

CHAMBER CONNECTION

A Monthly Publication of the Salina Area Chamber of Commerce

NOVEMBER 2018 Volume 58, Number 11

TURNING WHAT IF INTO WHAT IS

Imagine Salina


Salina
Area Chamber of Commerce

“Through **Imagine Salina**, the Chamber will fulfill its mission of advancing prosperity in Salina.”

DON WEISER
President, Salina Area Chamber of Commerce

“Collaborating together, the community can **creatively and aggressively face the challenges** of attracting skilled workers to Salina.”

LINDA SALEM
President, Great Plains Manufacturing

“With the Chamber’s help, Salina can become a place where people want to **live, work and enjoy their lives!**”

MARK RITTER
Crown Distributors, Salina



AT A GLANCE...

Business After HoursNovember 8
BEL Tree Farm
401 S. Holmes Rd. • 5-7pm

Business SeminarNovember 12
Visit Salina Annex
120 W. Ash • 10am-Noon

Leadership GraduationNovember 14
Salina Country Club
2101 E. Country Club Road • 5:30pm

Business After HoursDecember 6
Saint Francis Ministries
405 E. Iron Ave. • 5-7pm

Details inside!

IMAGINE SALINA... TURNING 'WHAT IF' INTO 'WHAT IS'

See Page 4

PASS IT ON!

- Human Resources
- Communications
- Sales
- Staff Break Area

Salina

Area Chamber of Commerce

OFFICIAL PUBLICATION

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- Barb Young
Triad Manufacturing
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Salina Supply Company



Don Weiser

From the CEO

Join us as we Imagine Salina...

The Salina Area Chamber of Commerce recently unveiled a five-year, \$1.6 million new initiative entitled "Imagine Salina, Turning 'WHAT IF' into WHAT IS." The response to the initiative so far has been very positive.

The initiative is comprised of two primary strategies, including support of organic and new business growth. This plan was developed by the Chamber Board of Directors, along with significant input from the business community. The core of Imagine Salina focuses on two main initiatives: **Workforce Development**: including Recruitment, Training/Professional Development, and Retention, with a goal to add 1,000 individuals to our workforce over the next five years; and **Business Expansion & Retention**, emphasizing growth of existing business through advocacy, resource information and project assistance.

We began this initiative with a feasibility study to determine what Salina needed, how businesses felt, and what our priorities should be. Next, we used that information and working with business leaders and Chamber board members, we created the outline of the program. We then began the process of securing investors to make the program feasible. We are still actively soliciting financial support for the program from the Salina business community, but I am pleased to announce that we have already realized 68 percent of our \$1.6 million goal. Thank you to those businesses who have already pledged their support.

A core strategy of the Imagine Salina initiative involves creating an Investor Advisory Council, comprised of Chamber Board of Directors members and Program Stakeholders to provide counsel and guidance. This task force will provide oversight of the investments made, and program implementation.

There is tremendous momentum in Salina with many game-changing projects in the works, involving significant capital investment across the community. The timing is perfect to reach out, get the attention of potential new residents and show them all that Salina *is*, and *is becoming*. It is also a great opportunity for local businesses to look at how they can best build capacity for the future, perhaps through expansion. Imagine Salina is focused on those concepts specifically.

As the program develops further and implementation begins, updates will be available on ImagineSalina.com and in other Chamber communication, including the *Chamber Connection*, email updates and on our social media platforms. This project has been and will continue to be a huge collaboration. Anyone wishing to invest in the program can contact me at the Chamber office.

Together we can Imagine Salina, and turn 'WHAT IF' into 'WHAT IS'!

Sincerely,

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

HERE'S HOW TO CONTACT OUR CHAMBER STAFF

- | | | |
|---|--|--|
| Don Weiser, President/CEO
dweiser@salinakansas.org | Tiffany Benien, Sports & Events Manager
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criordan@salinakansas.org |
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| Sylvia Rice, Visit Salina Director
srice@salinakansas.org | | Donna Smith, Office Assistant
dsmith@salinakansas.org |



Update on United jet service from Salina

Local leaders were recently given an update about Salina's United jet service to Denver and Chicago O'Hare. Here are some of the key points presented:

- United flights operated by SkyWest Airlines are ramping up nicely
- Passenger traffic is concentrated in the Chicago and Denver markets
- Over time we'll see increased SLN flights to connecting markets
- Recent social media ads (Go West) feature connecting flights to LA, Seattle, San Francisco and San Diego
- Advanced bookings for Salina look good
- Comprehensive marketing plan has been key to SLN's successful start
- United has adjusted SLN connecting fares to be competitive
- The August \$89 fare promotion boosted traffic at a time when boarding usually drops
- Social media ads have recorded 1.7 million impressions
- SLN Facebook ads perform at 4X the travel industry standard
- SkyWest is impressed with Salina's marketing efforts
- SkyWest would like to see Hays and Salina flight separated with nonstop to DEN and ORD for both communities
- The closer we get to 65% load factor, the closer we are to nonstop DEN flights
- The City, County, Airport Authority, Chamber and SkyWest need to continue our marketing efforts

Henke Business Seminar to Address Important Topic...Change



The Chamber will present a business seminar Monday, November 12 featuring national speaker Mike Henke. The session is entitled "How to Successfully Promote Change". The world is changing fast. Is your organization keeping up? Hear solutions for getting your team to embrace change and buy in to a culture of continuous improvement. Through this interactive workshop you will learn how to address resisters and keep others excited for change.

This is a return to Salina for Henke who has previously presented seminars on customer service, to excellent reviews. The cost for Chamber members is \$40, and is \$60 for non-members. To attend, please RSVP to lbrightbill@salinakansas.org or call 785-827-9301 and ask for LaCrista. For more information, you can visit mikehenkeinc.com.

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Imagine Salina...Turning 'What If' into 'What Is'

'What if' Salina would attract more talented people and their families to our workforce and community? What if there was an even stronger economic base in Saline County? What if our workforce were more aptly prepared to meet the needs of Salina area employers? Much like the once imagined ideas of downtown development, and projects like Kenwood Cove, the Salina Fieldhouse, USD 305 enhancements and the Smoky Hill River Renewal, Imagine Salina is built for TURNING 'WHAT IF' into 'WHAT IS'.



On November 1, the Chamber unveiled to the public the **Imagine Salina** initiative. Imagine Salina is comprised of two primary strategies to be accomplished over the next five years, including support of organic and new business growth. This plan was developed by the Salina Area Chamber of Commerce Board of Directors, with significant input from the business community. The core of Imagine Salina focuses on two initiatives:

- Workforce Development: Recruitment (marketing), Training/Professional Development, Retention
- Business Expansion & Retention: Growth of existing business through advocacy, resource information and project assistance

A core strategy of the Imagine Salina initiative involves creating a **Investor Advisory Council**, comprised of Chamber Board of Director members, Program Stakeholders, and others to provide counsel and guidance. This task force will provide oversight of the investments made, and program implementation. An initial step will be hiring a **Workforce Solutions Director**, specifically dedicated to the implementation of aspects of the strategic plan focused on recruitment, development and marketing.

"Through Imagine Salina, the Chamber will fulfill its mission of advancing prosperity in Salina," stated Don Weiser, Chamber President/CEO. "Current excitement about private and public investment in Salina is palpable across the community, creating opportunities, some we can only imagine."

As the program develops further and implementation begins, updates will be available on ImagineSalina.com and in other Chamber communication, including the Chamber

Connection, Weekly Updates, Member E-mails and on our social media platforms.

At press time, commitments of about 68% of the 5-year goal of \$1.6 million have been received. The support of the business community is absolutely integral to the success of Imagine Salina, and every level of support is much appreciated. "Schwan's Company values the work of the Salina Area

Chamber of Commerce and supports their efforts to secure the resources necessary to further develop and strengthen our area workforce," commented Todd Clark, Schwan's Company.

The Chamber wants to thank the many business leaders who are serving in various capacities of Imagine Salina, and the Chamber staff who are supporting their work:

"Schwan's Company values the work of the Salina Area Chamber of Commerce and supports their efforts to secure the resources necessary to further develop and strengthen our area workforce."

Todd Clark, Schwan's Company

Program Co-Chairs: Mark Ritter, Crown Distributors, 2018 Chamber Board Chair; Joyce Volk, Joyce Volk Insurance Agency, 2019 Chamber Board Chair; Linda Salem, Great Plains Mfg.; Steve Ryan, Ryan Mortuary; John Gunn; Don Weiser, Chamber President/CEO

Operations Committee: Mark Ritter; Joyce Volk; Jennifer Brantley, Schwan Global Supply Chain; Brandon Ebert, BE Wealth; Brandon Hughes, Harbin Construction; Dahx Marrs, Techniqol Consulting; Guy Walker, Blue Beacon Int'l; Don Weiser, Chamber President/CEO.

Refinement Committee: Linda Salem; Colby Bertrand, Edward D. Jones; Kim Brown, Smoky Hill LLC; Brenda Cox, Salina Regional Health Center; Dave Hiechel, Eagle Technologies; Todd Smith, Coperion K-Tron Salina; Brian Weisel, Salina Regional Health Center; Monte White, REPCO; Barb Young, Triad Mfg.

Branding/Marketing Committee: Joyce Volk; Michael Freeland, Mr. Freeland Design; Dahx Marrs; Bob Protzman, Rocking M Media; Lonnie Smith, Eagle Communications; Gary Stansberry, Salina Blue; Susan Trafton, Tony's Pizza Events Center; Robin Vandegrift, Consolidated Printing & Stationery.

Watch for program updates from the Chamber, and if you are not involved but would like to join us as we Imagine Salina, please contact Eric Brown at ebrown@salinakansas.org or call 785-827-9301.



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 24 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., “While this year will be our first year to host the 2A Class, I think we’ll still have a great following from fans out of town wanting to enjoy an afternoon football game. It’s great that this falls on the biggest shopping weekend of the year, making it a wonderful event combination for our community. With a little luck, we’ll have good weather which drives attendance no matter the schools and communities competing for the title!”

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, 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.



Marquee Welcomes

November 10	Sacred Heart 5K Run
November 13-14	Nurse Leaders Conference
November 17	Frosty 5K & Snow Glow Run
November 24	KSHSAA State 2A Football Championship

Dollars & Sense

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

KS Wrestling Coaches Assn.
\$58,400

Kansas Authors
\$27,240

Assoc. of Public Comm Officials/ 911
\$81,500

Clerk of District Courts
\$97,300

Mid-Kansas Cup Soccer Tourn.
\$126,480

Salina Charity Horse Show
\$30,876

KSHSAA 6A State Girls Golf
\$51,100

Kansas Bankers
\$36,300

KSHSAA 5A/6A State Volleyball
\$353,456



SalinaAE.com
Arts & Entertainment calendar

Congrats!

Congrats to our own Tiffany Benien, Sports & Special Events Manager! This year Tiffany earned her Kansas Destination Specialist designation, and was recognized at the 2018 Kansas Tourism Conference. KDS is a program of the Travel Industry Association of Kansas (TIAK). Go Tiff!

Measuring Visitor Impact

Wichita State University has conducted a study to determine what the appropriate multiplier for tourism spending is for the Salina area. That immediate multiplier rate was determined to be 1.6, meaning that for every \$1.00 spent directly by a tourist/visitor for lodging, meals, entertainment, retail, and so on, our economy is actually impacted \$1.60. We believe this to still be a conservative estimate, and we are now using this in calculating our estimated visitor spending. If you have any questions, please contact Sylvia Rice at Visit Salina – srice@salinakansas.org or 785-827-9310, ext. 138.

Impact Investing through Opportunity Zones

Earlier this year, after getting recommendations from governors, the Treasury designated nearly 9,000 U.S. census tracts as opportunity zones, spread across urban and rural areas and including almost all of Puerto Rico. Included in those 9,000 are two tracts in Salina; one covering the Salina Airport Authority Industrial area and the second covering much of north Salina.

Opportunity Zones are a new tax tool that allows people to make investments in specially designated economically disadvantaged areas and then reap tax savings on capital gains. The legislation allows investors to reinvest capital gains within an Opportunity Zone and delay realizing that gain until Dec. 31, 2026. If they leave the money in that project for five years, they will eliminate 10 percent of the liability, and if they leave it there seven years, they can eliminate an additional 5 percent. If they leave the money alone for 10 years, they owe zero capital gains on the Opportunity Zone investment itself. This can become a powerful tool for communities to leverage by providing complementary tax benefits, partnering with major local employers and anchor institutions, and jurisdictions can better attract the tax-fueled economic stimulus designed to infuse new developments into the economically disadvantaged census tracts that have been identified.

The Salina Area Chamber of Commerce and Salina Community Economic Development organization have begun working on positioning the community to take advantage of these tracks and will be hosting a luncheon at the Salina Country Club starting at 12:00 noon on Tuesday, November 6th. If you are interested in attending or would like more information please contact Eric Brown at ebrown@salinakansas.org.

Partner News

Successes are building on successes at **Salina Area Technical College**. In the past year alone, the college has:

- Seen enrollment surge by nearly 30 percent
- Added a Practical Nursing program in the fall of 2018
- Added a Police Science program
- Started a Public Safety Pathway for USD305 high school students
- Been named one of the best 150 two-year colleges in the nation by the Aspen Institute
- Been named the 8th best two-year college in the nation by Forbes Magazine
- Had the highest graduation rate of any college or university in Kansas (73%)
- Had the highest employment rate for its graduates of any two-year college in the state (94%)



“Our job -- it’s in our mission statement -- is to meet the employment needs of the region,” said Salina Tech President Greg Nichols. “When we see a need, or the community tells us there’s a need, we move to meet that need, whether it’s for nurses, law enforcement officers or truck drivers. We’re proud that 94% of our graduates are employed -- and some departments have had 100% job placement several years in a row now.” To find out more about what Salina Tech offers, or to schedule a visit, call our admissions office at 785-309-3100.

In The News

KANSAS WESLEYAN UNIVERSITY Coyotes are having an amazing football season. The ‘Yotes are 9-0 going into their last home game on November 3 at 1:30pm at Graves Family Stadium. Come out and cheer KWU to a conference title as they vie for a berth in post season play!

GOT NEWS? Do you have news to share about your business or organization? Email srince@salinakansas.org and we’ll publish it in an upcoming issue of **Chamber Connection**.

SALINA DOWNTOWN, INC., has announced the Holiday Open House dates for 2018. Those dates are: November 4, November 24, and December 1. Pick up your Downtown passport, and get it stamped at participating businesses through December 1 for a chance to win \$600! Don’t miss the Christmas Festival and Parade of Lights on Saturday, November 17 with family activities throughout the day, culminating with the parade on 7th Street! For more information, call SDI at 785-825-0535.

AMERICAN STATE BANK announces the addition of **PETER L. PETERSON** to its board of directors. Pete has practiced law with Clark, Mize & Linville in Salina for the last 45 years and is also a Certified Financial Planner. He has been active in the community, serving as chairman of the boards of the Greater Salina Community Foundation, the Salina Area Chamber of Commerce, and St. John’s Military School. He has also served on the boards of Peoples Exchange Bank, Rose Hill Bank, and Kansas Wesleyan University Foundation. He has been listed in *The Best Lawyers in America* from that publication’s inception in 1982, and he received the City of Salina’s Citizen of the Year Award for 2010. He received both his BA and JD degrees from the University of Kansas. Congratulations Pete!

The flight team at **KANSAS STATE UNIVERSITY POLYTECHNIC** Campus will compete on a national level next spring after placing second in its region during an annual collegiate aviation competition. The Kansas State Polytechnic Flight Team attended the National Intercollegiate Flying Association Safety and Flight Evaluation Conference, also known as NIFA SAFECON, Oct. 14-17, battling other colleges in their region for a chance to advance to the national championship. The Kansas State Polytechnic Flight Team earned several individual awards and placed second overall, securing a spot at nationals in May 2019.

The **PLAINS STATE BANK AND BANK VI** have merged to form a new financial partnership, operating



as BANK VI, a division of The Plains State Bank. Their bank data processing systems and products will be fully converted by November 29. The merger involves the two Salina facilities at 1900 S. Ohio and 2101 E. Crawford. Primary contact is Chris Baker, Central Kansas Market President, BANK VI.

The Friends of the **SMOKY HILL MUSEUM**, 211 W. Iron, is having their 27th Annual Poinsettias & Wreath Sale, now through Thursday, November 15. Poinsettias are available in three sizes and five vibrant colors. Wreaths come bagged, in four sizes. Pick up date for the plants ordered will be December 1. There is also a discount for buying 'in volume'. These are great for decorating your office or home, or for fresh holiday gifts. For more information, email museum@salina.org, call 785-309-5776, or stop by the museum.

With their **BERNSTEIN & BROADWAY** concert, Sunday, November 4 at 4pm, the **SALINA SYMPHONY** celebrates the centennial of the great Leonard Bernstein, the legendary conductor, Broadway and concert composer, pianist, educator and personality. This event is also a homecoming of sorts for two very talented Salina natives, Maggie Spicer and Bob Wearing. Tickets start at \$29, and are available at the Stiefel Theatre Box Office.

New Members

SALINE COUNTY UPLANDERS PHEASANTS FOREVER INC.

Ed Viar • salinecountyuplanders@gmail.com

SKYWEST AIRLINES

Patrick Kearney • 3237 Arnold Ave. • 800-864-8331

COWBOY WEIGH

Randy White • 106 Chestnut • Solomon, KS
785-655-6190

KANSAS BEACH HOSPITALITY & EVENTS

Geena Kejr • 9881 W. Pleasant Hill Rd.
Brookville, KS • 785-493-2341

SALINA DIOCESE

Gerald Lee Vincke • 103 N. Ninth St. • 785-827-8746

SALINA KIWANIS CLUB

Craig Dassow • 785-822-8030

AAMCO

Cristal Deckard • 2221 Tulane Ave • 785-404-1015

RADIO KANSAS

Matt Lehman Wiens • 815 N Walnut, Ste. 300
Hutchinson, KS • 800-723-4657

REECE CONSTRUCTION CO. INC.

Marynell Popst • 1240 W. North St. • 785-827-8027

TRINIUM, INC.

Korey Klingenberg • 212 S. 4th, #110
Manhattan, KS • 785-587-8523

Ambassador of the Month



Kristin Van Wie

Kristin Van Wie, Sales Associate for Mike Losik Farm Bureau Financial Services, has been named Ambassador of the Month for October. "Kristin has done such a great job this year," stated LaCrista Brightbill, the Chamber's Membership and Community Relations Director. "We are all very lucky to have her!" For her efforts, Kristin will receive a \$25 Smoky Hill Silver Gift Certificate. Congratulations Kristin!

Celebrating with the Chamber!



(l-r) Salina City Commissioner Hoppock, Rick Brown, Smoky Hill LLC, City Commissioner Hay, Mayor Ryan and Chamber Board Chair-Elect Joyce Volk cut a ribbon at the Progress party and ribbon cutting celebrating the first section of the downtown streetscape project completion!

Chamber to Elect 2019 Board Members

This month, members will receive their ballot to elect four new members to the Salina Area Chamber of Commerce Board of Directors. Those who are on the ballot include:



- Alan Eichelberger, Sunflower Bank, N.A.
- Jane Gates, Stiefel Theatre for the Performing Arts
- Phillip Heath, Express Employment Professionals
- Jeff Maes, ComPro Realty
- Chris Montgomery, Signify (formerly Philips Lighting)
- Maria Rapp, DC, Chiropractic Wellness Center
- Bonnie Sanderson, Woods & Durham, Chtd
- Gary Stansberry, Salina Blue

Deadline to return the ballot is 5pm Wednesday, November 14

BUSINESS *after* HOURS

REFRESHMENTS • TOURS • DOOR PRIZES

BEL Tree Farm and Vidricksen Distributing

401 S. Holmes Road

November 8

5-7pm • \$5 per person or Fast Pass

BEL Tree Farm and Vidricksen Distributing are both family owned businesses with strong ties to the community. BEL Tree Farm showcases multiple trees, wreaths and various decorations for the holidays. Their venue also is available for a variety of events. Come tour their facilities, hear all about their rental opportunities while you enjoy appetizers and refreshing beverages courtesy of Vidricksen Distributing.

Saint Francis Ministries

405 E. Iron Avenue

December 6

5-7pm • \$5 per person or Fast Pass

Saint Francis Ministries provides healing and hope to over 30,000 children and families in five states and three countries. Their new brand conveys clearly that they are an organization born of mission that does what needs to be done, transforming lives in ways some believe impossible. Come on out and discover why and how they represent our heritage and future.

So far this year, \$3,300
has been given away.

\$ It Pays to Attend \$

Come on out, network with fellow Chamber members and discover all that BEL Tree Farm and Saint Francis Ministries have to offer.

For reservations call 827-9301 or
email dsmith@salinakansas.org

DOOR PRIZES (MUST BE PRESENT TO WIN)
\$100 CASH ATTENDANCE DRAWING
\$500, \$500, \$1,000 MEMBERSHIP DRAWINGS

Northern Ireland? China?
Intrigued? Contact Sandy Cole at
the Chamber – (785) 827-9310,
Ext, 123 or scole@salinakansas.org



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785-827-9301 • fx 785-827-9758 • www.salinakansas.org

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please correct directly on the label and return to Chamber of Commerce. Thank You!

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salinakansas.org



Salina Area Young Professionals

NOV 9 • Murder Mystery • Salina Country Club 2101 E. Country Club Road

Salina Area Young Professionals enjoyed their October social event: Zombie Expedition! Hosted by Elite Sports Paintball & Airsoft, YPs were able to experience a “Zombie Paintball” in Assaria before ending the night at SpeakEasy.

Coming up this month, realtors from SalinaHomes.com will open a brand new model home for YPs to tour and ask questions about home buying and selling. Come and enjoy snacks and drinks while socializing with other YPs in the community.

For information on how to sign up to be a Young Professional, go to: www.salinakansasyp.com or call LaCrista at the Salina Area Chamber of Commerce: 785-827-9301.

2019 “Business After Hours” Fast Pass pre-order!

Did you know you can pre-order your 2019 Business After Hours Fast Pass *now*? Just contact Delta at the Chamber, 785-827-9301 or via email at dbryant@salinakansas.org and she can fix you up! It’s a REALLY great deal!

