

Wayne Works

Area Exchange

Volume 10, Issue 5

May 2015

2015 Board of Directors

Ken Kwapnioski '15

President

Matt Ley '16

Vice President

Lukas Rix '15

Secretary

Jason Barelman '15

Treasurer

Dean Burbach

Jeff Carstens

Ken Chamberlain

Curt Frye '16

Kris Giese

Janey Harris '17

Josh Hopkins '16

Mark Lenihan

Mike Powicki '17

Jennifer Sievers

Kari Wren

Staff

Wes Blecke

Executive Director

wblecke@wayneworks.org

Irene Fletcher

Assistant Director

ifletcher@wayneworks.org

Jessi Hansen

Office Manager

jehansen@wayneworks.org

Abby Schademann

Office Assistant

aschademann@wayneworks.org

Leadership Wayne VI-A Student Perspective

I was fortunate enough to be able to participate in Leadership Wayne this year as part of my internship working at the Wayne Area Economic Development office. As a student at Wayne State College I learned various theories of leadership and I was able to apply those to my experience as a student of Leadership Wayne. I found it enjoyable to be able to meet members of the community through the class. It was wonderful getting to know fellow community leaders through the class and also learning more from the speakers who had been past participants of Leadership Wayne to talk about how Leadership has helped them achieve their goals. My favorite class was when our class was held in the city council chambers and we were able to learn more about city council since I did not know much about city council in general. I find it cool that we were able to sit down with the city council and have lunch with

them. Leadership Wayne has made me a stronger leader in the community and helped make the transition from being a leader on a college campus to being a leader in the community easier. It helped me take more initiative on projects and assignments in all of my jobs. Leadership Wayne also helped me to

become more knowledgeable about Wayne and to make valuable connections in the community. I would highly recommend Leadership Wayne to any current or new resident in Wayne because it helped me build relationships and my confidence in the community and the workplace.

~Abby Schademann



Justin Davis, Abby Schademann, and Ryan Henschke work a banana puzzle during a Leadership Wayne VI session held at the Wayne Municipal Airport.

108 W 3rd St.
PO Box 275
Wayne, NE 68787

www.wayneworks.org



Phone (402) 375-2240 or
(877) 929-6363
Fax (402) 375-2246

Nebraska State Chamber Visits Wayne

Barry Kennedy, President of the Nebraska State Chamber of Commerce and Industry, along with Jessica Kolterman with Nebraska Farm Bureau and Loy Todd with the Nebraska New Car and Truck Dealers Association met with WAED's Government Affairs Committee on April 10 at the Coffee Shoppe on Main. The purpose of the meeting was to discuss the process of running for the Nebraska State Legislature

and how to help those interested in running. There was great conversation between everyone present and clearly a better understanding of how to run and commitments of running for office. If anyone is interesting in running for the Nebraska State Legislature in 2016 and wants someone to initially speak to about it, contact Wes in the WAED office, and he can get you into contact with people to assist



Loy Todd, Jessica Kolterman, and Barry Kennedy shared some insights on running for political office with the Government Affairs Committee.

you with this. Senator Dave Bloomfield is term limited, hence there will be an open

seat for the 2017 Legislature (elected in Nov 2016).

70 Days until the 35th Annual Chicken Show



Show, the committee is trying to wrap up some important aspects of the event that brings over a thousand visitors to Wayne each year.

The committee would like to see more clubs and organizations offering activities for kids of all ages on Friday night and Saturday of the show. Groups are welcome to create their own carnival style game, or use one of the ones available, to create

a moneymaking project for your group. Please contact the committee with your ideas.

Businesses are also asked to help support the Wayne Chicken Show with sponsorships. Sponsors will be afforded mentions in promotional materials based on several giving categories: Grade A \$1000 and above, Rooster \$500-\$1000, Hen \$100-\$500, Chick under \$100, and Scrambler in-kind. Sponsors also

have the opportunity to introduce entertainment, judge contests and events, or present medals and prizes.

Cement chickens have arrived and are ready to be dressed. Anyone who wishes to decorate a concrete bird is welcome to check one out at the office, take it home to decorate it using any artistic medium and return it to be auctioned off during Henoween.

With less than 70 days until the 35th Annual Chicken

However difficult life may seem, there is always something you can do and succeed at.

~Stephen Hawking

UNL Food Processing Center will offer a Recipe to Reality seminar for all individuals interested in exploring the idea of starting a food manufacturing business on June 6, 2015. Pre-registration is required by May 20. Contact Jill Gifford at 402-472-2819 or jgifford1@unl.edu

Wayne Farmers Market will be open Wednesdays 4-7 pm and Saturdays 9 am-noon at the Wayne County Courthouse beginning June 10

Vender permits available at WAED office

Working to improve the community of Wayne and its surrounding area through affordable housing development!

Wayne Community Housing Development Corp.
108 W 3rd St.
Wayne, NE 68787
wchdc@waynetworks.org
A non-profit equal housing opportunity partner

Up and Down Main Street

Nebraska Main Street Network and Revitalize Wayne co-sponsored a workshop for retailers on April 8 at Miss Molly's Brookdale Reception Center. Downtown development professional, Scott Day, of Urban Development Services led the workshop, designed to increase sales and customer traffic. Day demonstrated how a successful store is the right mix of exterior image, interior floor plan, fixture layout, and a proper inventory control and open-to-buy analysis.

The following day, Scott worked one on one with six retailers in their

business location. Each of the businesses: Wayne Greenhouse, Final Touch, Swans Apparel, Rustic Treasures, Diamond Center/Flowers and Wine, and CopyWrite received a written report outlining items discussed during the one on one and additional related information.

Day noted that Wayne has a vibrant mix of businesses. While not unique in smaller communities, many of our businesses offer a variety of unrelated lines under one roof. Scott emphasized the importance of categorizing merchandise in departments so that sales can be tracked

and analyzed to identify profit centers. He also reminded businesses to track merchandise by date to improve inventory turnover.

When discussing floor planning, Day recommends creating a visual invitation by staggering heights of displays from low in front to tallest at the rear that will draw customers through the store. Lights also plays a key role in drawing customers into the store. There are many lighting options that can be used in display windows and on the sales floor, but his preference is for energy efficient LED bulbs to wash the display or spotlight the merchandise.

Day warned that the lack of design standards could jeopardize the Wayne Commercial Historic District listing on the National Register of Historic Places. He noted that the streetscape and facade of a community makes a first impression and should be protected on behalf of all businesses in the community.



Scott Day, Urban Development Services presented Marketing and Merchandising to nearly 30 retailers on April 8.

Kim Hamik and Lou Wiltse share the history of the Wayne Greenhouse with Scott Day and Elizabeth Chase during one-on-one business visits.



2015 Revitalize Wayne Committee

Matt Ley*
Chair

Kari Wren
Vice Chair

Diane Vovos
Secretary

Brenda Carhart

Heidi Claussen

Jay Collier

Paula Gemelke

Lowell Heggemeyer

Lowell Johnson

Mark Kanitz

Mick Kemp

Tony Kochenash

Marie Mohr

Mike Powicki*

Kurt Schrant

Melodee Younts

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 towns and commercial districts.

2015 Business & Industry Committee

Kent Franzen
Chair

BJ Woehler
Chair-elect

Jill Sweetland
Secretary

Corby Schweers
Past Chair

Jason Barelman

Gary Boehle

Ken Chamberlain

Adam Endicott

Curt Frye*

Lowell Johnson

Dick Kiedel

Ken Kwapnioski*

Randy Larson

David Ley

Ken Liska

Todd Luedeke

Kevin Peterson

Keith Moje

Ray Nelson

Dave Olson

Adam Severson

Sarah Surber

New Business Welcomed at Ribbon Cutting

Rezurrected Rod & Kustom was welcomed to the business community with a Ribbon Cutting ceremony during a recent Chamber Coffee. Wayne Ambassadors assisted with the Ribbon Cutting with owner Garek Bebee wielding the scissors. Rezurrected Rod & Kustom is located at 115 Clark Street in Wayne and specializes in automotive restoration and upholstery. They also are available for regular service work and tires. Regular business hours are Monday-Friday from 9am -5pm.

employees and family and shared some insight on his target market and customer base. Projects were displayed throughout the

workspace in various stages of teardown and restoration and included everything from boats to classic cars and modern hot rods.



Ambassador President Shelley Jorgensen presents a welcome certificate to Garek Bebee as he prepares to cut the ribbon for Rezurrected Rod & Kustom.

Heels, Reels & Deals 4th Annual Ladies Night Out
 May 28, 2015
 5:00 - 7:30pm &
 8pm Mystery Movie
 Downtown Wayne, NE

BREAK OUT YOUR HEELS AND GET READY FOR A RED CARPET NIGHT ON MAIN STREET!

Mystery Movie at The Majestic Theater sponsored by downtown businesses at 8pm • LNO participants only.

"ONE NIGHT ONLY" DEALS AT PARTICIPATING BUSINESSES

CALL 402-375-2363 FOR INFO

\$8 - Early Ticket Sale - May 18-27
 \$10 - Event Day May 28 (purchase @ Moments)
 Tickets available to purchase at all local Wayne, NE Banks

f "LIKE" US ON FACEBOOK!
 FACEBOOK.COM/DOWNTOWNWAYNEPROMOTIONS

Vendors Refreshments Fashion Show Mystery Movie 8pm Shopping Prizes Heel Contest

Senator Sasse Visits Wayne

United States Senator Ben Sasse paid Wayne a visit on April 8. Sasse, along with one of his daughters and two staffers, toured Heritage Industries and Heritage Homes. This was part of Sasse's emphasis to get out into the communities and learn how businesses operate and what concerns they have. Tour guides for the morning included Mayor Ken Chamberlain, who works for Heritage Industries, and Rod Tompkins, owner of Heritage Homes and Heritage Industries.



Rod Tompkins, Mayor Chamberlain, Sara Blake from Sasse office, and US Senator Ben Sasse talk about business needs and concerns during a recent visit to Wayne.

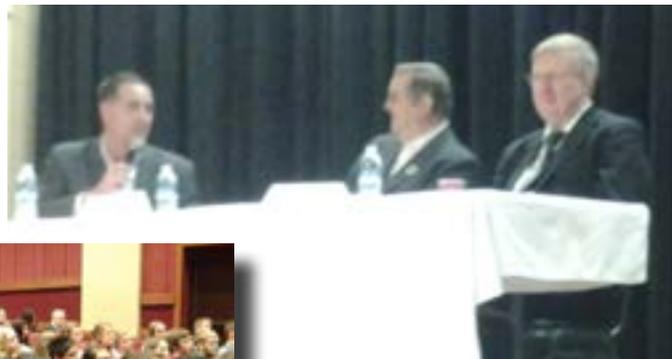
24th Annual Legislative Forum

Nearly 100 high school students joined local constituents to hear from State Senators Bloomfield and Schumacher at the 24th Annual Legislative Forum held on April 17 at the Majestic Theatre. Moderated

by Chuck Parker, submitted questions covered various topics including the death penalty, legalization of marijuana, minimum wage adjustment for students, and perks and challenges of the job of state senator.

The Forum is hosted each year by the Government Affairs Committee. The committee meets every other week during the legislative session and new members are always welcome.

Dr. Chuck Parker moderated the forum with District 17 Senator Dave Bloomfield and District 22 Senator Paul Schumacher participating.



High School Students from Wakefield, Madison, Ponca, and Wayne participated in the Legislative Forum.

2015 Marketing Committee

Melissa Urbanec
Chair

Nancy Braden

Jeaney Harris*

Mick Kemp

Kaki Ley

Sara Marcellus

Heather Reinhardt

Laura Robinett

Lukas Rix*

Jennifer Sievers

2015 Organization Committee

Mike Varley
Chair

Jason Barelman*

Nancy Braden

Jason Claussen

Justin Davis

Josh Hopkins*

Jeryl Nelson

Kevin Peterson

City Officials

Mayor:

Ken Chamberlain

Council President:

Jill Brodersen (W 4)

Council Members:

Matt Eischeid (W 2)

Cale Giese (W 3)

Rod Greve (W 1)

Jon Haase (W 4)

Jason Karsky (W 3)

Nick Muir (W 1)

Jennifer Sievers (W 2)

City Administrator:

Lowell Johnson

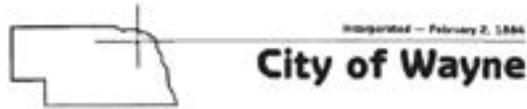
County Officials

Commissioners:

Dean Burbach (D 2)

Randy Larson (D 1)

Jim Rabe (D 3)



Community Tree/Brush Pile

By: Lowell Johnson

The City has had some comments from the public recently regarding the burning of our tree/brush pile vs. grinding the brush into wood chips. We're open to better ideas for managing all the brush that comes in. Here are some thoughts:

1) With our tub grinder it would take about 7 days at 7 hours per day to grind a year's worth of brush. At 10 gallons of diesel fuel per hour that's about 490 gallons of diesel fuel at \$3.50/gallon or about \$1,700.

2) The grinder needs a

payloader to manage the brush and the chipped wood, using about 2 gallons of fuel per hour for about 4 hours per day for 7 days at a cost of about \$200.

3) The grinder is paid for and runs well with normal maintenance but would need a replacement drive belt before its next use and it is time to replace the steel hammers that shred the wood.

4) Personnel time required to setup, service and operate the tub grinder and the payloader operator for a year

would be about eight 8 hour days for two men at \$25/hour each, which would total about \$3,200.

When we're done grinding we have a large pile of wood chips that nobody wants. Northeast Nebraska Public Power has been dumping their higher quality cross-cut wood chips close to our brush pile for several years free to the public. This wood chip pile is still free to the public and is now located north of the old Pacific Coast Feather site.

Leadership Wayne Presents to City Council

Leadership Wayne VI presented a group project idea at the Wayne City Council meeting on April 21. This year's Leadership Wayne class decided they would like to have some input on a project already planned for the City of Wayne, playground equipment at the Summer Sports Complex. While the project was "planned" by the City (funding set aside and timeframe established), location was not completely determined and equipment had not been chosen. Within a 2-3 week period, the leadership class was pushed to come up with a recommendation to the City Council and present at its next meeting. The class

stepped up to the challenge and, being led by Heather Reinhardt, was able to convince the Council to place the new equipment just east of the Northeast field at the complex where it can be utilized by more than

just those at the Summer Sports Complex. Thank you Leadership Wayne for your quick turnaround on this project and the positive impact you are having on the Wayne community!



Heather Reinhardt makes a presentation on behalf of Leadership Wayne before the Wayne City Council.

May 2015 Calendar

 Sunday |
  Monday |
 Tuesday |
 Wednesday |
 Thursday |
 Friday |
 Saturday
Put out WSC Signs  *Put out WHS Signs*  *Put out Wayne, NE Signs*

					1 • 10am Coffee @ CopyWrite 	2 
3	4 	5 • 8 am Organization @ WAED • 5:30 pm City Council 	6	7 	8 • 10 am Chamber Coffee @ Wayne High School • Noon B&I Exec @ WAED office 	9 WSC Commencement Ceremonies  
10 	11 • 5:30 pm Chicken Show Committee @ SMR	12 • 8 am Revitalize Wayne @SMR • 1-5 pm Leadership Wayne Final Class & Graduation 	13 • Noon Marketing @Tacos &More	14 • 7am WAED Exec @ WAED office • Noon B&I @ The Max	15 • 10 am Chamber Coffee and Ribbon Cutting @ Swans Apparel	16 Wayne High School Graduation  
17	18	19 • 5:30pm City Council	20 • Noon Revitalize Wayne @ Miss Molly's	21 Newsletter Articles Due	22 • 7am WAED Board @ SMR • 10 am Chamber Coffee @ Providence Medical Center	23
24	25 Office Closed 	26 • 4pm CRA @ Council Chambers	27	28 • 7:45 am Ag Task-force @Tacos&More • Ladies Night Out 	29 • 10 am Chamber Coffee hosted by Mineshaft Mall Merchants • 5-7pm Business After Hours @ Geno's 	30
31						



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.

www.waynetworks.org

*Special Events Committee Presents
a Business After Hours*

*Indoor Patio Party
at Geno's*

**Friday,
May 29th
5-7 pm**

*\$5 admission and cash bar
Light appetizers will be served*