



## Chamber Visions – April 2011

### Call To Action!!

It is urgent that we step up to the plate in McCook and the surrounding area to address the potentially disastrous loss of commercial airlines services in McCook. We need to be very pro-active on the issue of Essential Air Service. There are several very positive things happening in the McCook area and it is not secret to economic development proponents that our air service is vital to recruiting new business to our community as well as visitors. We cannot afford to sit back in a “state of acceptance” on such a crucial issue.

I have included contact information for our officials who need to hear from us if we hope to be successful in this effort. They do listen to e-mails and telephone calls they receive. Also, please review excerpts from a recent editorial that was in the Scottsbluff Star-Herald which are italicized:

- 1. The Essential Air Service program costs \$200 million.*
- 2. The subway system known as the D.C. Metro in Washington has barely more than 100 miles of track. About 120,000 federal workers in the Washington region receive taxpayer-funded FREE rides, although the system runs a persistent deficit. The employee benefit for those federal workers totals as much as \$331 million a year. On top of that, Metro gets a total of \$164 million annually from the federal government.*
- 3. The federal Department of Housing and Urban Development spent \$25.5 billion in 2010 on the public and Indian housing. Those programs chiefly benefit urban residents. They're far more costly than the EAS program.*
- 4. Republican Senator Johanns: “You could totally eliminate this (EAS) and this is barely a rounding error, but to these small communities, it’s their lifeblood. They’re either going to survive or not survive depending upon this very important program.”*

We need to continue to contact our representatives in Washington along with Senator Coburn from Oklahoma whose contact information is also listed below. We must vocalize our needs. It is imperative that McCook and the surrounding area answer this call to action!

Thank you!

*Pam Harsh, Executive Director*

**U.S. Senator Mike Johanns**

Senate Russell Courtyard 1; Washington, DC 20510  
202-224-4224 Fax-202-228-0436

<http://johanns.senate.gov/public/?p=EmailSenatorJohanns>

**U.S. Senator Benjamin Nelson**

Hart Senate Office Building; Washington, D.C 20510

202-224-6551 Fax-202-228-0012

<http://bennelson.senate.gov/email-issues.cfm>

**Congressman Adrian Smith**

503 Cannon HOB; Washington, DC 20510

202-225-6435 Fax-202-225-0207

[http://www.house.gov/formadriansmith/issues\\_subscribe.htm](http://www.house.gov/formadriansmith/issues_subscribe.htm)

**Governor Dave Heineman**

Lincoln Office/

State Capitol:

Office of the Governor

P.O. Box 94848

Lincoln, NE 68509-4848

Phone: 402-471-2244

Fax: 402-471-6031

Western Office:

Office of the Governor

4500 Avenue I

P.O. Box 1500

Scottsbluff, NE 69363-1500

Phone: 308-632-1370

Fax: 308-632-1313

<http://www.governor.nebraska.gov/mail/govmail.html>

**Senator Coburn**

Washington: 202-224-5754; Tulsa: 918-581-7651; Oklahoma City: 405-231-4941

His staff will be happy to guide you through the correspondence process.

<http://coburn.senate.gov/public/index.cfm/contactform>

**Did You Know?**

Did you know that at their March, 2011, meeting, the McCook Area Chamber of Commerce Board of Directors unanimously approved the creation of a new event to celebrate member milestones or award winnings? This all-new “Member Recognition” event creates an avenue through which we can acknowledge and celebrate business anniversaries and/or other notable accomplishments. Although we do our best to be aware of those opportunities, we could certainly use your help in drawing our attention to any such qualifying milestone. If you have a reason to celebrate, we’d appreciate notification so we can invite the McCook Cordials, the Chamber Board of Directors, Community Officials and others, to a “Member Recognition” event at your place of business. You may contact the Chamber office for more information at [info@aboutmccook.com](mailto:info@aboutmccook.com) or call 345-3200.

**Heritage Days Celebrating 40th Anniversary in 2011**

The Heritage Days Committee met recently to discuss plans for the 2011 Heritage Days celebration on the weekend of September 24 & 25. The committee is excited about the potential for the celebration as we look for theme ideas and activities which could potentially reflect those first years. We are currently researching the history of the celebration and would welcome input from the community as we move

forward with the planning. Of course, the standing activities will remain relatively the same, however, we would welcome new events, etc. If you have information you would like to share or ideas that could be considered by the committee, please feel free to contact the Chamber of Commerce at [info@aboutmccook.com](mailto:info@aboutmccook.com) or 345-3200.

### **Heritage Days Nominations Being Accepted**

The Heritage Days Committee is now accepting nominations for the dignitaries for the annual celebration to be held on September 24 & 25. Candidates are needed for the Parade Marshal, the Grand Marshal and the Honor Family. A May 1 deadline for nominations has been established. Nomination forms can be found at the Chamber office located in the Keystone Business Center, 402 Norris Avenue, Suite 203, or requested via e-mail at [info@aboutmccook.com](mailto:info@aboutmccook.com). If you have questions, please feel free to contact the Chamber of Commerce at [info@aboutmccook.com](mailto:info@aboutmccook.com) or 345-3200.

### **Young Professionals Group on the Move**

The newly founded Young Professionals Group is gaining traction and is on the move! If you have young, career minded people in your business, you'll want to encourage them to call the Chamber office (345-3200) to learn more about how to become involved in the new organization.

The group is comprised of young professionals employed by a McCook Area Chamber of Commerce member and between the approximate ages of 25 to 35. Officers recently elected include: Chairperson, Jamie Mockry (Consolidated Management Company); Vice Chairperson, Kristie Winters (State Farm Insurance, The Big Red Agency); and Secretary, Tamra Neel (Hillcrest Nursing Home).

The mission statement, which was fine-tuned and adopted at the March meeting, reads as follows: "YPG is a group of young business and community leaders focused on the promotion, attraction and retention of young professionals in Southwest Nebraska. Together we create a voice to help build a professional community through positive networking."



A logo was also selected with bright, primary colors reflecting vibrant youthfulness combined with the professionalism depicted by the appearance of a man's tie for the letter 'Y'.

### **Ag Task Force Hosts 6th Annual Ag Appreciation Breakfast**

The Chamber's Ag Task Force served 150 guests at their 6th Annual Ag Appreciation Breakfast which was held at the Red Willow County Fairgrounds Community Building on March 16. People involved in the ag industry were invited to attend the sponsored event at no cost to themselves as an expression of appreciation for the important work they do. The breakfast included pancakes, eggs, sausage and beverages.

Sponsors for the breakfast included:

AmFirst Bank, Cowboy Up Tack; Crop Productions Services; Edward Jones-Ron Friehe; Farm Bureau Financial Services-Alan Gunther; Farm Credit Services; First Central Bank; Frenchman Valley Coop;

Gary's Inc.; Gifford & Cox LLC; Great Western Bank; Heartland Cattle Company; Horizon Bank; L & B Johnson; Lord's Inc.; McCook Farm & Ranch Expo; McCook National Bank; McPherron, Skiles & Loop CPAS, PC; Olsen's Agricultural Laboratory, Inc.; Quality Irrigation; Red Willow Aviation; Stagemeyer & Smith CPA, PC; Terry Ellinger, CPA; Wagner Chevrolet-Buick; Wagner Ford-Toyota; WalMart SuperCenter; Wells Fargo Bank; and Willow Creek Meats.



"Mixin' It Up"



"Cookin' It Just Right!"



"Servin' It Up"



"Enjoyin' It"

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## PRESIDENT'S LETTER



Volunteers! What would we do without them? In my professional life I rely on a ten member Board to guide my decisions, a smaller committee to review and recommend actions for the good of the organization and two separate volunteer committees that plan and implement our largest fundraisers each year. And, soon I will be working with even more volunteers to launch the campaign for Health, Hope and Healing. I know I could not accomplish any of this without the selfless time, talent and treasure of my volunteers.

That, of course also applies for the volunteers I work with on the Chamber Board. Each member contributes to the workings of your chamber. Whether it is toting ice cream freezers to the park, making root beer floats, assisting with Heritage Days festivities, setting up and taking down the Home & Leisure Show, cooking for the Ag Appreciation Breakfast or.....well, you get the picture!!

Currently our sub-committees are working on ways to make the chamber better. The Added Value committee is doing just that. They are identifying ways that our members will feel they are getting a good return for their dues. Stay tuned! Our Policy Review Committee is revamping old policies and solidifying processes for new policies. Still others are presenting ideas for possible new events. In addition to the work of committees I am always reminded that board members give up their time at least once each month to attend the full board meeting. They do this without expectations of awards or recognition. They give up their time for the good of the community.

I am writing about volunteers because April is volunteer recognition Month. I know that Duane Tappe, our guest writer is also covering the subject of volunteerism for the newsletter. Duane knows more than most about volunteering. He can be seen about town wherever help is needed. I will share a little secret. I nominated Duane for Chamber Volunteer of the year. He actually tried to withdraw the nomination. There are a lot of people who are deserving of the honor and Duane is up there at the top. Congratulations! And thank you to all the volunteers who make my life easier.

*Terri Shipshock*

***“Volunteers aren’t paid, not because they are worthless but because they are priceless.”***

Anonymous

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## SPOTLIGHT ON BUSINESS

### Coppermill Steakhouse

As we inch closer to our one year anniversary, the staff at The Coppermill Steakhouse is gearing up for a busy spring and summer. Once construction is complete, our valued customers will be able to enjoy their evenings on the patio overlooking the beautiful Heritage Hills Golf Course. For those chilly nights patrons can cozy up to the fire pits.

We, at the Coppermill Steakhouse, are pleased to announce that we now have a Facebook page and a website. Our loyal customers can check up on us at [www.coppermillsteakhouse.com](http://www.coppermillsteakhouse.com) to leave reviews, see specials, and take a glance at our growing menu as we continue to add new and exciting items.

*Adam Siegfried*

## Southwest Nebraska Dental Center

Southwest Nebraska Dental Center, Dr. Chris Nix and staff, have been McCook Chamber of Commerce members for over 20 years. We are proud of our relationship with the Chamber and all that it does to promote area business. This year Dr Nix is celebrating his 30th year of practice in McCook as Southwest Nebraska Dental Center. We have two professional offices located in McCook and Imperial employing 10 support staff along with his associate, Dr. Kristin Fornander.

Our commitment to our patients has always been to offer the best high tech dental services. These include digital x-ray technology, digital dental photography, two dental lasers, conscious oral sedation, Cerec one visit crowns, and soon we will be adding a CT cone beam 3-D x-ray to our office.

The CEREC allows one visit porcelain restorations to be done. The process of repairing a tooth with porcelain crowns (caps), or porcelain fillings (inlays) is now possible in only one visit using the latest in CAD/CAM technology. Previous methods required two appointments with temporary crowns and goeey molds of the damaged tooth.

The Periolase laser allows Dr. Nix to treat moderate to advanced gum disease without referral to specialists, without scalpels/sutures, or the severe pain of traditional gum surgery. We have seen remarkable results with the patients who have had the Periolase LANAP gum surgery. Having used dental lasers since 1990, Dr. Nix was the first dentist in Nebraska to be licensed in the Periolase protocol.

Offering conscious oral sedation to adult patients who want to be completely relaxed and comfortable during their dental visits is another important addition to Dr. Nix's patient services at Southwest Nebraska Dental Center. We simply give the individual a small pill the night before their visit and another the morning of the dental appointment. It's that easy! No IV tubes or needles are required. People are amazed at how much dentistry that can be accomplished in one appointment, and how little, if any, discomfort they feel after the procedure is completed. Dr. Nix is a member of the Dental Organization for Conscious Sedation and utilizes all the latest sedation monitoring equipment.

As Dr. Nix says, "The addition of these advancements to my practice is the best thing that I have done for my patients in 30 years of practicing dentistry."

Dr Nix would like to invite all Chamber members to visit his website at [swnebraskadental.com](http://swnebraskadental.com). Our website is full of information for patients who want to learn more about the Periolase laser, conscious sedation treatments, Cerec one appointment crowns, and all the other dental services offered at Southwest Dental Center.

*Dr. Chris Nix*

## Nebraska Workforce Development has opportunities for On the Job Training (OJT) Grants for Employers

OJT is training by an employer provided to an eligible new employee. The employer may be from the public, private non-profit or private sectors. This program provides:

- Knowledge or skills essential to perform the job.
- Provides reimbursement to the employer for a percentage of the wages of the eligible new employee for the training period.

OJT's provide a client with the opportunity to be trained with the knowledge and skills necessary for the full and adequate performance of a specific job.

Employers must be from the private sector, or private non-profit sector.

Required for an OJT:

- Pre-Award review – to see if an OJT is a good fit for the client and employer.
- OJT Contract – to outline the parameters of the OJT for the client and the employer
- OJT Plan – to track the training received by the client from the employer
- OJT Oversight Plan – to track the monitoring procedures (conducted by OJT-NEG case manager) that will take place to ensure the OJT is in compliance with the OJT-NEG policy.

OJT-NEG contracts must be for full-time employment.

The employer must intend to retain the employee in the occupation and at the wage rate provided by the contract, after the end of the training period (subject to the employer's right to terminate the trainee for normal business or personal reasons as appropriate)

Employers may refer individuals to the service provider for a determination of program eligibility and assessment of suitability for the on-the-job training. Reverse referrals are allowed.

Eligible OJT-NEG participants must be dislocated workers and must have been unemployed for at least 15.13 weeks.

Contact WFD at 308-345-8470.

*Nikole Huber*  
*Nebraska Workforce Development*

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## **GUEST EDITOR**

Since April is Volunteer Month, Linda (our beloved secretary at the Chamber Office) asked me to write a bit about volunteering. I guess she assumed that since I was chosen as the Chamber Volunteer of the Year, I might have feelings for this endeavor.

First of all, I would like to thank the Chamber Board for selecting me for this honor. I am aware that we have a lot of good people in the McCook area that are doing a lot of good volunteer work year after year. They do their projects faithfully, without pay or recognition.

Doing volunteer work comes naturally for me. I had a great role model while growing up in Norfolk. It seems that my dad was always giving his time and talents for school and church projects. He never made a lot of money but he sure had a lot of friends.

Early in my career in Wakefield, I was fortunate to have time in the summer to help out with American Legion baseball and our local Boy Scout troop. This also allowed me to spend more time with our children before they grew up way too fast. Mentoring is an option for us when our own kids fly the coop.

Doing volunteer work is a great way to mix with a variety of people. If one has a hard time “doing nothing,” it is an alternative to watching the tube, hanging out in the local pubs or just letting your brain turn to mush.

Some volunteer projects give a person a great sense of accomplishment if one has to sweat a little or get their hands dirty. Being part of a volunteer team that works on Habitat houses, gives a person a lot of satisfaction in completing a task. Many times, an investment of hours is more valuable than an investment of dollars.

I, personally, like to do some volunteer projects on my own because one can start or stop as convenient. Other times, it works a whole lot better to volunteer as a team. Several projects that our local Rotary Club does show the benefits of a group tackling a problem. For example, our semi-annual highway ditch clean-up is sure a lot more fun and efficient with a team approach. When things need to get done in a hurry, such as helping to set up or load up for the Blood Bank, 3 or 4 Rotarians can “get er done” a lot better than one.

I single out Rotary because that is the club I belong to and am aware of the good work they do in Nebraska, the U.S.A. and around the world. There are many other fine service clubs and organizations in McCook that also do great humanitarian work.

I encourage all of our Chamber Newsletter readers to take on volunteer projects. The need is great for everyone to do what they can do, on their own or as part of a team. You won't have to look very hard to find worthy projects for April or all year long.

*Duane Tappe*

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## RETAIL DETAILS

### Schmick's Market = Kid Friendly

What's new at the (more) kid friendly Schmick's Market!

Race Car Shopping Carts to Speed around the Aisles!



Free Balloons All the Time. Just Ask the Cashiers!



Kids Size Shopping Carts to Help Mom & Dad Shop!



Free Cookies All the Time. Just Ask the Deli/Bakery (and your mom!)



Meet CharlieHorse The Schmick's Market Mascot

All New Kids Menu available in our Deli! Great kid friendly choices with budget friendly prices!

Reserve the Kid's Corral for your next birthday party! Let us do all the work for you!



Coming Soon!

Designated Parking Spots for New Mothers & Mothers-To-Be

*Tyler Schmick*

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## MEMBER NEWS

### Second Quarter Honor Business Named

Willow Creek Meats was selected at the March board meeting to be the second quarter Honor Business Award recipient. In doing so, the board noted the many and varied contributions that Willow Creek Meats has made to our area and also to the Chamber. One of their more recent activities is their "Beefin' Up Our Heroes" program wherein beef jerky is shipped in large quantities to soldiers in far away countries as a token of appreciation for their service. The owners, Cal Siegfried, Leigh Hoyt and Scott Carlin, hope to expand the program to a national level. The Chamber appreciates these efforts and also the generosity of Willow Creek Meats with regard to the Chamber's needs. Watch for the press release announcing the date in early April for the formal presentation of the Honor Business banner.

## **New Life Bookstore Anniversary Celebrated with First "Member Recognition" Event**



The McCook Area Chamber of Commerce Board of Directors recently approved the criteria for a new “Member Recognition” event. We are pleased to facilitate the first of these new opportunities for New Life Christian Bookstore as they celebrated their first anniversary in business.

Lisa Wilcox and her staff have had a wonderful ‘first year’ and have certainly been embraced by the community and their loyal following of clientele. Their celebration, which included an open house with special sale pricing, free hot dogs and a book signing, among other activities, concluded with an inspiring program at the Fox Theatre. The author, Todd Burpo, of the New York Times best-selling book, “Heaven is For Real”, shared excerpts from the book and spoke of their family experience during the program.

## **Ribbon Cutting for Great Western Bank**



The McCook Area Chamber of Commerce, McCook Cordials and other members of the chamber met at Great Western Bank to extend a welcome to our community. Great Western Bank is located at 211 West C Street in the former TierOne Bank offices. We look forward to a long partnership with the bank. As a new member of the Chamber of Commerce, the bank has already become involved through their sponsorship of the Ag Appreciation Breakfast. They have also provided the Chamber with a number of promotional items for the “welcome bags” we prepare. Welcome, Great Western!

*Photo courtesy of McCook Daily Gazette*

## Nebraska Workforce Development Relocates Office



The Nebraska Workforce Development office has relocated to the CAST building (formerly the Pepper) owned by McCook Community College at 212 East B Street.

Nikole Huber and Stacy Brown shared information about this valuable resource with Chamber members, the McCook Cordials and others at the recent ribbon cutting which was held to celebrate their new office location. The partnership with MCC makes their new location a perfect fit with benefits to both entities. Nikole is the contact in the McCook office. You can reach her at [nikole.huber@nebraska.gov](mailto:nikole.huber@nebraska.gov) or 308-345-8470.

## Schmick's Market Opens New "Kid Corral"



Members of the McCook Area Chamber of Commerce, the McCook Cordials and others were on hand to celebrate the opening of the new, fun and exciting kids play area located inside the Market. The ribbon cutting marked the kick-off weekend for the “Kid Corral” and the new store mascot, Charlie Horse. The play area includes a jumphouse, play barn, games, a mini-carousel and a coin-operated (no coins needed here!) horse ride. The corral, of course, as its name implies is decorated in a western theme. The Schmick’s market has also added other “kid-friendly” items including kid-sized shopping carts, race car shopping carts, as well as, free cookies and balloons every day. The menu in the deli has been expanded to include several new kids’ items at special kid prices!

*Photo courtesy of McCook Daily Gazette*

## CHAMBER STATS

### Office

2011	Calls	Walk-In	Tourism Packets Mailed or Distributed	Relocation Packets Mailed	Misc. Packets Mailed
Jan	346	221	25	18	3
Feb	464	216	16	9	2
Mar					
Apr					
May					
June					
July					
Aug					
Sept					
Oct					
Nov					
Dec					
<b>YTD</b>	<b>810</b>	<b>437</b>	<b>41</b>	<b>27</b>	<b>5</b>

### Website

Rolling 12 Mo Hits		Specific Website Page Total Hits					
Month	Total Website Hits	Business Spotlight	Business Directory Search	Member Directory Search	Community Calendar	Chamber Calendar	Chamber Newsletter
Mar '10	5,859	245	587	172	67	95	462
Apr	5,433	234	462	200	53	80	406
May	4,658	180	473	128	63	83	275
June	5,218	224	635	181	64	93	277
July	4,416	205	346	96	93	107	341
Aug	3,826	180	311	173	73	105	297
Sept	4,396	215	277	96	101	142	374
Oct	3,454	170	289	89	59	95	292
Nov	3,935	214	371	190	45	95	358
Dec	3,165	245	323	72	56	79	314
Jan '11	4,577	126	324	300	28	58	328
Feb	3,785	224	222	149	40	78	284
<b>Totals</b>	<b>52,722</b>	<b>2,462</b>	<b>4,620</b>	<b>1,846</b>	<b>742</b>	<b>1,110</b>	<b>4,008</b>



