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One Month Closer to Spring!

By: Wes Blecke

It's February! Usually that's not a welcome phrase this time of year, but I think we all wanted out of January 2010 as we get a month closer to spring. Besides shoveling the sidewalk, it is a very busy time around the office. While I write this we are finalizing preparations for the annual banquet (and hoping the weather cooperates with us) and filling in the activities for the upcoming month(s).

The group with the most activity at the present time is the Government Affairs Subcommittee. This group meets throughout the state's legislative session. If you'd like to get involved or have an issue you'd like the subcommittee to consider, please let the office know. Upcoming events concerning government affairs include: the 2010 Legislative Caucus & Annual Meeting of the State Chamber on February 4 in Lincoln; the Northeast Nebraska Chambers of Commerce Legislative Day on February 24 in Lincoln (see details below); and, the 19th Annual Northeast Nebraska Legislative Forum on March 5 at Wayne State College (see details below).

The Northeast Nebraska Chambers of Commerce Legislative Day features five (5) area Chambers (Columbus, Fremont, Norfolk, Wayne & West Point) cooperating with one another

on key issues affecting Northeast Nebraska. The last couple of years the group has concentrated on transportation issues, with much discussion focused on the future of the 4-lane expressway system throughout Northeast Nebraska. Wayne has at least fifteen seats available for this event. We charter a bus with Fremont and West Point so it is a comfortable ride! We will leave around 1:00 pm that day and return about 10:00 pm that evening. This is a **FREE** event. We will accept sponsors if businesses are interested. Sponsorship would get your name on the presentation at the event in front of the senators and recognized by the organization every time we mention the event. Please contact the office if you are interested in attending and/or helping to sponsor the event. (Thank you to Benscoter Plumbing and Construction, who has already committed to again this year help sponsor the event!)

The 19th Annual Northeast Nebraska Legislative Forum will be held in Gardner Auditorium (inside Gardner Hall) on the Wayne State College campus on Friday, March 5. The forum starts at 10:30 am and will conclude approximately 12 noon. The forum will again be moderated by

Mark Ahmann and have the same format as in the past. This is an excellent opportunity to hear from your local senators and ask them questions regarding the current legislative session. It is always important to get a good audience at this forum as it shows the senators that Wayne and its residents care about what goes on in Lincoln. Senators Flood, Janssen, Giese, Stuthman, Rogert, and Dierks have all been invited to participate. Please make time to attend this event!

If you are unable to attend these events but still have legislative issues you would like brought up to the senators, please contact the office or attend the next Government Affairs Subcommittee meeting (February 9 at 7:30 am at the Coffee Shoppe). For more information about the Nebraska State Legislature and to contact the senators directly, go to the Nebraska Legislature's website at www.nebraskalegislature.gov.

Stay warm...stay positive! We all love Wayne and Nebraska (and its seasons!) or we wouldn't be here making it the best possible place to work, live and play.

Quote of the Month

Love is a promise,
love is a souvenir,
once given never forgotten,
never let it disappear.

John Lennon
1940-1980

Thank you for all the generous donations to the Silent Auction at the 2010 Annual Banquet. Your contributions helped provide a \$500 Band Day scholarship to Wayne State College.

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

20,000 Sq Ft Opportunity Building For Sale Or Lease

The 20,000 sq ft “Opportunity Building” (speculative building) in the Wayne Industrial Park is available to a new or expanding business. We just recently had confirmed with the Department of Economic Development (DED) that the building could be

leased; the previous thought was that it could only be occupied if sold. Any lease terms would have to be negotiated with DED. Only a qualifying business or industry is allowed to locate in the building. To meet the “qualifying” status, ten jobs must be created

(through expansion of an existing business, start up of a new business, or attraction of a new business), wages must be at least \$9.00 per hour, at least 51% of the employment needs must be open to LMI, and jobs cannot be pirated from existing Nebraska businesses.



If you would like to learn more about the opportunity building, don't hesitate to contact the office. We would also gladly discuss the \$10,000 incentive for whomever gives us the lead that produces the sale of the building to a qualifying business! What could you do with an extra \$10k...?

Nebraska Wind Supply Chain Workshop

The Nebraska Department of Economic Development and Manufacturing Extension Partnership, in conjunction with the Nebraska Public Power District and Omaha Public Power District, will host a wind energy supply chain workshop on February 11th, 2010.

Great Lakes WIND Network (GLWN) will facilitate the half-day workshop to inform Nebraska manufacturers of all sizes about the supply chain needs of the wind energy industry. For manufacturers considering this industry, GLWN provides information on: new business opportunities in the exploding WIND supply chain market; current global trends driving market demand for key components; the wind supply chain structure and the kinds of components needed; what original equipment manufacturers look for in their suppliers; challenges involved in making the transition to the wind energy supply chain; and, ways to accelerate growth in the wind energy industry.

opportunity for Nebraska manufacturers to learn more about the opportunities that exist in the wind energy industry's developing domestic supply chain. The agenda includes registration opening at 11:30 a.m., with the GLWN Wrokshop 1-5 p.m.

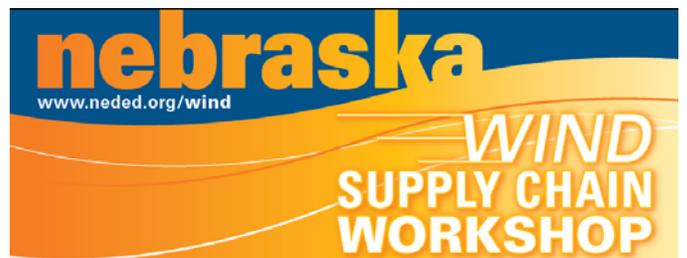
This workshop is designed for manufacturers that operate a foundry, forge, machine shop, or fabricating plant, or for those that operate a factory that produces power electronics, control systems, hydraulics, fasteners, brakes, blades, nacelles, or supplemental equipment for the wind industry, such as ladders, elevators, hoists, fire-suppression, lighting, or meteorological equipment.

The workshop will be held at the University of Nebraska - Lincoln

Student Union, second floor auditorium. The Union is located at 14th and 'R' Sts. Parking garages are located at 12th and 'Q' Sts. and 14th and 'P' Sts. Surface lots are available at 14th and 'Q' Sts. and 13th and 'P' Sts.

Registration and payment of \$40 per attendee must be received by Friday, February 5th Register at the Workshop is \$50 per attendee and must be by check.

If you have any questions, please contact Dave Rippe by phone at (402) 326-3311 or by email at david.ripp@nebraska.gov. Registrations can be mailed to: Nebraska Department of Economic Development, c/o Dave Rippe, 301 Centennial Mall South, P.O. Box 94666, Lincoln, NE 68509.



The workshop is an excellent

Food Check Out Week

Food Check Out Week is devoted to helping to teach Americans how to stretch their grocery dollars with healthy, nutritious food. Food Check Out Week will be observed locally on Thursday, February 25. The Ag Taskforce will set up information tables all day at both Pac 'N' Save and Quality Food Center where customers may register to win Grocery Certificates. Also on that day, from 5-7 pm, members of the Ag Task Force will be staffing the tables and offering information about using the food pyramid to plan nutritious and affordable meals. Winners of the Grocery Certificates will be announced at Chamber Coffee on February 26.

With many Americans feeling an economic squeeze, they may be eating out less and preparing more meals at home. Public health experts fear that lean economic times may mean an already overweight public may resort to cheaper high calorie foods, which can lack important vitamins, minerals, fiber and other nutrients. The price of readily available fresh fruits and vegetables, such as Iceberg lettuce, bananas, whole carrots, Red Delicious apples, broccoli and tomatoes, has remained stable compared to dessert and



snack foods. This suggests that the price of a healthy diet has not changed relative to an unhealthy one.

Americans enjoy a food supply that is among the safest, most abundant and most affordable in the world. Based on Agriculture Department statistics, it takes just five weeks for the average American to earn enough disposable income to pay for the family's food supply for the entire year. Recent retail price increases at the grocery store are due primarily to higher energy costs for processing, hauling and refrigerating food products. U.S. consumers still spend just under 10 percent of their disposable annual income on food according to USDA data. Consumers in other countries spend much more: France 14%, Japan 15%, China 35%, Philippines 37%, and Indonesia 46%.

Of the 2.13 million farms dotting America's rural landscape, 98 percent are operated by individuals, family partnerships or family corporations. American agriculture provides jobs, including production agriculture, farm inputs, processing and marketing, along with retail and wholesale sales, for 15 percent of the U.S. population. A 2009 survey of America's young farmers and ranchers revealed that 92 percent planned to farm and ranch for life. And 96 percent said they would like their children to follow in their footsteps. This provides strong incentive for today's farmers and ranchers to protect and preserve the natural resources on their property. Not only is the land and its resources a farmer's lifeblood today, it represents the future for his family and the entire agriculture segment of the economy.

Food Entrepreneur Seminars

"From Recipe to Reality?" is a one day seminar offered by the Food Entrepreneur Assistance Program at the University of Nebraska-Lincoln Food Processing Center which will provide entrepreneurs with an understanding of the key factors that need to be considered when starting a food

manufacturing business. New dates and locations have been added. Seminar dates in 2010 are April 10, August 20, and Oct. 23 in Lincoln. For the most current listing and additional information, you can go to the UNL website: www.fpc.unl.entrepreneur.



2010 Marketing Committee

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Paula Bonneau

Nancy Braden

Cindy Brummond

Lindsi Frahm
Youth Representative

Mick Kemp

Roger Myers

Randy Pedersen

Mark Shults

Dan Wibben*

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Jason Barelman

Nancy Braden

Chadd Frideres*

Josh Hopkins

Jeryl Nelson

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Jennifer Phelps

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Kelvin Wurdeman

Revitalize Wayne Workshop

Heritage Nebraska Main Street is dedicated to educating and supporting Nebraska communities in revitalizing historic business districts through economic development and historic preservation using design, organization, promotion and economic restructuring.

Heritage Nebraska Main Street Director, Elizabeth Chase will be in Wayne on Monday, February 1 to conduct a Nebraska Main Street Workshop for all Revitalize

Wayne members, committee leaders, and friends of Main Street. To kick off the training, lunch will be provided at noon at the Max with the sessions to follow, also in the



back room of the Max.

With new board members and committee leaders in place, it is time to recruit new committee members and prioritize the projects for the next year and beyond. Revitalize Wayne committee members are urged to recruit additional volunteers to fill out each of the four points. Pre-Workshop materials are available at the office. By reviewing these materials, participants will be ready to initiate creative discussion.

SCORE

The Norfolk Chapter of SCORE is part of "Counselors to America's Small Business," a national nonprofit association dedicated to entrepreneur education and the formation, growth and success of the nation's small businesses.

SCORE provides free and confidential business advice and counseling tailored to meet the needs of your small business and your personal objectives. Norfolk SCORE

also offers workshops, for a modest fee, for both start-up and in-business entrepreneurs. SCORE volunteers are real-world professionals with time-tested knowledge who donate thousands of hours to help small businesses succeed. Counselors are experts in such areas as accounting, finance, marketing, management and business plan preparation, and have assisted many clients in obtaining business loans.

For more information, contact George Phelps, the local representative for the Norfolk Chapter of SCORE at 402-369-1818. The direct link for the local chapter of SCORE is www.scorenorfolkne.org, or you can find the link with a variety of other entrepreneurial assistance websites at www.waynetworks.org located under the Business Services side tab.

Annual Membership Investment

We appreciate the investment of all our members at each of the investment levels and encourage you to take advantage of the member benefits afforded you and your business. To date, we list 121 members and \$48,3460 in committed investments. In

the next issue of the *Wayne Works Exchange* an acknowledgment of all members will be included. At that time the membership listing will be updated on the new website to reflect 2010 investments. In

If you haven't already returned your membership commitment for 2010, please make every effort to do so as soon as possible so that your member benefits do not lapse and you are represented on these membership lists.

Up and Down Main Street

By: Tony Kochenash

On January 21st, The Nebraska State Historical Society sent a news release to our Wayne media entitled, "Wayne's Main Street Receives Historical Designation." The article did a great job updating the average Wayne citizen on the Historical Designation and Main Street Wayne's involvement in working for this designation. I mention this now because in my January column I told about the designation and said it can be a big benefit to our city's economic climate because researchers on this topic are of the opinion that people will travel 100 miles out of their way to visit communities that have a historical designation. I also said that we need all segments of our community to plan for this or the designation will have little value in promoting Wayne and improving our economic and business climate. I have often said in many of the classes, workshops, seminars that I have conducted that "If you fail to plan, you plan to fail." I am a firm believer in the value of planning and I think that our various WAED committees need to start brainstorming and planning on what we need to do in our businesses and Wayne to attract more tourists and how we can accommodate their needs so we can improve the bottom line of our community's various businesses. Our success in this matter depends on our attitude and initiative in planning and its various processes and is only limited by our lack of creative ability and reluctance to plan. Lets start NOW!!! by attending the Revitalize Wayne Workshop on Monday, February 1. (See article on Page 4.)

The aforementioned news re-

lease states that the Main Street Wayne program started in 1998 and I remember well the application process and our acceptance into the Main Street Program. I remember also the crowds and interest we had at the meetings we held at Wayne's first Coffee Shop which is now the Craig Walling financial offices. Our purpose was to gather community input and these meetings were conducted by a consultant brought in from Minneapolis and paid for by the Nebraska Lied Main Street Program. Lots of ideas were presented and some ideas, not all, were used in the development and planning of the resurfacing of our Main Street and downtown sidewalks. We have come a long way, but here is still much more to do.

The Historical District contains 44 buildings along Main and 2nd Streets that contribute to its historic character. Many of these impressive buildings were all constructed after the fire that destroyed their wood frame predecessors in 1891. Lots of exciting things have happened and are happening in this district, especially during the last year or so. One of the most exciting is the "Majestic Theater Project" which should add significantly to the "Lifestyle Center" idea that we could develop in the downtown Wayne area. This project is a major plus for additional entertainment and activities to draw people to town in the future. Many store and business fronts and interiors have been changed or are in the process of being changed or revitalized. Space will not allow me to mention all of them, but

among my favorites are Arnie's Ford Mercury and Nana's This and That. One that makes me smile is Kenny Jorgensen's "The Max Again." We are making progress here but much more needs to be done to add to the attractiveness and utility of downtown Wayne.

New businesses have sprung up that add to the "Lifestyle Center" concept. Peterson Physical Therapy and Hands With Massage, the Martial Arts Center and Gina's Tumbling classes, cell phone stores, and the ever busy Coffee Shoppe. Godfather's Pizza has reopened and it is rumored that we will be getting a downtown Mexican restaurant. But we still have vacant store fronts and lots and if we are going to get more business in town, we need to push for more retailing and restaurants. What can we do in our various committees to stimulate brainstorming and the planning process? Lets instigate discussion on this!!! If you are unable to attend the upcoming Revitalize Wayne Workshop, contact Revitalize Wayne committee leaders to share the ideas you'd like to add to the discussion.

Some of you may be asking about the "Lifestyle Centers" I mentioned. I will discuss this more in future columns. For a preview of something that is a short drive away, I would encourage you to visit downtown Sioux Falls to see how that downtown has changed and progressed. When Marie and I want a short day away, we love going there to visit the shops and catch a meal. I suggest you explore it sometime. For me it beats going to the malls.



2010 Revitalize Wayne Committee

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Vice Chair

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Secretary

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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™.



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)

Emergency Preparations

Our recent ice storm, while it could have been much worse, gave the people involved in managing an emergency an opportunity to do a little “practice” without the threat of imminent peril to anyone in our area. Being without power for an extended period is not easy to deal with but most of our neighbors who live on farms and acreages are aware that they may be in this position on occasion. They have already planned for the fact and are typically prepared to cope for a few days.

However, with the unpredictability of weather and the large effort needed for NNPPD to restore power to all their customers as a result of this storm, the necessary players who participate in an



emergency response situation were called together and a command center was set up to handle the crisis, if it had escalated to that. Thankfully the weather was cooperative and we did not need to use the preparations that had been made.

One major positive that Wayne has to offer is reliable power thanks to our ability to generate if needed. Should the situation arise where transmission lines are

By: Mayor Lois Shelton

compromised and no power is coming into the area, we will serve as a major emergency center.

Several small communities have recently had disasters, mainly downtown fires, which threatened the community as a whole. The City of Wayne staff has had numerous planning sessions regarding the proper procedures to follow and who the necessary players would be in the event of several different kinds of emergencies. I have watched our employees and related emergency personnel come together to resolve situations and am confident that we are in good hands.

Community of Wayne Facebook Page



Facebook is a social utility that connects people with friends and others who work, study and live around them. Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

A new Facebook page has been

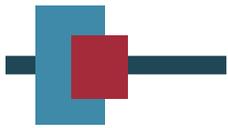
created for the Community of Wayne. This page can be found by typing in ‘Wayne, NE’ in the search box located at the top left of the Facebook page. This page will serve as a new and exciting way for the people of Wayne to read and freshen up on what Wayne, NE has to offer. Keeping in mind the theme of “Pride In Wayne, Carry it with you”, we thought this page would do a good job of reminding everyone why this is a great place to live. Also, we hope that this page will portray all of the positive attributes that come from such great community.

In the ‘Notes’ section of the page you will find several different notes that tell the history of Wayne, places to go, things to do, etc. This site is in progress and

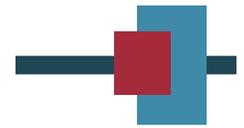
has many more pieces that will need to be put together. In the future, pictures, events and other points of interest will be posted on the page. We encourage you to communicate with each other and post comments by writing on the ‘wall’ of the page. We look forward to getting everyone up and going with the new page!

This new Facebook page is in addition to the Young Professionals page that was established last year. Watch for a Chicken Show page to be added in the near future.

If you have suggestions or comments feel free to email Kelsey Arens at karens@wayneworks.org. Continue to check the website for changes and updates!



WAYNE WORKS EXCHANGE



February 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 6-9pm Annual Banquet @ WSC Student Center	1 Noon Revitalize Wayne Workshop @ the Max	2 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	3 11:30 am Marketing Committee @ Tacos & More	4 Leadership Wayne Field Trip to Lincoln State Chamber Legislative Caucus/ Annual Meeting in Lincoln	5 10am Chamber Coffee @ Bank First	6
7	8 5:30 pm Chicken Show Committee @ SMR Relay for Life @ FNB 5:30 pm Team Captains 6:30 pm Committee Members	9 7:30am Government Affairs @ Coffee Shoppe 8:00 am Revitalize Wayne Committee @ SMR	10 8am Organization Committee @ SMR	11 7:30 am WAED Exec Board @ WAED Office 12:00 pm Business & Industries Committee @ Tacos & More	12 10am Chamber Coffee @ Tacos & More	13
14 	15 	16 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	17 	18 7am WAED Board @ SMR	19 10am Chamber Coffee @ Goldenrod Hills Wayne Headstart	20
21 9am-1pm Kiwanis Pancake Feed @ Armory	22 Newsletter Articles Due	23 7:30am Government Affairs @ Coffee Shoppe 8:00 am Revitalize Wayne Committee @ SMR	24 Northeast Nebraska Legislative Day Bus Tour to Lincoln	25 7:45am Ag Taskforce @ Tacos & More 8:30am - 3:30 pm Siouxland Community Blood Drive @ the Fire Hall Food Check Out Day	26 10am Chamber Coffee and Ribbon Cutting @ Godfather's Pizza	27
28 11am-1:30pm St. Mary's Winter Spring Fest Dinner, Auction & Raffle @ City Auditorium	1	2	3 11:30 am Marketing Committee @ Tacos & More	4 9am-3pm Leadership Wayne @the Max	5 10 am Chamber Coffee @ Vet's Club hosted by Red Cross 10am Legislative Forum @ Gardner Hall, WSC	6

March



US PRSRT STD
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**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.



**Northeast Nebraska Legislative Day in Lincoln
Including Chambers of Commerce from
Columbus, Fremont, Norfolk, Wayne & West Point
February 24, 2010**

**Chartered bus leaves Wayne at 1 pm returning at 10 pm
FREE transportation...FREE meal!**

Coordinated by:

Government Affairs Subcommittee of Wayne Area Economic Development

**Call 375-2240 or email wblecke@waynetworks.org to make reservations
and/or**

to inquire about sponsorship opportunities