

# CHAMBER CONNECTION

A Monthly Publication of the Salina Area Chamber of Commerce

**APRIL 2018** Volume 58, Number 4



**Salina Fieldhouse**  
Salina Regional Health Center

## AT A GLANCE...

- Jr Leadership Graduation . . . . . April 2  
K•Coe Isom  
3030 Cortland Circle • 6-8:30pm
- Business After Hours . . . . . April 5  
Visit Salina  
120 W. Ash, Chamber Annex • 5-7pm
- Business After Hours . . . . . April 19  
Shoe Carnival  
2584 S. Ninth St. • 5-7pm
- Legislative Issues Meeting . . . . April 21  
Visit Salina Annex • 120 W. Ash  
8:30-10am

*Details inside!*

## ON OUR WEBSITE...



When you see this icon, it indicates that more information can be found on our website. Watch for it in all our publications!

## PASS IT ON!

- Human Resources
- Communications
- Sales
- Staff Break Area



**BRING IT TO THE HOUSE!  
THE SALINA FIELDHOUSE!** See Page 4

# Salina

Area Chamber of Commerce

## OFFICIAL PUBLICATION

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SDI AND CHAMBER

# Downtown News

By Penny Bettles, Salina Downtown, Inc.  
pbettles@salinadowntown.com • 825-0535



## Downtown Aesthetic Specialist (DAS) Overview

The Salina Downtown, Inc./Business Improvement District Downtown Aesthetic Specialist (DAS) is an outside visible face of the organization. This role will deliver an important level of service that property owners, business tenants, residents and visitors will come to expect.

As the eyes, ears and caretaker of downtown Salina, the DAS in uniform is a roving concierge, hands-on helper and a goodwill ambassador for the Business Improvement District. The DAS will create a clean and welcoming environment and ensure that the downtown experience is a remarkable one for all.

As the Business Improvement District continues to grow, so do the duties of Salina Downtown, Inc. The DAS position was established upon the mission of Salina Downtown Inc. *"to champion a healthy and vibrant downtown community."* The DAS position will begin at 20 hours per week and reviewed after six months. Job description, performance and boundary of the district will be reviewed at that time.

Interested in applying for the DAS position?! Visit [salinadowntown.com](http://salinadowntown.com) for more information!



Thank you Miller Lite and Crown Distributors for supporting the 2018 Salina Downtown, Inc. St. Paddy's Day Pub Crawl! We had a ShamROCKING fun time with a record breaking turnout!

## Spring Spruce Up April 21st, 2018

Salina's annual spring community clean-up day! Committed to improving our community, volunteers will work together on Saturday, April 21 in several locations throughout Salina; including downtown! Watch our Facebook page for more information on the downtown (and other community) projects and how you can volunteer!





# Ribbon Cuttings



Groundbreaking Ceremony for a new **Comfort Inn & Suites** at I-70 & N. Ninth Street.



Ribbon Cutting celebrating the completion of the bond project at **Central High School!**

# Crisis Management Seminar Offered

The Travel Industry Assoc. of Kansas (TIAK) is offering an education seminar on Crisis Management on April 12. The seminar will be from 1-4pm, and held in the Visit Salina Annex of the Chamber, 120 W. Ash in downtown Salina. TIAK has agreed to partner with the Chamber, and offer the seminar to our local businesses as well.



No community is immune from disaster. Tragedy, whether caused by man or nature, is devastating. This education seminar is designed to help guide the tourism industry, and other businesses, should our communities have to deal with tragedy. Following a short welcome at 1pm, Trooper Ben Gardner of the Kansas Highway Patrol will present and Active Shooter Mediation Program. The second presentation will be from Mayor Bob Dixon, City of Greensburg, speaking about "When Disaster Strikes". There will be a Q&A period at the end.

The cost of the seminar is \$10 per person. Registration is required! You may sign up at <https://tiak.org/event/april-educational-seminar>

We hope you will take advantage of this timely and relevant seminar!

Follow the **Salina Chamber** and **Visit Salina** on **Facebook.**



# < 140

Visit Salina is in Salina, Kansas.

Happy first day of Spring! #VisitSalina #springshare  
Gretchen Boyum



Salina Area Chamber of Commerce

Want to add your social networks to your business directory listing on [www.SalinaKansas.org](http://www.SalinaKansas.org)? Email [awebb@salinakansas.org](mailto:awebb@salinakansas.org) for more information



Visit Salina

Weekend plans? On the Pot [a pottery playhouse] is always a fun idea!!  
Visit [www.paintourpot.com](http://www.paintourpot.com) for studio hours  
@morganjfk





# Bringing it to the House!

The Salina Fieldhouse is making it possible for Salina to host new youth sports tournaments as well as allowing some established tournaments to expand. Visit Salina is working with the Salina Parks and Recreation Department to promote the idea of ‘Bringing it to the House’ to event holders in a variety of sports.



Doug Finch has brought one new Mid America Youth Basketball (MAYB) tournament to the fieldhouse. The Salina Showdown was the first tournament, hosted last July right after the Fieldhouse opened. While a conservative number of teams played in this first year event, having a date annually in the Fieldhouse allows Doug to add a tournament to their schedule. In addition, Finch has been able to expand some of his established MAYB tournaments into the Fieldhouse that could not grow in other venues.

Tiffany Benien, Sports/Events Manager for the Chamber/Visit Salina explained. “Tournament directors and coordinators tell us that while often a small number of teams play in a first-year event, the ability to have a date annually in a facility such as the Fieldhouse is a formula for growth, especially if the event is well organized and there’s plenty to do in the community,” she said. “Salina is an ideal location with abundant places to eat, shop, stay and just enjoy.” Assets that *put the ball in our court*, so to speak, are attractions like the Smoky Hill Museum and in particular their Curiosity Shop, Rolling Hills Zoo, SculptureTour Salina, Kenwood Cove in the summer. When events also coincide with performances at the Stiefel and Salina Community Theatre, families are provided even more choices to enhance their tournament experience.

With multiple courts and surfaces in one facility, as well as utilizing some of Salina’s surrounding gymnasiums, the ability to coordinate and expand the number of teams in tournaments already hosted in Salina on an annual basis is much more feasible.

In addition to Doug Finch, other organizers including Tom Haynes (basketball), Rose Wittman (volleyball), and Sheena Torres (gymnastics) have been able to utilize the Fieldhouse to expand tournaments that they have established in the Salina area over many years.

Of course in addition to building on these events, there is a concerted effort to identify and ‘woo’ new events to Salina, like the Salina Showdown. Visit Salina is especially driven to bring events that will generate overnight stays and the NEW dollars that visitors – athletes, families and officials – spend in our community. Upcoming events new to Salina and utilizing the Fieldhouse through June include:

- April 7 ASA/USA Softball Youth Indoor Fast-Pitch Tournament (Chuck Vogan)
- April 14-15 Teammates Basketball – The Crossroads Championship (Blake Thompson)
- May 19 MAYB Qualifier Tournament (Ryan Hujing)
- June 1-3 USSSA Basketball – Midwest Crossroads Regional Championship (James Taylor)

**“It’s busy and exciting! There are many positive things happening at the facility, and I foresee this growth continuing at a fast pace over the next 3 years.”**

**Travis Scheele, SPRD Superintendent**

According to SPRD Superintendent Travis Scheele, “The Fieldhouse is fulfilling several needs. We have expanded our SPRD local programs. Youth and adult leagues are filling faster than ever. We now have indoor space for club and league teams to practice during the day. The Fieldhouse is also a space for community special events, such as



Travis Scheele

the Farmer’s Market, wellness workshops, holiday parties, and recently Match Madness. Most apparent to downtown is the increase in weekend tournament traffic. It’s busy and exciting! There are many positive things happening at the facility, and I foresee this growth continuing at a fast pace over the next 3 years.”

To see more sporting events happening at the Fieldhouse and across Salina go to the [www.SalinaAE.com](http://www.SalinaAE.com) calendar and click on the “Sports Salina KS” tag. For more information about the Salina Fieldhouse, contact Travis Scheele at 785-833-8308.





# Convention Corner

The Hilton Garden Inn will host the **Kansas Chapter of the National Association of Housing and Redevelopment Officials (NAHRO)** April 10-12. The event will feature many educational breakouts and also a keynote from the CEO of NAHRO, Adrienne Todman. President of the Kansas NAHRO Tina Bartlett of Salina has planned a local event at Bel Tree Farm, a fitting tribute to their 2018 theme "Barn Raising". Barn raising was common in the 18th and 19th century in rural communities. Since building or raising a barn required many people, the family would call on its neighbors for help, bringing together knowledge, skills and socializing. While housing authorities are busy keeping business running smoothly, it is vital for them to come together. This year's spring conference is a place for them to come, learn, share knowledge, and support each other while having a little fun too!

## Good Sports!

Visit Salina is always looking for a few good men, good women, good youth...

**GOOD VOLUNTEERS!** There are many opportunities available for volunteers. If you have an interest in particular sports or events, we try to place you there.

If you have specific skills like scorekeeping, officiating, collating materials, etc., that is where you might find yourself. Or maybe you just love Salina, and want to welcome visitors. If you have some time and interest, let us know. If you are in school and looking for volunteer hours, we can help you out with that too! Our simple volunteer application can be picked up in the Visit Salina office – 120 W. Ash or downloaded from our website. In fact, why don't you stop by our Sports/Events booth at our Business After Hours on April 5, pick one up and talk with us about it!



## Marquee Welcomes

April 7-8	Salina Slugfest Baseball Tournament (Bill Burke/ECRA)
April 7	1st Annual USA Indoor Fast Pitch Softball Tournament (Fieldhouse)
April 10-12	Nat'l Assoc. of Redevelopment Officials of KS
April 11-12	Travel Industry Assoc. of KS
April 14-15	Teammate Basketball: The Crossroads Championship (Fieldhouse)
April 17-18	Rural Rental Housing
April	KS Independent College Assoc.
April 18	KS Board of Realtors
April	KS Bankers Assoc.
April 20-21	Nat'l Assoc. of Postmaster of Kansas
April 24-25	KS Health Information Assoc.
April 28-29	Kansas State High School JV Softball Open (Bill Burke Park)
April 28	BBBS Glow In the Park 5K & 1M Runs (Oakdale Park)
April 30-May 1-2	KS County Highway Assoc.

## Dollars & Sense

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

### KS Fraternal Insurance Agents

\$11,200 + 60 volunteer hours

### HOA Volleyball Tournament

\$88,480

### KSHSAA 4A DI State Basketball

\$700,528

### Championship Bull Riding

\$115,928

### Mid-America Farm Expo (Exhibitors/Vendors)

\$105,880

### Battle of the Bats Baseball

\$27,360

### KS Technology Student Assoc.

\$92,800



Brogen Willich of Salina High School South was the first place winner of the Spring 2018 Youth Entrepreneur Challenge, hosted by Network Kansas, USD 305 and your Chamber at Kansas Wesleyan University. Brogen will compete in the state event with his screen printing business. Here, Don Weiser, Chamber President/CEO and Ciara Thyfault, Network Kansas present him with his \$500 prize!

## 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](mailto:srice@salinakansas.org) or 785-827-9310, ext. 138.



## In The News

**ON THE POT,** 111 N. Santa Fe, will host their 13th Annual Kansas Mini Convention, April 21-23. Seventy paint your own pottery studio owners and suppliers from 21 states will be here to take classes at 'The Mini'. Suppliers from across their industry will teach painting technique classes and business classes, to help further the success of the studio owners in attendance.

**GOT NEWS?** Do you have news to share about your business or organization? Email [srice@salinakansas.org](mailto:srice@salinakansas.org) and we'll publish it in an upcoming issue of **Chamber Connection**.

The **KANSAS STATE UNIVERSITY POLYTECHNIC CAMPUS**, 2310 Centennial, is expanding its unmanned aircraft systems capabilities to now include sports and entertainment operations with the help of our professional indoor football team, the Salina Liberty. The research center is using unmanned aircraft to perform a 35-foot ball drop to the head referee before opening kickoff as well as capture aerial footage of the games to livestream on the team's Facebook page. The unmanned flights are taking place at Tony's Pizza Events Center — where the Salina Liberty play — during six home games from March 3 through May 26.

Salina IBT will host DeWalt Days at the Salina **IBT STORE**, 2231B Centennial Road, on Wednesday April 11. The DeWalt tools trailer will be on site and many tools will be featured, along with special deals with on-site purchase. In addition, the DeWalt Nascar will be on-site for the public to view. The event is free to the public. IBT encourages you to stop in on April 11, or anytime, to hear about the multitude of products and service IBT can provide to you and your company.

Dave Neuman, Branch Manager with **GREAT PLAINS FEDERAL CREDIT UNION**, 605 S. Ohio, is retiring. Dave began working in finance in 1974 for National Bank of America as a teller and credit control specialist. January 1986 he started his career in management and lending, accepting a position as a loan officer for Bell Telephone Credit Union. In October 1989 he was promoted to branch manager when Bell Credit Union merged with Great Plains Federal Credit Union. He has been in this position for the past 28 years.

A celebration will be held Friday, April 6, 2-4:30pm at Great Plains Federal Credit Union to wish him well with his new chapter in life.

Green Lantern Car Washes, with seven locations in the Midwest, will be changing its name to Charlie's Car Wash in May to honor company founder and philanthropist Charlie Walker who passed away in 2012. Green Lantern Car Wash is a subsidiary of local Salina company, **BLUE BEACON INT'L.**, 500 Graves Blvd. Blue Beacon Truck Washes will be celebrating its 45th anniversary on May 1, the same day the car washes will be re-branded. Congratulations!

The **OWEN FREIBURGER GROUP AT NEXTHOME PRO REALTY** has again been recognized as one of the highest producing teams at NextHome Real Estate. Based on sales production in 2017, Freiburger has been awarded the NextHome President's Circle Team Award. The national award is given to agents closing more than \$30 million in sales volume or 50 transactions during the year. NextHome Pro Realty's main office is in Salina with a branch office in Lawrence. Each NextHome office is independently owned and operated.

**HOLIDAY INN SALINA**, 3145 S. Ninth, received the IHG 2017 Torchbearer Award, the company's most prestigious award. The Holiday Inn is one of 120 properties within the Americas chosen from IHG system of more than 5,300 hotels for achieving the highest levels of excellence in all aspects of operation—from quality to customer satisfaction. An impressive 2017 Torchbearer trophy, the company's symbol for top excellence, will be on permanent display at the hotel.

## New Members

**FARMERS FINANCIAL SOLUTION, LLC**  
1716 Highland Ave  
Stefany Kaniper  
(785) 822-7358  
[Skaniper@farmersagent.com](mailto:Skaniper@farmersagent.com)

**CAD LAW, LC**  
204 S Santa Fe 2A  
Charles Ault-Duell  
[Charles@cadlawlc.com](mailto:Charles@cadlawlc.com)  
785-407-9128

# Take 5



**Meet Chamber Member Michael Cooper & Terry Newman, Owners of VYPE High School Sports Magazine as you read excerpts from our 5-minute/5-question interview.**

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

*In the media business the key to success is to have content that is in high demand and is exclusive. The positive, family oriented, exclusive content in VYPE is only available in VYPE. VYPE's monthly content is "anticipatory" meaning readers rush to pick VYPE up each month to see what is inside.*

See the entire interview, and others, posted at [www.salinakansas.org/chamber/take\\_5.aspx](http://www.salinakansas.org/chamber/take_5.aspx).



Want to be interviewed about your business? Contact [info@salinakansas.org](mailto:info@salinakansas.org)!



## Legislative Issues

The final Legislative Issues meeting for the 2018 session will be held April 21st from 8-10am in the Visit Salina Annex. The Saline County State Legislators have all been invited to share their observations and answer questions. These sessions are free and open to the public, and are sponsored by AT&T.



# Partners Present: 2018 Employment Law and Benefits Seminar

Wednesday, May 9 • 8am to 4:30pm

This information-packed seminar brought to you by *SHRMA, Salina Area Chamber of Commerce, Bennington State Bank Trust & Wealth Management and Gallagher*, will connect you with some of the area’s top attorneys in the areas of employment law and employee benefits.

**Melody Rayl - Fisher Phillips** “Don’t Be Scared – Be Prepared! Violence Issues in the Workplace.” Homicide is a leading cause of fatal occupational injuries in the United States. While workplace violence cannot be 100% prevented, employers can improve the odds and mitigate the impact. This session provides some practical advice to employers to help prevent incidents of workplace violence or to minimize the impact of violent episodes when the unthinkable occurs.

**Stephen P. Smith - Hinkle Law Firm LLC** “What’s Going on in the World of Employee Benefits?” It may look like things have been quiet lately – efforts to repeal “Obamacare” have failed and the pace of new regulations has slowed down – but looks can be deceiving. The IRS is starting to enforce employer penalties under the Affordable Care Act, smaller employers are now able to reimburse employees for the cost of coverage under individual policies through a QSEHRA, wellness programs are attracting IRS attention, and the new tax bill makes changes to the contribution limits for HSAs, 401(k) hardship distributions, and the deductions for business meals and entertainment. We’ll talk about all of that and more!

**Toria Mroz – EEOC** “How to Effectively Prevent and Resolve Discrimination Claims.” You’ve received notice that an employee has filed a claim with the EEOC. Now what? This session will teach how to best navigate the EEOC charge process, provide best practices for preventing discrimination claims and share how to effectively resolve employment disputes and utilize the EEOC mediation program.

**Larry G. Michel - Kennedy Berkley Yarnevich & Williamson Chtd.** “Sexual Harassment in the Workplace.” Sexual harassment has gained renewed interest from employers and human resource professionals due to recent events and media attention. We will review recent statistics regarding the number of sex discrimination claims filed with the Equal Employment Opportunity Commission and the potential liability to your business arising from such claims. Next, we will address the various types of sex discrimination prohibited by the law. We will then focus our attention on the various forms of sexual harassment that are prohibited by the law and look at specific behaviors that can constitute sexual harassment.

Cost is \$100. Registration, speaker biographies and more information can be found at <https://salinahr.shrm.org>. Deadline to register is May 8.

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## Visit Salina

120 W. Ash – Visit Salina Annex

Thursday, April 5

5-7pm • \$5 per person or Fast Pass  
(\$40 in 2018)

Visit Salina is a busy component of your Chamber! Their goal is to generate NEW dollars into the local economy through overnight visitor spending. Who are they, how do they do that, and why? Come, talk with staff and discover how the tourism industry and the work of Visit Salina impact the state of Kansas, and our community!

## Shoe Carnival

2584 S. Ninth St.

Thursday, April 19

5-7pm • \$5 per person or Fast Pass  
(\$40 in 2018)

Shoe Carnival, Inc. is one of the nation's largest family footwear retailers, offering a broad assortment of moderately priced dress, casual and athletic footwear for men, women and children with emphasis on national and regional name brands. Come on out, see their displays of footwear, discover shopping perks and hear how they strive to give back to the communities they serve.

Last year we gave away  
\$4,600! It pays to attend!!

## \$ It Pays to Attend \$

Come on out, network with fellow Chamber members and discover all that Visit Salina and Shoe Carnival have to offer.

For reservations call 827-9301 or  
email [dsmith@salinakansas.org](mailto:dsmith@salinakansas.org)

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\$500, \$500, \$1,000 MEMBERSHIP DRAWINGS

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Check it out at <https://www.salinakansasyp.com>

## 4.19.2018 12-1 PM • Lunch Club

Chuck's Bar 600 N Santa Fe Ave

This lunch is hosted by Chamber Liaison LaCrista Brightbill. Please RSVP to  
[saylunchclub@gmail.com](mailto:saylunchclub@gmail.com)

Download the  
**Salina Chamber**  
App today!

With hundreds of things to do and places to visit, the **FREE** Salina Chamber App is a mobile guide that gives you the freedom to create your own path through the city, right from your phone!



## Be Entertained!

Event Calendar at [SalinaAE.com](http://SalinaAE.com)