AT A GLANCE...

Sculpture Tour UNwrap Party . . . . May 4
Downtown • 11am-1pm

Business After Hours . . . . . . . . May 9
Central Kansas Mental Health
809 Elmhurst Blvd. • 5-7pm

Business After Hours . . . . . . . . May 23
Sanity Boutique
135 S. Santa Fe • 5-7pm

Details inside!

PASS IT ON!

- Human Resources
- Communications
- Sales
- Staff Break Area

NATIONAL TRAVEL & TOURISM WEEK

See Page 4
From the CEO

Thank you for the kind, supportive messages and words over the last month, I am humbled and honored to serve as the next President/CEO of the Salina Area Chamber of Commerce. 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. While new to this position, I’m not new to the chamber or the community. My wife, Danielle, and I moved to Salina in 2006 and I’ve worked for the chamber since 2011, with the exception of a brief hiatus at Bennington State Bank in 2017.

As an organization, the Chamber has deep roots and a rich history of serving our members and Salina since the Chamber’s inception in 1911. The Chamber will remain loyal to our roots as a professional business organization working on behalf of our members on many fronts to help “business do business”. At the same time, our Visit Salina division and Economic Development division will continue their work to ensure Salina is a community that people want to visit, work, and live.

During my tenure, I’ve met many of you through various committees, visits, programs, and projects but I know that they are many of our membership that I haven’t had the pleasure of meeting; with that in mind, I will be devoting time to meeting with members to listen and learn about the issues and concerns that affect your organizations.

With your feedback, we look for common themes and new ways to remain committed to building relationships, providing a platform for empowerment through knowledge-sharing and fostering innovation for unique opportunities to enhance the way we can be value added partners to your business and the community. In the coming months, membership will be given the ability to provide feedback via survey to give Chamber leadership a clearer picture of what priorities to focus on in 2020 and beyond.

The opportunity to lead and steward this organization is a responsibly that I do not take lightly and look forward to ushering in a new era of the Salina Area Chamber of Commerce as we move onward as an inclusive, transparent, member-driven organization to ensure greater days for many years to come!

Thank you again for your continued support and membership!

Best regards,

Eric L. Brown
President/CEO
Salina Area Chamber of Commerce
Website Banner Advertising Opportunities

The new and enhanced chamber site, www.SalinaKansas.org is complete and fully integrated with all of the great features of the previous site, plus many new. As in its previous form, the Chamber offers excellent advertising opportunities via display advertising and enhanced listings.

The www.SalinaKansas.org site attracts and appeals to a vast audience of people that are interested in doing business in Salina, owning a business in Salina, being employed by a business in Salina or visiting our growing and exciting community.

The site receives on average 11,000+ views per month. On our Business Directory, Member advertisers receive on average almost 10 times the number of views in comparison to non-advertising Members. Also, Members that purchase display advertising experience many advantages in comparison to non-advertising Members.

Several advertising opportunities are still available. Matt Volk, sales representative for the Chamber will be making calls to Chamber Business Members. Matt can provide information about how your business is currently represented on the site, and how to understand the performance analytics of your business so to maximize future results.

If you have questions regarding advertising on our site, or to set up an appointment with Matt Volk, please e-mail mvolk@salinakansas.org or contact Matt by phone at 785-577-6645.

Equifest of KS Relocates to Salina for 2020!

EquiFest Fans! Date is set! The location is new! Kansas Horse Council is excited to saddle up on a new trail with Equifest of KS! On March 6, 7 & 8, 2020, Equifest of KS, the Premier All Breed Horse Fair and Exposition will open for the 23rd year running at a new location, Tony’s Pizza Event Center & Saline County Livestock & Expo Center in Salina! The Kansas Horse Council is excited to be centrally located for horse enthusiasts across the state and beyond!

“The community of Salina is a great place to visit! The City of Salina is located at the junction of two major interstates, I-70 & I-135,” said Justine Staten of the Kansas Horse Council. “This diversified agricultural community provides residents and guests with vibrant visual arts and contemporary downtown fun while staying busy with advanced research and production for grain processing and building agriculture machinery. Salina has something for everyone!”

United Airlines flies into Salina direct from Denver & Chicago. Equifest of KS presenters will be delighted about the convenience. With more than 300 RV hookups nearby, our horse exhibitors will have access and comfort in their LQs. With more than 2,500 hotel rooms in the city at all levels of pricing, attendees are sure to find something to meet their budget and preferences. The community is 4-H and FFA strong and we look forward to providing education and community leadership opportunities. Don’t miss out! The best is yet to come! Stay tuned at www.equifestofks.com for updates very soon. Be sure to visit our website, Like us and Share our great news on Facebook, Follow us on Instagram and Share us on Twitter!

About Kansas Horse Council & Equifest of KS: The mission of Kansas Horse Council is to provide the Kansas equine industry with leadership and direction through education, promotion and public policy advocacy. Our primary fundraiser is Equifest of KS, a 3- day equine expo of extraordinary proportions with world renowned clinicians, workshop presentations, arena demonstrations and competitions, incredible shopping offered - all equine themed, from home décor, clothing, tack, jewelry, nutrition needs, as well as outbuilding and equipment to make chores and travel easier! You’ll find information on equine services, as well as organizations and associations to get involved with. We promote our KHC Foundation which exists to provide educational scholarships to equine enthusiasts continuing their secondary education. To learn more and to Join, visit www.kansashorsecouncil.com.

For more information, contact Justine Staten at Kansas Horse Council, 8831 Quail Lane, Suite 201, Manhattan, KS 66502, (785) 776-0662, Email: director@kansashorsecouncil.com
Travel and Tourism Matters
Salina positioned for growth

By TIM UNRUH

Places to go, things to do and see, weekend getaways, sports, the lake, respite, R&amp;R — you name it. Many words and phrases describe travel and tourism, a phenomenon that has evolved into an industry — priceless on numerous fronts — for Salina, Kansas, and the nation.

Salina features many reasons to be a favorite destination. Top-notch concerts, theater productions, dazzling art, festivals, celebrations, or a good ol’ fashion road trip to the regional center of north-central Kansas.

Shopping, dining, excellent accommodations, competitions, Salina Symphony, Kenwood Cove water park, the zoo, area lakes, hunting, and places to catch up with family and friends; it’s all around, building critical mass both in Salina and the region.

“Here we are in this beautiful space out here in Kansas, and all these amazing things are happening,” said Jane Gates, executive director of the Stiefel Theatre, 151 S. Santa Fe, in downtown Salina. “We’re thrilled and grateful to be part of it,” she said. “This is a community on the move, being all it can be.”

As the theme goes from this year’s National Travel and Tourism Week, May 5 through 11 — “Travel Matters.” It has never been so true in Salina. “Travel and tourism is truly a broad industry, not just for Salina, but globally,” said Sylvia Rice, director of Visit Salina at the Salina Area Chamber of Commerce. “Tourism is hotels, but also restaurants, attractions, entertainment, retail and fuel purchases, car rentals, all things that make trips a great experience.”

All of the parts collectively “create a huge impact,” Rice said, “which is why ‘Travel Matters’ to Salina’s economy.” Folks in business all over the city and Saline County, with attractions that vary from new to iconic, are behind this movement. “Tourism really is my bread and butter,” said Steve Howard, owner of the nearly century-old Cozy Inn, 108 N. Seventh, where customers come from all over neighborhood, also the state, nation and world. “More than 90 percent of my business is from travelers. We get them off the highway. Some of them have traveled hundreds of miles, and they’re excited,” he said. “Cozy Inn is a destination. We’re helping put Salina on the map.”

Roughly half of Monte Shadwick’s business at Blue Skye Brewery and Eats, 116 N. Santa Fe, is from visitors. “Sometimes it’s hard to quantify. You don’t know necessarily who’s here and why they’re here, but there are a lot of new faces,” said the entrepreneur, former Salina mayor and current Saline County commissioner. “I know a lot of people, but there are times we’re in here and there’s not one person who’s familiar to me,” Shadwick said. “I know they’re coming off the interstates, coming here for trade shows, and some of the other things Visit Salina is doing for us.”

Salina and Saline County is loaded with individual tourism-related businesses that meld into this strong market. Rolling Hills Zoo is a perfect example. This major attraction near Hedville, about 8 miles west of Salina, employs 40 full-time and 41 seasonal workers, with five interns, and 168 community volunteers.

The Zoo – by the numbers

The zoo spends more than $4 million a year on goods and services, the majority of it local; $127,980 in payroll taxes and $70,107 in sales taxes, while serving nearly 88,000 visitors a year; 68 percent from outside of the county, according to the zoo’s economic impact statement. With a large museum featuring mounted wild animals from around the globe, and animation, Rolling Hills is also diversified into renting meeting space, booking banquets, reunions and other events.

“We’ve been averaging one wedding reception and-or wedding, a month,” said Robert Jenkins, executive director. The zoo booked 101 events last year, and less than four months into 2019, he said, 80 have been scheduled. Rolling Hills has its “ups and downs, and seasonality,” Jenkins said. “In Saline County, we’re so fortunate. Salina has created so many markets.”

Location gives golf in Salina a big advantage, said Mike Hargrave, head professional and general manager of Salina Municipal Golf Course. “We benefit from the fact that Salina is situated at the crossroads of two interstates. We get a lot of players just passing through from the east or west and north or south, looking for a place to play,” he said. Climate plays a role, too. “We have returning players from Nebraska, North Dakota and South Dakota, because their season doesn’t start until May,” Hargrave said. “They normally stay a couple days.”

In addition, the course at the corner of Crawford Street and Markley Road, known as “The Muni,” plays host to a long list of tournaments, fundraisers, corporate outings, and youth events.

“Quite often, those people are staying overnight,” he said. “We’ve been averaging one wedding reception and-or wedding, a month.” said Robert Jenkins, executive director. The zoo booked 101 events last year, and less than four months into 2019, he said, 80 have been scheduled. Rolling Hills has its “ups and downs, and seasonality,” Jenkins said. “In Saline County, we’re so fortunate. Salina has created so many markets.”

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In addition, the course at the corner of Crawford Street and Markley Road, known as “The Muni,” plays host to a long list of tournaments, fundraisers, corporate outings, and youth events. “Quite often, those people are staying overnight,” he said. “We feel like it’s a pretty good draw, bringing an influx of money into our community. The Muni just signed a contract with KSHSAA to host a boys and girls state high school golf championship for the next three to five years. Those bring 100 or more players to the Salina, plus their families, and they often come early for practice rounds. The First Tee of Salina, a youth golf program, is also very active, and attracts some boys and girls from surrounding towns and counties. “We feel like we are a real asset to our community out here at The Muni,” Hargrave said.
And while you’re here, why not paint some pottery?
What began in as an idea in 2002 has blossomed into a nationally-known business for Robin and Julie Cates, co-owners of On the Pot, a paint-your-own-pottery studio at 111 N. Santa Fe. “We didn’t truly understand when we opened, what we were making,” Robin said. “We are a place where people come not to just paint pottery, but to meet others, and celebrate things and their lives.”

Tourism “is a huge part of our business,” she said, with at least 35 percent of sales coming from outside Salina’s city limits. On the Pot hosted 63 people from 19 states in April at the three-day Kansas Mini-Convention, in conjunction with the Florida-based Professional Contemporary Ceramic Studios Association. The Cates sisters have taught classes at the organization’s national convention for 16 years, and they’re now writing curriculum books for the CCSA. “It sounds boastful to say, but we never really set out to be well-known in our industry. It just happened,” Robin Cates said. “It’s unbelievable the things that have happened at our little shop in Salina.”

Watch local media throughout NTTW, May 5-11 for more! Follow Visit Salina on Twitter, Facebook and Instagram to see more about the Salina tourism experience!

Good Sports
KSHSAA 4A State Baseball and Softball
Visit Salina is pleased to host the KSHSAA 4A State Baseball and Softball Tournaments May 23-24. A total of 16 teams will arrive in Salina for these events over Thursday and Friday. Baseball will be played at Dean Evans Stadium, while softball will be played at Bill Burke Park. Eight teams will compete at each tournament with the following schedule:
Baseball: Thursday - 11am, 1:15, 3:30 and 5:45pm; Friday - Semi-finals 11am and 1:15pm, 3:30pm Consolation, 5:45pm Championship
Softball: Thursday – Two games at 5pm; two games at 7pm; Friday - Two semi-final games at 11am; 1pm Consolation; 2pm Championship

“Hosting KSHSAA State tournaments is great for Salina”, stated Tiffany Benien, Visit Salina Sports & Events Manager. “Salina continues to host many KSHSAA State Championship events including football, volleyball, wrestling, basketball, and golf. We’re excited about Salina’s future with KSHSAA events. All of these events bring great athletes, coaches, and fans that stay, shop, dine and experience Salina.

Visit Salina estimates that the direct economic impact for the tournaments will be $526,000 for the 2-day event. While hosting the State Baseball and Softball tournaments is a primary goal for Visit Salina, achieving the goal would not be possible without scores of volunteers. Volunteers will be needed to help sell tickets, t-shirts and programs, announce, and keep score. If you would like to volunteer please contact Visit Salina by phone (785) 827-9310 or e-mail Tiffany benien@salinakansas.org or Kyle kylew@salinakansas.org. As teams qualify, go to www.kshsaa.org for bracket updates.

KANDANGO Rides Again
The 7th Annual Ride Kandango Bicycle Tour has its main hub in Salina May 31-June 2. Kandango is shaping up to be nothing short of amazing - featuring two days of scenic rides (road and gravel), an interactive text tour riding experience, and a full-blown party with BBQ, live music, great people and good times. Register at https://ridekandango.com/ You will also find information on the rides, camping, hotel accommodations, bus transportation, and more. Save $10 on registration with code: FUNRIDE10

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

Salina SlugFest Baseball Tournament
April 6 • $172,780
Leadership Summit and Mayors Conference
April 12-13 • $33,100
Sharp Performance - Football Combine Prep Clinic
April 13 • $126,720
Technology Students Assoc of Kansas
April 7-21 • $73,760
Kansas State Firefighters Assoc
April 24-26 • $186,380
AAU Missouri Valley District Gymnastics Championship
April 27-28 • $320,280
Rural Rental Housing
April 29-30 • $47,776

Right place. Right reason. Right now.
Export Distributor Agreement Seminar

Events to be held in Salina, Wichita and KCMO

Join the U.S. Commercial Service and the Mid-America District Export Council for a seminar on export distributor agreements. Attorney Grant Leach from the law firm Husch Blackwell LLP will provide a presentation on the basic legal considerations that go into negotiating, executing, performing and terminating export distributor agreements.

Topics to be discussed include (but not limited to):

- Scope of appointment, including exclusivity, product lines and territories;
- Commercial terms for order submission, delivery and transfer of title;
- Compliance requirements for exporters and foreign distributors under U.S. export controls, trade sanctions and anti-corruption laws;
- Intellectual property rights;
- Term, renew and termination considerations; and
- Choice of law and dispute resolution provisions

About the presenter

Grant Leach, Partner, Husch Blackwell, has extensive experience in helping clients navigate complex issues related to international commerce and its associated compliance challenges. As part of his practice, Grant advises clients on requirements under the US Foreign Corrupt Practices Act (FCPA), Export Administration Regulations (EAR), International Traffic in Arms Regulations (ITAR), trade sanctions administered by the Office of Foreign Assets Control (OFAC) and other import- and export-related regulations.

The Salina seminar is June 11 at the Visit Salina Annex of Salina Area Chamber of Commerce, 7th & Ash. Check-in begins at 9am, with the seminar to follow, 9:30-11:30am. For more information, contact A.J. Anderson Andrew.Anderson@trade.gov or 316-263-4067.

To register: www.eventbrite.com/e/export-distributor-agreement-seminar-salina-tickets-59541076964  CLE credit pending for Missouri, Kansas, & Nebraska.

New Members

AMERICAN IRON CYCLE WORKS
Kelly Kitchener, Eric Campbell, Bryce Schmidt
326 N. 12th • (785) 820-9230

DRY CREEK BUFFALO RANCH & CHUCK WAGON
Jo and Shawn Rolph
PO Box 123, Delphos, KS 67436
(785) 456-5910

WILLIE’S VAPE SHOP
Willie Farley • 1120 W. Crawford • (785) 307-6730
Kim Rayas

Ambassador of the Month

The April Ambassador of the month is Kim Rayas! Kim, Executive Director at Residence 600, is a new Ambassador this year. “We are very excited to have Kim on our Ambassador team. She is doing a fantastic job and I look forward to having her support throughout the year!” Kim will receive a $25 Smoky Hill Silver gift certificate for her work! Congratulations Kim!

Partner News  SculptureTour Salina to unveil 2019 Sculptures

SculptureTour Salina will unveil the new 2019 exhibit during the UNwrap Party on Saturday, May 4. The sixteen sculptures created by artists from around the country will be simultaneously unwrapped at 11am. Face painting and prizes are on hand for ALL to enjoy! Be sure to stop at the Visit Salina Information trailer at 1:00 P.M. where Juror, Erika Nelson will announce the 2019 Merit Awards, including Best of Show! Something a little new this year. The walking tour has become a bit of a treasure hunt. In order to work with the ongoing construction on the streetscape downtown, specific sites will not be shown on the tour map. That will add to the fun!

After the new sculptures are unveiled, check out the LIVE symposium on the new plaza stage, just north of Ad Astra! Local artist, Corey Haden, will be welding a metal sculpture created from scrap. The sculpture will remain on display during the 2019 SculptureTour Salina exhibit. The symposium will begin Friday, May 3rd during First Friday Night Live 7-9pm, and will continue on Saturday, May 4th from 10am to 1pm.

Corey uses everything from spoons and forks to shovels and pitchforks to create his sculptures. He specializes in, but does not limit himself to, three-dimensional metal flowers, animals, pendulums, and fine art sculptures made from recycled and reclaimed materials. His inspiration begins with a realistic picture and then the hunt is on in the “junk pile”. What you may typically see as a common household item, Corey may see an owl body, pterodactyl beak, or even petals on a flower. His work can be found throughout the continental U.S. and beyond.

Bring the family, pick up a Walking Tour/Ballot at many of the downtown merchants or at the Visit Salina Info trailer located in the Ad Astra parking lot. Then, walk the SculptureTour and vote for your favorite piece. Voting is fun for ALL ages! Each year, the People’s Choice Award is determined by viewers who complete a ballot through December 31, 2019 to select their favorite sculpture. The winning sculpture is purchased by the City of Salina and placed where it can be enjoyed by the public. Completed ballots turned in at the Visit Salina trailer during the UNwrap Party are eligible for prize drawings in several categories for children, teens and adults.
**A Work In Progress Yoga Studio**

Let’s help welcome one our newest members to the Chamber. A Work In Progress joined in November of 2018 and is owned by Veazey Nevitt.

A Work In Progress Yoga Studio is located in downtown Salina, 218 E. Walnut Street, offering yoga and movement classes morning, noon and night. There are classes for newbies up to advanced and everything in between.

Get to know the owner, Veazey Nevitt, and why she practices yoga regularly. “Yoga AND movement show me the path to all possibilities. These are the things that amaze and continuously inspire me. These are the things that make my life worth living, the things that fuel my desire to grow, and the things that expand my mind.” How has yoga changed your life? “My yoga practice has forced me to wake up and it continues to keep me awake. Had I never found yoga, I imagine I’d still be an unconscious zombie, completely unaccountable for my thoughts, words, and actions living without a purpose and dreaming without actually acting on those dreams.”

The highest priority at A Work In Progress is that everyone is able to attend a yoga class and be able to experience all of the benefits that yoga has to offer. The first class is FREE and after that it is only a $5 donation per class. So why not step out of your comfort zone, try something new and let yoga bring the calm to your busy life!

Wanting to add a yoga or movement class to your home or venue? Visit their website www.iamaworkinprogress.com for more information and class schedules.
Central Kansas Mental Health
809 Elmhurst Blvd
Thursday, May 9
5-7pm • $5 per person or Fast Pass
Central Kansas Mental Health Center has served children, adults and families in Salina for over 50 years. CKMHC offers a comprehensive range of Behavioral Health Services to help “Make Life Better”. Join them for a tour, refreshments and networking while you learn about the tremendous variety of “Best Practice” services CKMHC has developed.

Sanity Boutique
135 S. Santa Fe
Thursday, May 23
5-7pm • $5 per person or Fast Pass
Sanity Boutique is a women’s & men’s clothing and accessory store. They bring unique pieces to Salina for all generations to enjoy in a fun environment. They also carry a few décor items to add a little something extra special! They love to help their guests look and feel their best. Come out and discover their unique & trendy apparel and then some!

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

$ It Pays to Attend $

Jake Wise, Branch Manager at Capitol Federal Savings, won the Salina Area Young Professional March Madness Bracket Challenge for Charity! YPs raised a total of $200 through this event and Jake decided to donate the money to the Salina Area United Way. “I chose the Salina Area United Way because they are the volunteer hub for our community and the funds raised each year have a big impact on many organizations in town. I especially appreciate their efforts to provide the Dolly Parton Imagination Library program. Every kid enjoys getting that first book, “The Little Engine that Could”. Congratulations Jake!

This month, YPs will be meet at Webster Conference Center for a day of adventure and outdoor fun. Participants will have the choice between a low ropes course that involves a variety of cables, ropes and platforms, all close to the ground or a high ropes course with different challenges that range in height 15-30 feet off the ground. Then, both groups will join together for a zip line and climbing wall! This event has been in the works and is highly anticipated by everyone!

Last month, YPs met at Daimaru Japanese Steakhouse for Lunch Club with another great turnout! This month’s Lunch Club with be at Paramount Bar, 219 N. Santa Fe, on Friday, May 17 from 12-1pm. Please feel free to come celebrate the end of the work week and network with your fellow YPs!