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Leadership Wayne Visits the Capitol

Thank you to Wes Blecke and Carroll Welte, Leadership Wayne Instructor, for coordinating a day at the Nebraska State Capitol. The day forecasted freezing rain but we were brave and decided to make the trip. Our first stop was a comprehensive tour of the Capitol, learning of its history and state business conducted there. Next, we sat in the unicameral gallery and listened to debates. Then, Governor Heineman visited with our group about Nebraska's economy and answered our questions. Shane Osborne stepped in to share a wealth of information about the State Treasurer's office. Bruce Reiker of the Nebraska Hospital Association discussed bills of interest to this association. There were over 200 bills during this short session that were of interest to the hospitals. During lunch, we heard from Senators Giese, Rogert, Dubas and Langemeier regarding their background and interests. After lunch, we had a choice of attending one of several Legislative hearings. To conclude the day, we toured the Governor's Mansion.

This was a great experience to learn more about Nebraska's government and political operations. One Leadership Wayne student, Amy Schweers, said this about the day. "What an experience! I learned more

about our great state's government than I did throughout all my years in high school. Maybe this was due in part because now I actually care, or feel like I can make a difference. The entire day was a day that I have shared with many throughout the last week. If

back room of the Max with the curriculum concentrating on Economic Development that will include a guided tour of Main Street.

The office is already taking reservations for Leadership Wayne 2010-2011. If you, a



Leadership Wayne students include (back row, l to r) Chadd Frideres, Matt Skilstad, Brigitte Burbach, Joel Kratke, Eric Halsey, Jessie Piper, Amy Schweers and Dawn Navrkal; (front row l to r) Melanie McManigal, Jenn Claussen, Terri Heggemeyer, Governor Dave Heineman, Javanah Bescoter and Louis Benscoter. Not pictured: Tom Hansen, Brian Kesting, Teresa Tiedtke, Nicole Schwarz and Cody Wortmann.

anyone has an opportunity like this, I would encourage them to jump at the opportunity." Students seemed to come away from the Capitol experience with a better sense of what the Legislature does and how individuals can gain access to the process.

The next Leadership Wayne session is March 4th in the

colleague, or one of your employees is interested in participating next year, let us know. As one participant in another leadership program once told me, "You are never too old to learn about your community and how to become a part of it!"

Quote of the Month

**For each petal on the
shamrock
This brings a wish your
way -
Good health, good luck,
and happiness
For today and every
day.**

~Author Unknown

**Wayne Community Theatre
Arts Festival**

**Sunday, March 14
11 AM-4 PM
Wayne Armory**

*Nebraska artists, authors and
crafters selling books, handmade
goods, and vintage items
*Children's arts workshops *Live
music *Food *Vendor Ta-
bles Available-contact Mollie
Spieker at 375-2869

Haiti Relief

Unrestricted donations can be made for Haiti Relief to the International Response Fund at www.redcross.org or by calling 1-800-REDCROSS (1-800-733-2767). The public can also help by texting "Haiti" to 90999 to send a \$10 donation to the Red Cross, through an effort backed by the U.S. State Department. Funds will go to support American Red Cross relief efforts in Haiti.



Every \$30 contribution made to the 2010 Flag Campaign before Memorial Day will enter the donor into a drawing to win a 5'x8' flag that has been flag flown over the United States Capitol in Washington DC.

Starting a New Business in a Very Small Town

Article taken from www.frugalmarketing.com forwarded to the office from the Nebraska State Chamber.

Q. I am transitioning to a new career after sixteen years to spend more time with my family. We moved to a very small town with less than ten thousand people. I want to start a coffee shop business and also offer PC repair. How can I investigate and then promote this business?

A. In a big city, you'll make decisions by numbers and neighborhoods. In a small town, you schmooze!

On the surface, everyone will be friendly, optimistic and positive.

Your challenge: Get below the surface and learn the true story. You might consider asking a lot of questions before you disclose your own intentions. Listen for, "I wish we had..."

1. Talk to others who have opened businesses recently.

What challenges have they faced? What works and what doesn't? Were other newcomers successful? If so, were they truly new or did they have deep roots in the town, such as a brother who lived here forty years?

If nobody has opened a business in awhile, dig deeper. Maybe there's no market. Or maybe they're just waiting for you to arrive! Sometimes a new business can generate latent demand. It's a judgment call.

2. Make a great first impression.

Promotion isn't hard in a small town. Ten minutes after you've opened, everyone will know! Some towns resist doing busi-

ness with uppity newcomers. Others welcome new blood.

Regardless, your first impression will linger a long, long time. If you destroy even one computer after your PC repair service opens for business, you may have trouble finding new customers.



3. Uncover the town's market and memory.

Considering buying a business? Take time to discover the owner's reputation. When the local residents seem eager for a change of management, you'll need a new name and image. But if someone's just moved away and everyone misses them, you've got a wonderful opportunity. Where I live (Silver City, New Mexico), we need dog groomers and pet sitters.

But be sensitive to change. In one small town, three coffee shops failed. But suddenly the time was right! Now that town has four coffee shops, a wine bar, and a micro-brewery!

4. Search the fine print of local regulations.

In one small town, new businesses had to fight all kinds of red tape to get opened. One called City Hall to get help with a business that was new to the area. "It's not listed here," said the clerk, "so it's probably illegal." (The business has opened and thrives.) Another discovered his license hadn't come

through because the Council forgot to add it to the agenda and they weren't interested in making last-minute changes.

Any time you serve food or drink, you know you're facing permits. Find out what's involved locally.

5. Prepare to do most of the work yourself.

In a small town, you can have trouble finding good help. The local work ethic may surprise you - in either direction.

6. Know your community.

Will your market come from second and third generation local residents? Or are you serving those who relocated recently from urban areas? Here I've met folks who think three dollars is way too much to pay for espresso drinks. But those who bonded with Starbucks will buy at least one cup a day, every day.

7. Build relationships.

If you can attract a town leader, you'll draw a following. Conversely, if you inadvertently alienate a key player, or if a local person's got an idea on the drawing board, you'll be miserable.

And in a small town, you'll be expected to be a super-citizen. Choose alliances and sponsorships carefully. Prepare for all sorts of friendly requests to donate time, materials and money.

Cathy Goodwin, Ph.D., is an author, speaker and career/business consultant, helping midlife professionals take their First Steps to a Second Career. <http://www.cathygoodwin.com>

Up and Down Main Street

By: Tony Kochenash

I recently attended the Revitalize Wayne workshop conducted by the Nebraska Heritage/Main Street Program. It served as a great kick-off point for discussing and planning how the Wayne business community could approach, deal with, and build on our new historic designation. It was great, but unfortunately poorly attended. Only two retail businesses attended, a financial advisor, the radio station, the mayor and city manager, and the WAED staff. I fear that the Wayne business community does not realize what a fabulous opportunity the historic designation is for the community as a business builder and economic stimulus in times when we could really use the opportunity to grow and to improve our bottom lines.

We did a SWOT analysis, identifying the strengths, weaknesses, opportunities, and threats to our business community. If you are interested in seeing these, please contact the office for a copy of our work. I always find it interesting to hear how others feel and to see what ideas they have. We talked about having signs to indicate our historic district and to have the 44 buildings in the district marked with signs. However, I feel that those in attendance realize that our marketing and promotional efforts must go beyond signs and a number of changes will need to take place if we are to fully capitalize on tourists visiting our community to see our historic downtown and buildings.

Some of the things that were touched upon were extended hours for our businesses during the tourist season, the need for

more restaurants and retailers, the need for benches and waste receptacles, a merchandise mix within stores that will be attractive to tourists, building on our 30 year association with the chicken by having restaurants serving special chicken and egg entrees and building our Chicken Show reputation with the placement of chicken decor around the downtown area such as many other communities have done with their town symbols, i.e. fish in Fremont, cows and bulls in Sioux City and other locales. There are probably ideas I missed at the meeting and many more that you can contribute to the discussion. But the key to all this is a change in thinking and the attitudes of all of us to make these changes. Are you ready for this challenge? Are you willing to accept some of the ideas of others, no matter how crazy they may sound right now, to make Wayne a real tourist attraction with something to offer visitors in entertainment, food, and merchandise during hours and days that are convenient to the tourists, not necessarily to us? I have seen numerous articles heralding what many communities are doing to attract tourists. Are we in Wayne ready to do likewise?

During February, Marie and I went on a pleasure-business trip. One of the things we did was take a jet boat ride down the Colorado River from Laughlin, Nevada, to Lake Havasu, Arizona. Of course, a ride down the Colorado River is special especially in the areas that can not be seen from accessible roads, but Lake Havasu, a tourist attraction is reaping the benefits of a move made more than 50 years ago. At Lake Havasu we visited shops and ate

in an outdoor restaurant, but best of all we crossed the London Bridge with myself humming, "London Bridge is falling down," For those of you who do not know, London Bridge was falling down so it was sold to a wealthy entrepreneur from Lake Havasu who had a vision. The bridge was taken apart and shipped to the U.S. where it was reassembled in a desert location in Arizona. After the bridge was "put together" an inlet off the lake was dug so that the bridge now goes over water. Many improvements, shops, etc. were made and built in the area so that today it is a thriving tourist attraction. No, I don't think Wayne can become a Lake Havasu, but it sure can be better and become a tourist attraction that can help the community grow and flourish.

In the last week or so a number of articles have appeared in the news identifying a dozen destinations named by the National Trust for Historic Preservation. My favorite is "Old Town" in Fort Collins, Colorado since I lived there for a number of years. More than a decade ago I was asked to make a presentation to NEBA - the Nebraska Economics and Business Association, on the economic impact of communities who have worked to become tourist attractions and my major example was Fort Collins and "Old Town." An amazing job was done there to turn a blighted area of town into a tourist attraction and an economic plus for the community. I really believe we can make this happen in Wayne also, but it will take work, creative ability, and an attitude change.

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Above: Dr. Josh Hopkins, Kiwanis president, presents the 2009 Jr. Citizen of the Year Award to Lora Anderson.

Bottom Left: Amy Jackson, 2008 Educator of the Year, presents Dwaine Spieker, English teacher at Wayne High School, with the 2009 Educator of the Year Award.

Bottom Right: Mayor Lois Shelton accepts the 2009 Most Valuable Patron Award on behalf of the City of Wayne from Wes Blecke, Executive Director Wayne Area Economic Development.

Below: John and Carolyn Vakoc were presented the 2009 Citizen of the Year Award by Marie Mohr our 2008 Citizen of the Year. Mohr noted, "During the 45 years that they have lived in Wayne, they have been a champion for the community. By forming and creating profitable businesses they have created new wealth and quality jobs for our community. Their culture of accountability and expectation of success make them a valuable community resource. John and Carolyn Vakoc, deserve our public thanks and appreciation for their success and long term positive impact in Wayne America.



Right: Wes Blecke presents Bob Dyer and Harold Breitkruetz of Great Dane Trailers with the 2009 Large Business of the Year Award.



Below: Wes Blecke presents Lou Wiltse from the Wayne Greenhouse with the 2009 Small Business of the Year. The Wayne Greenhouse/Plant Market/Ken't Photo Lab has been growing through four generations at the same location in Wayne, delivering beauty into our lives to our homes, businesses, and community from special occasions to ordinary Happy Days. Over the years, this business has developed additional services, improved their retail area and expanded by opening a second location.



Right: Participants at Northeast Nebraska Chamber Day in Lincoln on February 24 discuss issues facing the region. (From L to R) David Simonsen, Elkhorn Valley Economic Development Council; Nancy Braden, Kyle Dahl, Lou Bencoter, all of Wayne; and Trevor Fitzgerald, aide to Senator Bob Giese. Local sponsors of this event included Bencoter Plumbing and Development.

Summerfield Receives Award at State Chamber Banquet

Nate Summerfield, son of Sheryl Summerfield and the late Marty Summerfield, received a Virgil Eihusen Hall of Fame Scholarship at the Nebraska State Chamber Legislative Banquet held on February 4th in Lincoln. This award is designed to provide scholarship assistance to deserving students, in their sophomore or junior year of college, attending recognized Nebraska colleges and universities and seeking degrees in business related fields of study. Nate is currently a student at the University of Nebraska Kearney and a graduate of Wayne High School.



From L to R: Senator Robert Giese, Nancy Braden, Chadd Frideres, Wes Blecke, Lois Shelton, & Lou Bencoter discuss pertinent issues at the State Chamber Banquet. Not pictured were Sheryl Summerfield, Gail Bencoter and Irene Fletcher.

2010 Revitalize Wayne Committee

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Secretary

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Lowell Heggemeyer

Lowell Johnson

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Nana Peterson

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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)

City Council’s Plan for Wayne

By: Mayor Lois Shelton

At the City Council’s recent retreat plans were set as the basis for the next year’s work. Through a strategic process, the council focused on three areas that they felt are a priority for the next year leading to the goals they set for the future. Their vision is very broad, encompassing all aspects of our community. The eight vision directions can be summed up as: creating a safe, green, healthy, fun community with a virtual presence assisting in promoting the educational opportunities available, with a vital downtown, housing for all those who wish to live here and a healthy economic development climate.

The strategic plan for the next year centers around three main areas - stimulating economic development, implementing environmental stewardship, and increasing communication. These three areas directly affect all the eight vision directions.

In the next year, the following objectives will be used to work toward the vision through the three areas:

- *Promotional ideas for building incentives
- *Assist with marketing the spec building
- *A leadership level “think Tank”

on economic development

- *Quarterly ward meetings
- *Leadership Wayne visioning event
- *Launch Re-START
- *Research Best Management Practices for city operations
- *Educate public regarding incentives for trees, home energy savings & recycling
- *Complete Well-head protection plan
- *Pass mitigation policies for new storm water projects

Downtown Revitalization Town Hall Meeting

The City of Wayne will hold a town hall meeting on Thursday, March 4 at 7 pm at the Wayne City Auditorium regarding the Downtown Revitalization Project. The purpose of the town hall meeting will be to discuss the

sidewalk project design, cost options, and the creation of a sidewalk replacement district.

Downtown property and business owners are welcome to attend this meeting and provide any comments you may have regard-

ing this project. If you are unable to attend and would like to voice your comments, you may contact Joel Hansen at 375-1733 or provide your comments in writing to City Hall by March 11.

Community Recertification

Every three years, Economic Development Certified Communities must submit a recertification application. As one of the steps in the recertification process, a Strategic Planning session has been scheduled for March 30 at 5:30 at City Hall.

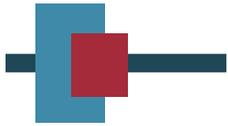
Wayne Area Economic Development Board and Committee members, city council members and county commissioners, school board members and WSC



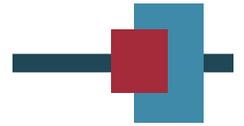
representatives are encouraged to attend this Strategic Planning opportunity. The process will include assessment of the community’s assets and liabilities and identification of key local issues. Goals and objectives will be outlined and plans for completing

them will be developed.

At the conclusion of this process, Wayne will have a three-to-five year plan that will identify what needs to be done to foster economic development as well as the process and steps to accomplish this plan.



WAYNE WORKS EXCHANGE



March 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	1	2 7:30am Government Affairs @ Coffee Shoppe 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	3 11:30 am Marketing Committee @ Tacos & More	4 9am-3pm Leadership Wayne @ the Max 5:30pm Sales Tax Advisory Committee @ SMR 7pm Downtown Revitalization Town Hall @ City Auditorium	5 10am Chamber Coffee @ Vet's Club hosted by Red Cross 10:30-12:00 Legislative Forum @ WSC Gardner Hall 11:30am-1pm Red Cross Soup Lunch @ Vet's Club	6
7	8 5:30 pm Chicken Show Committee @ SMR Relay for Life @ FNB 5:30 pm Team Captains 6:30 pm Committees	9 8:00 am Revitalize Wayne Committee @ SMR	10 8am Organization Committee @ SMR	11 7:30 am WAED Exec Board @ WAED Office	12 10am Chamber Coffee @ Project Majestic	13  Daylight Savings Time Begins tonight
14 11am-4pm Wayne Community Theatre Arts Festival @ Wayne Armory	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 @ Auditorium hosted by Pheasants Forever 12:00 pm Business & Industries Committee @ the Max Norfolk Home and Garden Show	20 St. Patrick's Day Parade in Wisner
21 Norfolk Home and Garden Show	22 Newsletter Articles Due	23 8:00 am Revitalize Wayne Committee @ SMR Farmers' Market and Community Garden Workshops @ North Meeting Room	24	25 7:45am Ag Taskforce @ Tacos & More 10:00 am Northeast Nebraska Travel Council @ West Point 8:30am-3pm Siouxland Community Blood Bank @ Wayne Fire Hall	26 10am Chamber Coffee @ Activity Center hosted by TeamMates	27
28	29	30 5:30 pm Strategic Planning for ED Recertification	31 100 Days to the Wayne Chicken Show	1 9am-3pm Leadership Wayne @ Tacos & More	2 10 am Chamber Coffee @ Providence Medical Center	3



April



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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 be-
half of all of its residents.



Friday, March 5
American Red Cross
hosts Chamber Coffee
at the Wayne Vets Club at 10:00 am
AND
11:00 am-1:30 pm Soup Luncheon
Call 375-9944 for delivery



19th Annual Northeast Nebraska Legislative Forum
at Wayne State College (Gardner Auditorium)
10:30 am—12:00 pm

Wayne Farmers' Market and Community Garden Informational Workshop

Tuesday, March 23, 2010

North meeting room in the Wayne City Auditorium

Choice of two meeting times:

12:30 - 4:00 and 5:30 - 8:00

Topics will include:

- What is "Farmers' Market Moms Project"
- The Makings of a Successful Farmers' Market
 - Communicating with the Consumer
 - Buy Fresh Buy Local
 - Funding opportunities
 - Community Gardens
 - Marketing and Promoting Your Market



Co-sponsored by Farmers' Market Moms and the
City of Wayne and Wayne Green Committee

A project of the Northeast Nebraska Resource Conservation & Development Council
702 E Park Avenue – Plainview, NE 68769
An Equal Opportunity Employer and Provider

This project is based on work supported by the Farmers' Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under Award No. 12-25-G0956

Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Learn the Basics of CPR in One Hour with *CPR Made Simple*



- One-hour non-certified Adult CPR/AED course
- Focuses on hands-on practice
- Low-cost option to help everyday people save lives

Did You Know...

- When a person's heart stops, brain death occurs in as little as 8 -10 minutes.
- The national average response time for an ambulance is 10 minutes. Most communities have a standard of eight minutes, but a response time may be as long as 12-15 minutes¹.
- Research shows that the shorter the time from collapse to when CPR is initiated and the first shock from an automated external defibrillator (AED) is given, the greater the chance of survival of cardiac arrest.

CPR Made Simple

The **NEW** American Red Cross *CPR Made Simple* non-certified course provides individuals with a one-hour overview of the critical skills that may help them save the life of a family member, friend or co-worker. In this simplified training, lecture is kept to a minimum so that participants can focus on hands-on practice of CPR/AED skills.

CPR Made Simple makes it easy for anyone to learn the basics of CPR/AED...helping everyday people save lives.

Trained. Empowered. Prepared.

Schedule Training Today. For more information, contact the Northeast Nebraska Chapter at 402-375-5209.



¹ "EMS Response Time Standards"; EMSResponder.com; July 8th, 2008.