

Wayne Works

Exchange

Volume 15, Issue 8

www.waynetworks.org

November 2020

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WAED Team

Luke Virgil

Executive Director

lvirgil@waynetworks.org

Irene Mock

Assistant Director

imock@waynetworks.org

Abby Schademann

Marketing, Events,

and Tourism Coordinator

aschademann@waynetworks.org

Retail, Hospitality, & Tourism

By: Luke Virgil

On October 13, WAED hosted an evening social at the Max for the Retail, Hospitality & Tourism businesses. Abby, Irene and Luke did face-to-face invites for almost 80 businesses. Nine different businesses were represented by 11 individuals at the social. The goal of the evening was to congratulate the businesses on persevering through COVID, but it was also meant to gain insight on how the Revitalize Wayne Committee can better serve their businesses.

After brief introductions, each guest was asked to offer one thing that Covid led them to learn or change. The common response no matter the business, was that each of them were forced to make changes that in the end made them better businesses today.

Whether that meant they had to raise awareness of curbside/drive-up options that had always been available, cater to other area communities that didn't have dining options; the customer base was expanded. Others responded that it was important to continue to offer a good product and stay connected to other businesses. It was repeated that Wayne demonstrated that it is a generous community that looks out for each other through the food distributions and other examples of giving and caring.

Then the discussion was led to identifying the top needs of the Retail, Hospitality, and Tourism businesses. Communication regarding events in the community, providing content that helps improve their businesses, and generating

promotions that reach past Main Street were identified and prioritized.

Lastly, the group encouraged a defined mission statement and re-brand of the Revitalize Wayne Committee.

To further these discussions, another gathering has been scheduled for Tuesday, December 1, at 5:30 pm at the Wayne Country Club. Any and all businesses who identify with retail, hospitality, or tourism are welcome to participate. Businesses are welcome to bring their team or send a delegate. We want to hear how Wayne Area Economic Development can better serve this important segment of our business community. Please contact any of the office staff if you are unable to attend, but want to participate in the discussion.

www.waynetworks.org • info@waynetworks.org

108 W 3rd Street, Wayne, NE 68787 • 402-375-2240 • 877-929-6363



NEBRASKA

ECONOMIC DEVELOPMENT
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Ag Outlook Seminar and Appreciation Lunch

The Wayne Area Economic Development Agribusiness Task Force is moving forward to host the 13th Annual Agricultural Outlook Seminar on Friday, December 4 at the Wayne City Auditorium. The Ag Task Force is committed to providing this annual educational opportunity to local producers to assist them with their operations and show appreciation for their continued contributions to the local economy. The Ag Appreciation Seminar will include a hearty noon meal. The target audience for the Agricultural Outlook Seminar consists of area farmers and producers, students involved in agriculture, and local businesses (sponsors). The seminar is scheduled to begin at 9:00 am and end immediately following lunch, around 1:00 pm. To address any COVID-19 concerns, the location at the City Auditorium will allow for appropriate distancing. The meal will be prepared by Vel's Bakery, plated and served individually.

The program will include an update from Toni Rasmussen's Wayne Ag Ed students.

Hannah Borg will share the FarmHer story and talk about raising chickens for Lincoln Premium Poultry. A Wakefield native and sixth generation farm

girl, Hannah attended the University of Nebraska-Lincoln to study Agricultural Communications. She was recently announced as the recipient of Syngenta's Rooted in Agriculture Award.

Karen Kollars will address *Incorporating Tourism to Boost Your Farm's Income*. Karen works as the Nebraska Tourism Commission's Agritourism Consultant, assisting tourism entities and helps encourage more rural residents to reach out to travelers wanting to take vacations that involve immersing themselves in ranching or farming experiences. She also plans the Commission's annual Agritourism & Adventure Travel Workshop. She is actively involved with the North American Direct Farmers Market Association, an international networking association for farm direct marketing and agritourism. Karen is a native of Nebraska and has her office in Kearney.

The final presentation will be on Risk Management in this Uncertain World by Jay Parsons. Jay is an agricultural economist specializing in farm and ranch management decision analysis, risk management, and production systems analysis. He teaches Advanced Farm Management and Linear Programming and is a





part of an interdisciplinary research and extension team evaluating economical systems for integrated crop and livestock production in Nebraska. Dr. Parsons has almost 20 years of experience helping farmers and ranchers understand risk and emerging management tools.

In order for the local producers to get the most benefit from this event, we need help in reaching them and providing them with a complimentary ticket to attend. The only access to this event will be through participating sponsors. Individual tickets will not be sold. Each sponsor at the \$100 level will receive ten complimentary tickets and each sponsor at the \$50 level will receive five complimentary tickets to distribute. We encourage sponsors to personally invite customers to attend and provide them with the complimentary tickets. Sponsors at the \$100 level may purchase additional tickets in advance for \$5 each. As a sponsor, your name will appear on all seminar materials and you will have the opportunity to set up a display at the event. Door prizes are also welcome for a drawing to be held during lunch.

A sponsor commitment form can be found inside this newsletter.

peering from some high window;
at the gold of november sunset
(and feeling: that if day has to become night this is a beautiful way)
~e.e. cummings

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A non-profit equal housing opportunity partner.

Sights and Sounds of Christmas 2020

Window Decorating Contest

Open to all Wayne businesses. Contact WAED office to sign up.
 Windows will be judged on November 25.

Prizes provided by Wayne Herald and KTCH/KCTY

Holiday Stamp Card Promotion Starts November 19

\$700 in Chamber Bucks will be given away to shoppers. Three names will be drawn each week at Chamber Coffee December 4 and 11 for \$50 each with a final drawing for two \$200 winners on December 18. Cost is \$30 for WAED Business Members and \$130 for non-business members to cover printing and promotion costs.

The prize money is funded through the WAED Promotions Budget.

Sign up by Tuesday November 10 to be listed on the stamp card.

Each Stamp Card represents \$100 of purchases made at participating businesses. Use your own stamp or one will be provided. Besides November 27 Black Friday, and November 28 Shop Small Saturday, Double Stamp Days will be every Wednesday and Saturday during the promotion. Completed stamp cards should be left at your business. Staff from the WAED office will pick up completed cards from your business each Thursday. We will draw from all the cards accumulated to date.

Dinner and a Movie at the Majestic

The Special Events Committee is organizing another Date Night following the success of the last Date Night in March. The November 19 Dinner and a Movie will include a meal catered and served by Geno's Steakhouse at the Majestic Theatre

prior to a private showing of a yet to be announced movie. The tickets will include the meal, movie, adult beverages and popcorn. Date, in terms of Date Night, is used loosely! Bring whoever you want to enjoy a meal and movie with!

Tickets are available at the WAED office for \$30 per ticket. Tickets must be purchased in advance (before November 18) and you will be asked to make your menu choice at that time.

Date Set for Annual Banquet 2021

Looking ahead to 2021, the Special Events Committee has set the date for the WAED Annual Banquet for Sunday, January 31, 2021. The banquet will take place at The Beaumont Event and Concert Hall.

With the theme, *Community & Unity*, the committee is planning a

festive evening with food, drink, and entertaining auctions. A highlight of the evening will be the presentation of awards for Business of the Year, Most Valuable Patron, Educator of the Year, and Citizen of the Year. Nominations will be accepted in the month of December so now is the time to start

gathering support for the deserving candidates.

Anyone wanting to help plan the Banquet, or any of the other special events, is welcome to contact the office. The group generally meets on the first Wednesday of the month at noon at The Table.

Ballots for WAED Board Election

According to WAED bylaws, ballots for Board of Directors are to be voted during the month of November. Ballots were mailed out according to Investment level for Platinum, Gold, Silver, and Bronze members in good

standing. Ballots should be completed and returned to the WAED office by mail, fax, or email before midnight November 30. The Organization Committee is responsible for counting the ballots and notifying the successful

candidates so that they can be announced at the December Board meeting. Newly elected board members will take office as of January 1, 2021.

November 2020 Calendar

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



Put out WSC Signs



Put out WHS Signs



Put out Wayne, NE Signs

1	2	3 VOTE Polls open 8 am - 8 pm	4 Noon Special Events @ The Table	5	6 10 am Chamber Coffee @ Swans for Men Noon B&I Exec ZOOM	7
8	9 5:30 pm Chicken Show Committee ZOOM	10 8 am Org ZOOM 10 am Leadership Wayne @ The Table	11  Noon Marketing @ Tacos & More	12 8 am WAED Exec @ WAED Noon B&I @ TBD	13 10:15 am #ChamberPercs with Wayne Com- munity Housing	14
15	16	17 5:30 pm City Council	18	19 7 am WAED Board @ North Meeting Room 5:30 pm Dinner & a Movie @ the Majestic Holiday Stamp Card Promotion begins	20 10 am Ribbon Cut- ting hosted by City of Wayne @ Hwy 3 Underpass with- Chamber Coffee following @ Activity Center	21 2X Stamps
22	23	24	25 2X Stamps	26 OFFICE CLOSED 	27 OFFICE CLOSED Black Friday 2X Stamps	28 Small Business Sat- urday 2X Stamps 
29	30	1 5:30 pm Retail, Hospitality, Tour- ism, Social @ Country Club	2 2X Stamps	3	4 9 am - 1 pm Ag Seminar & Lunch @ City Auditorium 10 am Chamber Coffee @ Arnies Ford	5 2X Stamps
DECEMBER						