with athletes from across the state in one centralized location.”

The combine will be conducted by professional athletic trainers including former University of Kansas and Salina Central running back Jake Sharp, former Shawnee Mission West and University of Wyoming wide receiver David Leonard, former Fort Hays State and Salina Central running back and track athlete Cale Sharp and other former standout high school and college athletes and coaches.

While the combine is free, pre-registration is required. The registration deadline is March 29.

Register online by visiting www.sharp-performance.com and clicking on Events and 2019 Combine.

Ribbon Cuttings

These member businesses celebrated with an official Chamber Ribbon Cutting!

Central Kansas Foundation (CKF) held an open house to celebrate the completion of the Addiction Treatment Facility and Pathfinder Recovery Center located at 617 E. Elm Street!

Allstate Insurance - Andrew L Parr Agencies celebrated opening at 1512 E. Iron Ave Ste. A with an open house and ribbon cutting!

Old Chicago Pizza and Taproom located at 214 S. Santa Fe celebrates opening with a ribbon cutting and Business After Hours!
April 10 or 11, customer service expert, Bill Drury, will present a workshop entitled, “A Passion for Service” (How to Win Customers and Reduce Lost Sales). From 1985 till 1990, Drury was the National Training Consultant for the Zig Ziglar Corporation. He speaks, trains, and travels extensively, and has proven to be one of the most effective and entertaining speakers in the industry.

We’ve heard fantastic feedback about this program! Subjects Bill will cover include: Who really signs your paycheck; Stay motivated; Make a great first impression; Create a vision for service; Communicate respect to every customer; Personalize your service; Listen; Handle the irate customer; Overcome stress and burnout; Handle the ten most difficult customers.

Some Customer Service Facts: 7 out of 10 customers who stop doing business with a company do so because of the way they were treated on the first contact; 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them; 97% of all companies never formally train employees in the simple art of customer retention.

SEATING IS LIMITED
Either April 10 or 11: 8:30am - Noon

Your investment is only:
- Chamber Member Registration (until April 3rd): $75 each (one attendee); $65 each (5 or more attendees)
- Chamber Member Registration (after April 3rd): $85 each (one attendee); $75 each (5 or more attendees)
- Non-Member Registration: $99 each

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.”

Register online at www.salinakansas.org or call LaCrista Brightbill at the Chamber, (785) 827-9310, ext. 124.

Members Offered Special Rate on Dale Carnegie Course!
Join us for the eight-week Dale Carnegie Course which begins April 4 and runs each Thursday, 1-4:30 pm, through May 23. The course will be led by Amy Gross, PhD, with Dale Carnegie – Kansas Heartland, and will be held at the Salina Regional Health Center.

You’ll learn to strengthen interpersonal relationships, manage stress and handle fast-changing workplace conditions. You’ll be better equipped to perform as a persuasive communicator, problem-solver, and focused leader. And, you’ll develop a take-charge attitude initiated with confidence and enthusiasm. Regular price is $1,895 per person, but with your Salina Chamber membership, the investment is $1,610. For more information or to register, contact lindsey.solida@dalecarnegie.com or call (785) 320-2753.

Please join us April 5 from Noon-1pm for our Leadership Alum Tour at The Lee Buildings. Please RSVP by emailing lbrightbill@salinakansas.org. ALL Leadership Salina graduates are welcome to attend no matter what year you graduated. Hope to see you all there!
Good Sports

Salina has been selected to host the 2019 NBC Hap Dumont 9U State Championship Baseball Tournament, July 11-14 at the East Crawford Recreation Area. Eric Blasdel, NBC Hap Dumont Baseball cited the following reasons as to why Salina was selected. “Salina has the professional expertise, facilities, lodging and amenities to host this State Championship. Additionally, Salina has the perfect location for our young teams to meet centrally at the intersection of I-70 and I-135, right in the middle of Kansas. This, paired with the willingness for Visit Salina to serve as host of the tournament and coordinate with the Salina Parks and Recreation Department as well as local baseball staff and volunteers, makes Salina an ideal choice for the NBC Hap Dumont 9U State Championship Baseball Tournament. We’re looking forward to what Salina can do!”

The tournament is expected to welcome a minimum of 25 teams. Many parents and fans will attend and be exposed to Salina’s restaurants, hotels, shopping and other attractions. Estimated Economic Impact to Salina for the event is $227,500.

This will be a BIG weekend for Salina as the KS ASA/USA 12U State Softball Tournament is also being held on the same weekend at Bill Burke Park. Salina has a tradition of local people, organizations and businesses that support baseball and softball. The support is not only for local teams, but also helping to provide the manpower and amenities necessary to host tournaments.

According to Tiffany Benien, Visit Salina, “These events would not be possible without the buy-in and work of the Salina Parks & Recreation Department. I’ve visited with Travis Scheele, Recreation Superintendent, and it is our intent to provide both of these tournaments with exceptional expertise and customer service. KS ASA has been utilizing Bill Burke Park annually for decades and generating significant visitor spending. We would love to see the NBC State Tournament become a long standing client to Salina!”

If you’d like to learn more about the NBC Hap Dumont 9U State Championship Baseball Tournament go to www.kansashapdumontbaseball.com

CONGRATULATIONS to Holiday Inn Salina’s own Jacquie Aytes for winning the Destination Salina $500 year-end prize drawing! Jacquie completed each available segment of Destination Salina. Each segment she completed got her an extra entry into the drawing! Congrats Jacquie! Are YOU part of the tourism industry? Want a chance to win awesome prizes?? Go to salinakansas.org and click on the Destination Salina logo! Easy 6

Dollars & Sense

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

**HOA Volleyball Tournament 15 & Up**  
Mar 2-3 • $66,528

**Fraternal Order of Insurance Agents**  
Mar 3-4 • $12,500

**KSHSAA 4A State Basketball**  
Mar 6-9 • $698,576

**NCCFI Nat’l Christian College Forensics Inv’l**  
Mar 14-16 • $74,000

**KS ASA/USA Softball 8U Indoor Tournament**  
Mar 30 • $39,072

**MAYB Basketball**  
Mar 30 • $190,080

Right place. Right reason. Right now.
SRHC’s Lean Six Sigma Training Continues to Grow!

The Salina Area Chamber of Commerce and the Salina Regional Health Center Lean Academy announced the formation of a training partnership in September 2018. It was announced that Salina Area Chamber of Commerce members are able to enroll and receive Yellow Belt and Green Belt Lean Six Sigma training at no cost as a membership benefit.

As of March 2019, 84 employees of Chamber members have completed either Yellow Belt or Green Belt training with an additional 26 signed up for future classes! **At a retail cost of $150 for YB and $1,500 for GB training, this represents a significant savings to chamber members and an amazing service provided by Salina Regional Health Center.** This offer of free training will not be offered forever. If you have an interest, now is the time to take advantage.

Here is a short list of chamber member organizations that have participated in the Lean training: Grain Belt Supply, Salina United Way, OCCK, Salina Vortex, Geoprobe, Salina Housing Authority, Overland Property Group, Soul Bloom Productions, Rolling Hills Zoo, First Bank Kansas, Exline Inc., and Martinelli’s Little Italy. As you can see this training has attracted a variety of companies across the spectrum that are interested in focusing on eliminating waste and improving processes in order to create more value for their customers implementing Lean principles. SRHC’s Lean Academy can help your organization determine your goals and develop a plan for improving your operations no matter how small or large your organization is.

The next set of Yellow Belt training dates are April 9, 2019, May 21, 2019, and June 11, 2019 and Green Belt classes begin on May 2, 2019. For more information or to reserve your spot, please contact the SRHC Lean Academy Registrar, Toni Schlabach at (785) 452-6794 or tschlabach@srhc.com.

Partner News

**Salina USD 305** Superintendent Dr. James Hardy presented a Partner report at the March Chamber Board meeting, sharing the following information.

- 71% of Kansas jobs require some type of a post-high school certificate, license, degree (example: welding certificate, electrician license, 2 year degree, 4 year degree, etc.);
- 51% is the current college dropout rate;
- 32% of jobs in Kansas require a four year college degree;
- 70% of all college students end up with college debt;
- $37,172 is the average college debt;

Through USD 305’s career counseling, their career pathways that include relevant classes and local internships, connections with local education resources such as Salina Area Technical College it is our effort to give Salina Public Schools students many opportunities to search, experience, and affirm their career path to increase their post-high school success.

There are 150+ students graduating from Salina Central and Salina South High Schools that are going directly into the workforce. USD 305 is partnering with Salina Chamber of Commerce to connect those students with potential employers in Salina.

Legislative Issues Meetings

- **Visit Salina Annex**
  - 120 W. Ash
  - April 20 • 8-10am

- **U.S. Congressman**
  - Roger Marshall
  - Town Hall
  - 8-8:30am

**New Members**

**BEST-ONE TIRE & SERVICE**

Erica Knoll
1100 E. Old U.S. 40
(785) 825-7744

**ALLSTATE INSURANCE-ANDREW L PARR AGENCIES**

Andrew Parr
1512 E. Iron Ave Ste. A
(785) 825-4241

**INTERIM HOME HEALTH & HOSPICE**

Mandy McIntire
600 E. Elm Ste. B
(785) 822-1398

Ambassador of the Month

The March Ambassador of the month is Cindy Short!

Cindy, Mortgage Loan Officer at Exchange Bank, is a new Ambassador this year.

“Cindy is a great asset to our ambassador team. She hit the ground running at the end of the year and is doing an excellent job already this year. We are very lucky to have her!” Cindy will receive a $25 Smoky Hill Silver gift certificate for her work! Congratulations Cindy!
SCULPTURE TOUR SALINA announces the date of the Unwrap Party to unveil the 2019 exhibit will be Saturday, May 4. This year there will be 16 sculptures on display in the downtown area. They will be unveiled simultaneously at 11am, with family friendly festivities and voting in the People’s Choice Award program to follow. Juror’s awards will be announced at 1pm. Watch for more details coming soon, or go to www.sculpturetourssalina.net

The Smoky Hill Museum, 211 W. Iron, opened a new exhibit March 30. The exhibit celebrates Salina’s long history of embracing the arts and creative expression by showcasing the museum’s collection of creative objects. Visitors will learn about notable early photographers, art educators, print makers, graphic artists and more as they explore the exhibit. There are hands-on opportunities for everyone to get creative as well.

A new face has joined the Salina Downtown Inc. (SDI) staff. Brenden Carr is the new Downtown Aesthetics Specialist. His primary responsibility is to keep Downtown looking good, and ready to welcome people. That includes picking up trash, looking for things that need to be fixed, and removing graffiti. Be sure to say hello next time you are downtown.

Larry Pankratz has joined the Salina Area Technical College Foundation as its new director of development. In this role, he will lead the Foundation’s fundraising work, securing new financial support for the college. He comes to Salina Tech from Triplet, Inc., where he was business development manager, responsible for sales and marketing for 24/7 Travel Stores and City Wide Self-Storage. He has also been executive director of the Salina Housing Authority, business development manager at Exline, general manager of Integrated Solutions Group, and vice president of network marketing and sales for Kansas Cellular.

Bennington State Bank has announced several promotions and hires: Andy Adams—senior vice president, loan officer; Laurie Aufdemberge—assistant vice president, loan officer; Shari Gormley—vice president, trust officer BSB Trust and Wealth Mgmt; Darren Gragg—executive vice president, COO; Chuck Heaton—executive vice president, loan officer; Natasha Hollis—vice president, compliance officer; Donald Lamb—executive vice president, loan officer; Brett Mitchell—vice president, loan officer; Darren Nay—assistant vice president, compliance specialist; Dakota Rohr—assistant vice president, loan officer; Kory Tinkler—executive vice president, loan officer; and Shawn Wilson—associate vice president, loan officer.

Mark your calendars now for the Salina Walk to End Alzheimer’s, October 19. Organizers are looking for support with this event to help raise awareness about the disease. They are asking for sponsors, donated raffle items, volunteers and businesses to have an event at their locations. Raise awareness and raise donations for Sandy’s Hope – Walk to End Alzheimer’s. For more information, contact Holley Dinkel, Team Captain and Co-Chair for the Salina Walk to End Alzheimer’s – endalz.hdinkel@gmail.com.

Salina Comic Con has been a member of the Chamber since 2018 and is hosting their third Comic Con in Salina this May. This is a fun and family-friendly event that attracts lots of visitors and locals to this two day event!

Salina Comic Con ‘Strikes Back!’ will be held at the Tony’s Pizza Events Center on May 4 and 5. At the event there will be vendors on hand for attendees who want to buy, sell, and trade comic books, toys and pop culture memorabilia.

May 4 at Salina Comic Con will be a big day as it is Free Comic Book Day and Star Wars Day: May the 4th Be With You! Salina Comic Con has teamed up with Diamond Publishing who is sending an assortment of comics to giveaway at the event since it is Free Comic Book Day! They have also teamed up with Salina Liberty to recognize the annual Star Wars Day at the con and at Salina Liberty’s game that evening. Be sure to attend the game at 6:30pm to continue the fun and support your local arena football team!

Love to dress up? The popular costume contest, known as ‘cosplay’, will be back again this year!! This is a really fun part of the event seeing everyone dressed up as their favorite characters!

Are you in need of ideas with getting your costume together? The Salina Public Library is a great resource!

For more event information follow Salina Comic Con’s Facebook page and event page as they will be announcing celebrity guests and more details as they unfold about the event.

Mark your calendars to join us in a galaxy far, far away where comics, cosplay, art, and toys can all be found in one place as Salina Comic Con: Episode III returns to the Tony’s Pizza Events Center on May 4 and 5.

Show Hours -- May 4: 10am-6pm; May 5: 10am-4pm
Tickets – Saturday: $10; Sunday: $8 (ticket prices increase $2 day of the show)
Kids 8 and under are free with a paid ticket
Visit www.tonyspizzaeventscenter.com or stop by the TPEC Box Office.

Smoky Hill Silver
Graduation, Mother’s Day, ANY DAY! Accepted at more than 1,200 businesses!
CALL 827-9301
Prairieland Market
305 E. Walnut Ave.
April 11
5-7pm • $5 per person or Fast Pass
Prairieland Market is a local food co-operative providing retail space for farmers & artists to sell their farm-fresh, Kansas-made foods and handcrafted gift items. Hear all about their Community Supported Agriculture program that puts together weekly boxes of food and also their delicious “Prepared Foods” line of made-from-scratch goodies such as lasagnas, burritos, soups & more.

Cornerstone Classical School
830 S. Ninth
April 25
5-7pm • $5 per person or Fast Pass
Cornerstone Classical School partners with parents by providing a Christ-centered, challenging, classical education that will equip students to live a fruitful life firmly rooted in spiritual truth, academic excellence, and dedicated to serving both God and man. Come on out, tour their facility and hear how Cornerstone is bringing life to the classroom.

So far this year, $2,700 has been given away.

$ It Pays to Attend $
Come on out, network with fellow Chamber members and discover all that Prairieland Market and Cornerstone Classical School have to offer.

For reservations call (785) 827-9301 or email dbryan@salinakansas.org

Salina Area Young Professionals

The Salina Area Young Professionals have been busy between socials, educational meetings and civic events. YPs started March off with a Thirsty Thursday social at Paramount Bar with a great turn out! The following week, the Education Committee hosted an “In the Know Wednesday” with YP representatives from Heritage Real Estate, First Bank Kansas and Land Title Services. The topic of the meeting was home buying and how these three entities work together to make the home buying process smooth and simple. Many YPs attended and found the information to be educational and helpful as many of them find themselves beginning the home buying process.

Many people recognize March to be the month of basketball. The YP Civic committee hosted a March Madness Brackets for Charity event where anyone in the community could pay $10 to enter their bracket for a chance to win money for their favorite charity. Speakeasy hosted a watch party on March 29th for this second annual charity event. The person with the winning bracket was able to decide which Charity the proceeds would go to.

In April, YPs plan to mix and mingle with their neighbor’s down the street: Kansas Wesleyan University! KWU students plan to meet up with Young Professionals at Old Chicago on April 4th to network and get to know the students. This will be a great opportunity to get the KWU students involved and informed on what all is going on in Salina! Go Yotes!