

2010 Board of Directors

Chadd Frideres

Chair

Curt Frye

Vice Chair

Marie Mohr

Secretary

Dave Ley

Treasurer

Dean Burbach

Brian Frevert

Mick Kemp

Mark Lenihan

Della Pries

Heather Reinhardt

Lois Shelton

Mike Varley

Dan Wibben

Staff

Wes Blecke

Executive Director

wblecke@waynetworks.org

Irene Fletcher

Assistant Director

ifletcher@waynetworks.org

Kelsey Arens

Office Manager

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Jessie Piper

Office Assistant

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New Year, New Faces

By: Wes Blecke

Happy New Year everyone! I am sure the end of 2009, especially the Christmas season, has made some memories for all of us that will not be quickly forgotten.

With a new year brings new board members as well as officers to the organization. I want to take this space to officially welcome Mick Kemp, Heather Reinhardt, Mike Varley and Dan Wibben to the WAED Board of Directors. I also want to sincerely thank the off-going board members who have given numerous hours to this organization: Cindy Brummond and Craig Walling.

Chadd Frideres was elected by the Board to be the new Chair for 2009. Chadd served as Vice Chair in 2009 and

Treasurer in 2008. Curt Frye will move from Chair to Vice Chair for 2010, with Marie Mohr as Secretary and Dave Ley as Treasurer. These officers also comprise the Executive Board for WAED.

I am also very pleased to announce the hiring of our new Office Manager, Kelsey Arens (pronounced ARNS). Kelsey is currently a student at Wayne State College and will be working part time in the office until she graduates in May. At that time she will assume full time duties. Kelsey has worked at Career Services at WSC for the last 3.5 years, is a STRIDE tutor on campus, and works at Geno's Steakhouse. Kelsey will graduate in May 2010 with a degree in Business

Administration with a concentration in Finance. She is also minoring in Spanish. When you see Kelsey, please welcome her as the newest member of the WAED team!



Kelsey Arens, WAED Office Manager

Thank you all for a memorable 2009. We wish you all the best in 2010!

Annual Banquet

The Wayne Area Economic Development ■ Chamber ■ Main Street Annual Banquet will be held on Sunday January 31 in the WSC Student Center. Social Hour begins at 6 pm with a cash bar and the dinner will be served at 7 pm. Tickets are available for \$20 each and must be purchased in advance at the

office.

A highlight of the evening is the Silent Auction, raising funds for the Annual WSC Band Day Scholarship. If your business would like to contribute an item to the auction, please contact the office to make arrangements.

The evening will conclude

with the announcement of the Small and Large Business of the Year, Most Valuable Patron, Kiwanis Junior Citizen of the Year, and Educator and Citizen of the Year. Nominations are due January 4 and nomination forms were provided in last month's newsletter and are available from the office or website.

Quote of the Month

Harboring resentment is like drinking poison and hoping it kills your enemy

*Deepak Chopra
1947 -*

Wayne County Relay for Life

2010 Kick Off Meeting

Monday, January 11th, 2010
5:30 pm at the First National Bank,
South Conference Room

Theme: "Celebration of Birthdays"

For more information contact:
Sheryl Grone or Javanah Benscoter

Membership Benefit:

Your ad could be seen here!

Contact the office to reserve your ad space for the coming year.

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

Wayne Community Housing Development Corporation
108 W 3rd Street
Wayne NE 68787
wchdc@conpoint.com
A non-profit equal housing opportunity partner

New Website: www.wayneworks.org



After months of planning and design, the new community website went live on December 18. City, County, Schools, and Wayne Area Economic Development are continuing to update information on the sites.

The site www.waynene.org takes you to the portal page where you can choose to visit our college, discover our county, explore our city, connect with our economic development, or learn about our

schools. Addresses have not changed, so you can still get to Wayne Area Economic Development at www.wayneworks.org.

Please take time to look at our new website and review the business directory. We want to make sure that your information is correct and listed appropriately. Contact the office with any changes you wish to have made to your listing. Also, please keep us in mind when business information or con-

tacts change. A quick call or a short email is all we ask to let us know so we can provide the most current information on the website.

The website upgrade is funded partly by a grant through the Building Entrepreneurial Communities Act. Wayne Area Economic Development applied and received approval for a marketing plan which included the web-site upgrade.

Annual Membership Investment

If you haven't already returned your membership commitment for 2010, please make every effort to do so by January 31 so that your member benefits do not lapse.

Various member benefits are available according to the level of investment. The 2010 membership levels have been adjusted to meet the needs of our members. The student membership is designed for college students who would like to step up their community involvement. The Non Profit category provides benefits for churches, schools, clubs and organizations. The individual membership is designed for those retired persons or others who are not currently affiliated with a member business. These levels all receive the monthly newsletter, a web site listing, and published membership listing, and use of the Bulk Mail Permit.

It is important to know that those investing at an individual level will not receive Business Level benefits, such as business name listing in the membership directory, ability to accept Chamber Bucks or participate in TEAM Wayne retail promotions.

In addition, Business Level investors are eligible to vote on any ballot, the opportunity to host Chamber Coffee, a direct link from the website listing and access to office resources. Office resources include the use of the black and white copy machine, the cordless microphone system, 55 cup coffee pot, the large display check, gold shovels for ground breaking, Santa Suit and Chicken Costume. We also make available to our business members access to various webinar information sessions that we subscribe to throughout the year, office publications such as Preser-

vation Magazine, Expansion Journal, Site Selection Magazine, Main Street News, and Nebraska Life; and our reference shelf of books on sales, marketing, fundraising, historic preservation, and economic development.

Larger investment categories are able to place ads in the monthly newsletter. Please contact the office in advance to schedule your ads. Other benefits of the advanced investment levels include enhanced membership listings based on the investment level i.e. Silver, Gold, Platinum, and Diamond.

While an individual listing can cost as little as \$200, a Bronze Business listing costs just over \$1 per day. We appreciate all of our members at each of the membership investment levels.

Chamber Bucks

Each year nearly \$30,000 in Chamber Bucks is purchased from Wayne Area Economic Development ■ Chamber ■ Main Street. As a member business you can expect your customers to redeem Chamber Bucks with you. It is the intent that Chamber Bucks encourage local shopping and be used only at member businesses. Please make sure that all staff who receive payments are familiar with Chamber Bucks and how they should be treated.

Chamber Bucks are an actual check and are printed in de-



nominations of \$5, \$10, and \$20. When a customer requests to pay with Chamber Bucks, they should be handled like any other check, endorsed, and deposited with your regular deposits at your bank. For the convenience of your customers, they should always be given change back if the amount of their purchase is less than the Chamber Bucks. Since you will deposit the Chamber Buck for its printed value, there is no loss

to you to give change back. It is good to remember that many workers who commute to Wayne receive Chamber Bucks as a bonus, incentive, or other reward from their employer and we want them to have a positive experience when they shop in Wayne.

If you would like to purchase Chamber Bucks in amounts over \$200, please contact us and we will make sure to have them ready for you to pick up. Chamber Bucks must be paid for at the time of purchase.

Recruit the Best in 2010

Taken from Department of Labor Norfolk Career Center's December publication:

One of the most overlooked and undervalued resources the Nebraska Department of Labor offers is our **job posting services**. Nowhere else can you get state and national exposure and trained staff to help with your employment needs at **no cost to you**. Most of our programs are grant funded to enable you to use these services for **free**.

We can offer a range of services that can help your business compete in a changing marketplace. These services come in two levels of service: staff assisted and self-service.

Whether the opening is highly skilled or entry level, full-time or part-time, we have the ability to match a job seeker with your company's needs.

When you utilize staff assisted services and post your employment openings with us, we can assist you in the job application and interview process and screen applications based on your required qualifications.

We also offer clerical skills testing and can provide job seekers with your applications. We will also search our database of more than **65,000 applicants** statewide who may have the skills, training and experience that match your job needs.

Another benefit we can provide is to have applicants complete applications at our office. This will cut down on walk-in traffic and phone calls to your office.

Save time and money by list-

ing your openings with us - it's as easy as 1, 2, 3...

1. Write a job description (we can even help with that!)
2. Contact a Workforce Coordinator by phone, e-mail or fax
3. List the opening for the website (again we can help with that too)

Nebraska JobLink, our self-service internet based system, provides 24/7 access for job seekers to view your job openings. The Nebraska JobLink web site received 160,111 hits from 65,592 visitors from Nov. 14th - Dec. 14th, 2009.

Please call 402-370-4431 with any questions, to request more information or if you would like assistance with a job posting.

Let us help you recruit the best in 2010.



2009 Marketing Committee

- Melissa Urbanec
Chair
- Heather Reinhardt*
Secretary
- Paula Bonneau
- Nancy Braden
- Cindy Brummond
- Lindsi Frahm
Youth Representative
- Mick Kemp
- Roger Myers
- Randy Pedersen
- Dan Wibben*

2009 Organization Committee

- Mike Varley*
Chair
- Jason Barelman
- Nancy Braden
- Chadd Frideres*
- Josh Hopkins
- Jeryl Nelson

**2010
Business & Industry
Committee**

Stephanie Hansen
Chair

Ken Kwapnioski
Chair Elect

Sarah Surber
Secretary

Kevin Peterson
Past Chair

Gary Boehle

Curt Frye*

Kevin Hoffart

Staci Jensen

Lowell Johnson

David Ley*

Ken Liska

Todd Luedeke

Jeff Morlok

Ray Nelson

Dave Olson

Jennifer Phelps

Corby Schweers

Lois Shelton

Brad Thomas

Kelvin Wurdeman

Ribbon Cutting Ceremonies

The ribbon was cut for two new business owners in December. Susan Wells, owner of Hands With Heart Massage Therapy which is located inside of Peterson Therapy Services at 208 Main Street, was welcomed to the business community by the Wayne Ambassadors at the December 11th Chamber Coffee. Wells has been in business since August 2009.



Above, Susan Wells, owner of Hands With Heart Massage Therapy cuts the ribbon for her new business at a recent Chamber Coffee.

On the same day, the Wayne Ambassadors also welcomed the new owners of the Rain Tree before their Grand Opening celebration that evening. New owners Joey and Kari Baldwin and Troy and Michelle Harder invited guests to sample a variety of drinks and indulge in sausage, crackers and cheese.



Mark, Amy, and Bryce Brown, with Troy and Michelle Harder, Joey, Chase and Kari Baldwin, new owners of the Rain Tree are assisted by the Wayne Ambassadors at a Ribbon Cutting ceremony held in December.

If you haven't already visited these two new businesses, please take time to stop by and welcome our newest business owners to the community and wish them much success in 2010.

Final Stamp Card Drawing



At left, Irene Fletcher presents Deb Lundahl (holding Laura Hasemann) with \$500 in Chamber Bucks at the Chamber Coffee on December 18 at State National Bank. Laura drew Lundahl's name out of over 2030 "\$100 stamp cards" from the holiday shopping season. Every time a consumer shopped at participating businesses, their card was stamped and completed \$100 cards were eligible for weekly \$50 drawings and the grand prize drawing of \$500 in Chamber Bucks. Congratulations, Deb, and thanks for shopping in Wayne.

Up and Down Main Street

By: Tony Kochenash

2009 was a pretty wild year for small business. While social media was building up steam in previous years, it pretty much went mainstream this year. Many of our small business people became fatigued from hearing so much about Twitter, Facebook, and social media in general. As the year begins to settle and we begin to understand how to use and integrate the new technology more change is brewing. The evolution that brought us the recession, bailouts, stimulus, foreclosures, etc., set the table for small business people to realize that more significant trends will bubble up much more frustration in the world of small business in 2010.

What do we as citizens and small business people in Wayne need to do to turn these challenges into opportunities at some point in 2010 so that we can compete in our current technological and economic climate and survive while doing so? Technologically, at some point in 2010, all search results will consist of real-time information, scores, reviews, tweets, and all right there and up to the minute. We are addicted to up to the minute connection to the world and we probably want more. "Instant gratification isn't fast enough," as Meryl

Streep said in *Postcards from the Edge*. I believe we will handle the technological aspects of doing business individually in varying degrees, but what can we do to better survive the economic crisis our country is in and that affects us daily in lower sales and profits?

It is my firm belief that we need to be better prepared for the future, not only as individual businesses, but as a community team of businesses. We need to work as a team and disregard any individualism that tends to have us go our separate ways in creating our business hours which include evening and day openings and our less than enthusiastic approach to participation in community promotions. Put yourselves in the shoes of a customer who may have driven to Wayne from Wakefield or Laurel because they knew the stores were open on Thursday night. They arrived to find the store that they really wanted to visit and buy from not open. What do you think might have been going through that customer's mind and what impression did our community leave with that customer?

Working together as businesses, all segments of the Wayne business community,

requires greater participation in developing plans that are crucial to our community's progress and recovery from the country's economic woes of the past year and will make us more resilient if there are future business downturns. We can not afford to address the future individually as a business but need to meet and work together as a group to address the challenges that we face, we need to present a unified front.

It was noted in the National Register on December 8, 2009, that much of the Wayne business district is now a historic District. It is a recognized fact that many travelers will go at least 100 miles out of their way to visit a Historic District. If this is true, we have a tremendous opportunity to bring tourists to Wayne and to improve our business climate. But it will not happen unless we get together and plan for it to happen. There is much to do and we should begin immediately in our various committees to discuss this topic and to begin the foundation for more planning to examine improvements we need to address to make our business community more attractive to tourists and to keep them in Wayne for extended periods of time.

2010 Revitalize Wayne Committee

Kurt Schrant
Chair

Kari Wren
Vice Chair

Terri Heggemeyer
Secretary

Sandy Bartling

Tom Hansen

Lowell Heggemeyer

Lowell Johnson

Mick Kemp*

Tony Kochenash

Marie Mohr*

Jeff Morlok

Roger Myers

Nana Peterson

Lois Shelton

Diane Vovos

Craig Walling

Reggie Yates

The National Trust Main Street Center's mission is to empower people, organizations, and communities to achieve ongoing downtown and neighborhood district revitalization based upon the principles of self-determination, resource conservation, and incremental transformation represented through the comprehensive

Main Street Four-Point Approach™.

Main Street Wayne Accredited



Elizabeth Chase (far left), Director of Heritage Nebraska | Main Street presented members of the Revitalize Wayne Committee with a plaque for being accredited as a National Main Street Program at Chamber Coffee on December 4. Chase also unveiled the new program signs that will be placed at each entrance to town.



City Officials

Mayor:

Lois Shelton

Council President:

Doug Sturm (W 1)

Council Members:

Dale Alexander (W 2)

Kathy Berry (W 2)

Ken Chamberlain (W 4)

Brian Frevert (W 3)

Jon Haase (W 4)

Kaki Ley (W 3)

Jim Van Delden (W 1)

City Administrator:

Lowell Johnson



County Officials

Commissioners:

Dean Burbach (D 2)

Jim Rabe (D 3)

Kelvin Wurdeman (D 1)

Youth Council

With the coming of the New Year I am working on starting a Youth Council in Wayne. This has been done in many communities across the U.S. with many different goals and with varying degrees of success. Some are aimed at developing leadership skills in the young people in the community. Some are strictly avenues for students to create opportunities that will benefit them and hopefully reduce delinquency. Some have been very successful, continuing after 20 years, and some have ceased to exist due to lack of interest.

It is my hope that, working with several interested adults, we can put together a program that will prove to be of benefit to the students, the community and the City Council. The Council is aware that there needs to be entertainment options open to students that do not currently exist in Wayne. Sometimes the best way to implement these is to have the young people themselves establish an oversight group to carry the effort forward.

I have no preconceived ideas about how this Council should look or

By: Mayor Lois Shelton

what they should accomplish. It is my hope that they will bring ideas and suggestions to the City Council for approval and possible assistance. It will be an avenue by which the youth can become more familiar with the way that government works and how they can effectively work within the system to accomplish their goals. They currently do not feel that they have a voice because they cannot vote. That needs to change.

“Historic Downtown Wayne” Now Official

An area of downtown Wayne was officially listed by the United States Department of the Interior—National Park Service on the National Register of Historic Places on December 18. The process for this designation started over 3 years ago (Fall of 2006) when Main Street Wayne hosted the Annual Lied Main Street Conference. Employees from the Nebraska State Historical Society attended that conference and mentioned to the members of Revitalize Wayne group that they believed Wayne had enough historic buildings in the downtown to pursue designation.

At that point the real work began. With help from the local John G. Neihardt Questers group in Wayne, research was completed on many of the buildings in the downtown. This information was forwarded to the Historical Society; the Historical Society then contracted with a firm (Alley Poyner Macchietto Architecture) to research and validate the information Wayne provided them. An application was ultimately filed with the State by Alley Poyner Mac-

chietto and once approved, the application was forwarded to the National Parks Service for final determination.

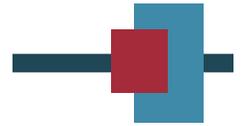
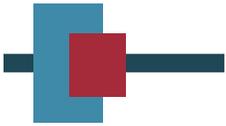
From the application, “The Wayne Commercial Historic District is a collection of sixty-eight (68) commercial buildings in the central business district of Wayne...The district encompasses South Main Street as it relates to the railroad tracks, two-and-a-half blocks of North Main Street and portions of Second Street. This area contains the majority of the community’s remaining late nineteenth to early and mid twentieth century buildings, constructed to support transportation, agricultural and commercial ventures.”

The Revitalize Wayne group needs to thank a handful of organizations and people who made this designation possible: The Nebraska State Historical Society (especially Bob Puschendorf, Jill Dolberg, Jessie Nunn & Grant Landreth); Christina A. Jansen with Alley Poyner Macchietto Architecture; and, the local John G. Neihardt Questers

group who did much of the original research of the downtown buildings. Without the assistance from these individuals, this designation would have never happened.

Below is a thumbnail map of the Wayne Commercial Historic District. Please contact the office if you would like a copy of the District map or to view the entire application.





January 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4 Annual Award nominations due	5 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	6 8am Marketing Committee @ SMR	7 9am-3pm Leadership Wayne @ WSC Gardner Hall 5:30pm Sales Tax Advisory Committee @ SMR	8 10am Chamber Coffee @ Premier Estates	9
10	11 5:30 pm Chicken Show Committee @ SMR 5:30 pm Relay for Life Kick Off meeting @ FNB	12 8:00 am Revitalize Wayne Committee @ SMR 1:00 - 6:00 pm Siouxland Community Blood Drive @ Grace Lutheran Church - Community Room	13 8am Organization Committee @ SMR	14 7:30 am WAED Exec Board @ WAED Office 12:00 pm Business & Industries Committee @ Tacos & More	15 10am Chamber Coffee @ Project Majestic	16
17	18	19 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	20 Newsletter articles due	21 7am WAED Board @ SMR	22 10am Chamber Coffee @ St. Mary's School	23
24	25	26 8:00 am Revitalize Wayne Committee @ SMR	27 Noon Wayne Ambassadors TBA	28 8:30am - 3:30 pm Siouxland Community Blood Drive @ the Fire Hall	29 10am Chamber Coffee @ Herman Chiropractic	30
31 Annual Banquet @ WSC Student Center	1	2	3	4	5	6

February



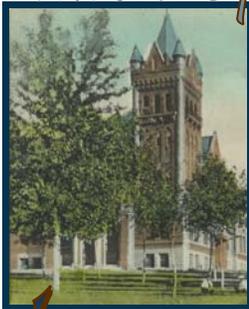
US PRSRT STD
POSTAGE
PAID
WAYNE NE
PERMIT 18

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.

A Celebration Of
125
YEARS
And Counting



*Wayne Area Economic Development
Chamber ■ Main Street*

Annual Banquet

Sunday, January 31, 2010 6 pm-9 pm

Wayne State College, Frey Conference Suite

\$20 per person in advance