

# Wayne Works

## Area Exchange

Volume 13, Issue 1

[www.waynetworks.org](http://www.waynetworks.org)

January 2018

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### WAED Team

**Luke Virgil**  
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**Irene Fletcher**  
*Assistant Director*  
[ifletcher@waynetworks.org](mailto:ifletcher@waynetworks.org)  
**Abby Schademann**  
*Marketing, Events,  
and Tourism Coordinator*  
[aschademann@waynetworks.org](mailto:aschademann@waynetworks.org)

## New Year, New Team

Happy New Year! It is no secret that 2017 has brought some significant changes to Wayne Area Economic Development. We hope that the transition has been smooth and we'd like to thank Irene for working extra hard during the transition period and making sure that Abby and Luke could jump right into our new roles.

As we begin 2018, our main focus is the annual membership drive. In order for us to work hard throughout the year, WAED needs the support of our membership. In late December, all 2017 members were sent a request for renewal and a membership brochure. While the letter and brochure highlight WAED's mission, programing, and events, they give very little information about the team at the WAED Office.

We strongly believe that economic development

is a business based in relationships. Since it is a new year and we've got a new team, we've decided to share some more information about ourselves as a way to build those relationships and to help you get to know us better:

Abby – Abby loves movies and can regularly be found at the Majestic Theater. She claims to work there part-time, but we think it's just a cover story for her uncontrolled cinephilia. On top of her film obsession, she is addicted to coffee and makes it so strong the office gets a caffeine high every time she brews a new pot. Like a true millennial, she typically spends her time and resources on travel and experiences. As a result, she has been to 422 of Nebraska's 589 cities/villages and she has been involved in 23 stage productions throughout her life.

**Continued on page 2...**



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## ...New Year

Irene - Irene, WSC Class of '79 alum, has been a Wayne resident since 1981, owned a business on Main Street (Legends Men's Clothing), and keeps resetting the record as the longest serving employee at WAED. We know better than to call her "Grandma" at the office, but she cherishes her time as a Grandma to the 13 grandchildren she shares with her partner, Dwight Mock. Her knowledge

of and connections in Wayne are only surpassed by her belief in the motto of Rotary International, "Service above Self." She's an experienced hooker (crochet) and her favorite haunt is the Thursday Needle Night arts scene recently moved to the Wayne Public Library.

Luke - Luke's wife, Megan, and kids, Brody and Brynn, dominate his focus. Megan knows that she can count on him for

anything, as long as he's written it down or added it to the calendar. He's an accomplished train and Hot Wheels track builder and has extensive experience as a human jungle-gym, but his hairstyling skills need some work. When he's not being a husband or a dad, Luke enjoys writing, reading a good book, sipping some scotch, and adding to his library of useless and obscure knowledge, which usually

comes in handy during a feisty trivia game or a long and pointless story.

Now that you know a bit more about our team, please do not hesitate to visit our office or stop us on the street to let us know how we are doing. We hope to continue building on past successes while looking for new ways to serve our members.

## Government Affairs Task Force Convenes for 2018

The start of the Nebraska Legislative session is also when the Government Affairs Task Force convenes for the year. Watch for information on when and where the group will meet for biweekly meetings while the legislature is in session.

The Government Affairs Task Force oversees several political events every year. On February 1, the Nebraska State Chamber of Commerce will hold

their annual State Chamber Legislative Day and Hall of Fame Banquet in Lincoln. Wayne typically reserves a table and hosts our local senator for the banquet.

Seven Chambers of Commerce from Northeast Nebraska coordinate a Northeast Nebraska Chamber Day in Lincoln every year. The date is set for February 26 and will include afternoon presentations and an evening social with all

senators invited. Wayne again will have a carpool for this day and invite anyone to participate. Details of the speaker schedule will be available later in the month, but usually include time with the Governor and other State Department Staff.

Locally, the 27th Annual Legislative Forum will be scheduled in Wayne sometime this spring. Area schools are invited to bring government students to

hear from a panel of area senators. The public is also invited and all may submit questions to the panel. Following the forum, the senators and invited guests meet for lunch and further conversation.

Anyone interested in attending any of these events should contact Luke Virgil for more information.

Even when it stands vacant, the past is never empty.  
Ivan Doig  
*The Whistling Season*

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## Up and Down Main Street

From November 16 through December 21, loyal Wayne shoppers turned in over 5233 completed Holiday Stamp Cards representing \$100 of purchases from 24 participating businesses. That tallies up to \$523,300 of local shopping, and roughly \$7800 local sales tax collected. While not totally accurate since there were 3 double stamp days in November, not all retailers

participated in the holiday promotion, making the actual local holiday shopping dollars even greater.

There were six \$50 winners drawn over 3 weeks. During Chamber Coffee on December 22 at State Nebraska Bank, the final two winners were drawn with each winning \$200 in Chamber Bucks for shopping in Wayne.



**Week #1 winners: Clayton Erwin and Ann Sty**



**Week #2: Kris Loberg and Philip Pennington (not pictured)**



**Week #3: Mandi Fernau and Thomas Birkel.**



**Week #4 Robin Nelsen and Katie Wynia**



**Chamber Coffee at State Nebraska Bank drew a festive crowd to celebrate Christmas and the close of the 125th Bank Anniversary Year.**

## Taps are Open at Johnnie Byrd

Johnnie Byrd Brewing Company is officially open at 121 Pearl Street after a summer of sweat equity and anxious waiting. Owner, Greg Ptacek, was extremely pleased with the opening weekend, noting that sales surpassed his predictions. Six brews are available to the public with the seventh tap reserved for exclusive membership in the Tap 7 Club. Regular hours are Thursdays 4-11 pm, Fridays 3-11 pm, and Saturdays 11 am -11 pm.



**Greg Ptacek's family got involved in the Wayne Ambassadors Ribbon Cutting for Johnnie Byrd Brewing Company on December 1.**

## 2018 Revitalize Wayne Committee

**Matt Ley\***  
Chair

**Nancy Johnson**  
Vice Chair

**Mike Powicki\***  
Co-Secretary

**Diane Vovos**  
Co-Secretary

**Carolyn Albracht**

**Heidi Claussen**

**Jen Claussen**

**Lowell Heggemeyer**

**Mark Kanitz**

**Teresa Tiedtke**

## Nebraska Main Street Network

The Nebraska Main Street Network is dedicated to educating communities across the state so they have the knowledge and skills to revitalize their traditional commercial business districts. Better educated communities bring jobs, investment, and people to small

*2018 Business & Industry Committee*Mick Kemp\*  
ChairTravis Meyer  
Past ChairJill Sweetland  
Secretary

Jason Barelman

Gary Boehle

Ken Chamberlain

Erin Eilers

Adam Endicott

Curt Frye

Lowell Johnson

Matt Jones

Brian Kufner

Ken Kwapnioski\*

Randy Larson

Mark Lenihan

David Ley

Ken Liska

Todd Luedeke

Keith Moje

Ray Nelson

Dave Olson

Mandy Olson

Kevin Peterson

Angela Pravecek

Corby Schweers

Adam Severson

Sarah Surber

BJ Woehler

**Talent Tips From the Windy City** By: Luke Virgil

From Dec. 2 to Dec. 5, I traveled to Chicago to attend the Mid-America Economic Development Council's (MAEDC) Competitiveness Conference. Chicago is a great town and the MAEDC Competitiveness Conference is a great way to learn from our peers in economic development all across states in the Midwest and the Upper Great Plains. In addition to the learning and networking sessions, MAEDC hosted its annual Site Selector Forum with multiple site selectors from across the country and breakout sessions with each site selector for some more organic Q&A time with the conference attendees.

In an effort to make the most of my time in Chicago, Wes Blecke agreed to help schedule a meeting with Great Dane Trailers in Chicago, introduced me to the contacts he has made through the years, and attended the meeting with Great Dane to help bridge the transition. The sessions at MAEDC, the Q&As with the site selectors, and the discussion with Great Dane all had a common theme: skilled workforce (talent) is in short supply and the shortage is impacting the thought processes and actions of everybody from businesses to site selectors and ED Professionals.

As a counterpoint to this common theme, the

best MAEDC session that I attended was by Janet Ady and Jordan Ackerman of Ady Advantage, a consulting firm based in Madison, WI that works with both economic development organizations and businesses. Their presentation focused on what Ady Advantage has found to be the best practices of Talent Retention and Talent Attraction.

A few of the Talent Retention tips included: educating kids and parents about career opportunities in the community; helping current employees enhance their skills or careers; and getting the right people trained on the right things. A few of the Talent Attraction tips included: recruiting

alumni for a 'boomerang' effect; removing relocation barriers, like transportation, housing, or childcare; and assisting in getting new people acclimated to the community.

If you are interested, please contact the WAED Office for the complete presentation by Ady Advantage. Further, I would gladly sit down with you or your HR Team to discuss how you can apply these best practices to your own talent issues. Like I noted earlier, talent has become an issue that looms largely in economic development, but there are ways to mitigate its impact and move towards improvement.



**The Business and Industry Committee invited Drew Theophilus, Dividends Nebraska, to make a presentation at the December meeting held at the Wayne Community Schools Early Learning Center. Business Leaders are supporting early childhood investments because they yield high rates of economic, academic and social returns. Center Director, Misty Bear explained to the group how community needs were surveyed and now are being addressed by the center.**

**Winning in Wayne on January 28**

Ready to go all in? Wayne's Annual Community Celebration, or what we used to call the Annual Chamber Banquet, will be held on Sunday, January 28th at the City Auditorium. The Special Events Committee have made many changes for this year's event, coming up with the theme, *Winning in Wayne*, as a nod to the entertainment as well as the traditional awards ceremony. From 4 to 6 pm you will enjoy a Taste of Wayne, casino themed games, cash bar, music, and silent auction. The Taste of Wayne will feature a meal sized variety of specialties from local restaurants.

The Silent Auction continues to be an important funding source for the Annual Wayne State Band

Day Scholarship awarded by the Chamber of Commerce for the past 30 years. If your business is interested in donating items for the silent auction, please drop them off at the WAED office. You may also contact us and we can make arrangements to pick up your donated items. Any donated items will be appreciated and accepted through January 26.

At 6 pm, the awards program will begin. Following a short introduction, the community awards will be presented: Large and Small Businesses of the Year and Most Valuable Patron, Educator of the Year, and Outstanding Citizen of the Year. The evening festivities will wrap up by 7 pm.

Tickets will be sold for

\$20 per person or you may purchase a block of 6 tickets including drinks for \$135. The Annual Community Celebration is open to the public and businesses are urged to bring along spouses, employees, and other business associates for a night of food, fun, and celebration. There will be open seating on the main floor of the auditorium as well as in the bleachers for the program but there will be no reserved tables this year. The committee recommends that tickets be purchased in advance, but there may be some tickets available at the door. Remember what happens at the auditorium stays at the auditorium!

**Ag Outlook Seminar**

Nearly 70 area farmers were treated to lunch at the conclusion of the Ag Outlook Seminar and Appreciation Lunch on December 1. Featured presenters included students from the Wayne Schools new vocational ag program and Climatologist Al Dutcher. A panel discussion on renewable energy with a focus on wind power drew many questions from the crowd. Presenters John Hay, Nebraska Extension Educator; and Philip Clements, NextEra Energy provided informative points of interest to the group.



**Doug Temme served as the moderator for the Ag Outlook Seminars featuring the Wayne Schools Ag Program, 2018 Weather Forecasting, and Wind Energy.**

*2018 Marketing Committee*Melissa Urbanec  
Chair

Sara Bebee

Jeaney Harris\*

Mick Kemp

Kaki Ley

Heather Reinhardt

Laura Robinett

Lukas Rix\*

Jennifer Sievers

*2018 Organization Committee*Mike Varley\*  
Chair

Jason Barelman

Nancy Braden

Cindy Brummond

Jason Claussen

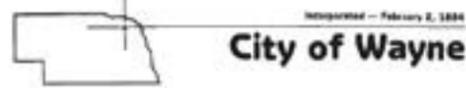
Justin Davis\*

Josh Hopkins

Eric Knutson

Jeryl Nelson

Kevin Peterson



## 2018 Chicken Theme Revealed

Well it's time to go all in and let the secret out of the coop and reveal the 2018 Wayne Chicken Show theme! Are you ready to lay your buck down or will you call our bluff? We promise we aren't laying a price this year. "Welcome to Fabulous Wayne America" is the 2018 Wayne Chicken Show theme and our feathers couldn't be more fluffed. The committee decided on a Las Vegas theme early on when looking at the dates for 2018 and saw that the Chicken Show started on Friday the 13th. Conversation led to lucky 13 and with that being associated with Las Vegas. The Wayne Chicken Show shirts will soon be available for purchase at the WAED office. This the second time in all of Chicken Show history that a purple shirt will be used. Be sure to watch the facebook page for updates. If your flock is scheduling events over the Wayne Chicken Show and would like to be included in the schedule of events be sure to contact the office at 402.375.2240, info@waynetworks.org, or by stopping in. Don't be a turkey and be sure to have a clucking good time! The committee will meet on January 15 at 5:30 PM in the south meeting room and anyone wanting to get involved is welcome to attend.

## To the Moon and Back...

Wayne Elementary Hoskins to the wall and their chance to dance at Boosters hosted *To the Moon and Back*, the 4th annual Holiday Daughter Dance on Friday, December 8th. The evening offered dancing to tunes by PinMonkey Entertainment (Thom and Julie Osnes), a photo booth by Angie Rethwisch, candid photos by Shona Junck, and desserts including a chocolate fountain and "Nebula Nectar" punch. 2nd grader Lizbeth Rodriguez was the lucky winner of the raffle for Husker basketball tickets, donated by Steve and Cindy Flaherty. Thanks to the new Hoskins Challenge, which raised \$200, over 60 girls were able to duct tape Mr.



### City Officials

#### Mayor:

Ken Chamberlain

#### Council President:

Jill Brodersen (W 4)

#### Council Members:

Terri Buck (W 1)

Matt Eischeid (W 2)

Cale Giese (W 3)

Rod Greve (W 1)

Jon Haase (W 4)

Jason Karsky (W 3)

Jennifer Sievers (W 2)

#### City Administrator:

Wes Blecke

### County Officials

#### Commissioners:

Dean Burbach (D 2)

Randy Larson (D 1)

Jim Rabe (D 3)



# January 2018 Calendar

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Put out WSC Signs Put out WHS Signs Put out Wayne, NE Signs

	1 OFFICE CLOSED 	2 8 am Organization Committee @ WAED  5:30 pm City Council	3  3:30 pm Special Events @ City Auditorium	4	5 10 am Chamber Coffee @ Viaero Wireless  Noon B&I Exec @ WAED	6
7	8	9 8 am Revitalize Wayne @ SMR  9am-3pm Leadership Wayne IX @ Majestic Theatre	10  Noon Marketing @ Tacos & More	11 8 am WAED Exec @ WAED  Noon B&I @	12 10 am Chamber Coffee @ Grossenburg Implement	13
14	15  5:30 pm Chicken Show Committee @ SMR	16 1  5:30 pm City Council	17	18 7 am WAED Board @ SMR	19 10 am Chamber Coffee hosted by TeamMates, TBD	20 Boy Scout Paper and Aluminum Can Drive
21	23	23	24	25	26 10 am Chamber Coffee @ St. Mary's School	27
28 4-7 pm Annual Community Celebration @ City Auditorium	29	30	31  Noon Ambassadors @ the Max	1	2 10 am Chamber Coffee	3



Economic Development  
Chamber ■ Main Street

108 West 3rd Street  
P.O. Box 275  
Wayne, NE 68787



*Our mission is to provide a focused and  
integrated economic development effort for the  
greater community on behalf of all of its residents.*

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*Join Us for*

**W I N N I N G**

*In Wayne  
Annual Celebration*

You're invited to our Annual  
Community Celebration to enjoy a  
Taste of Wayne, cash bar, and casino  
themed games!

*Sunday  
January 28, 2018  
Wayne City Auditorium  
4-7 PM*