

## 2011 Board of Directors

Dave Ley  
*President*

Jeryl Nelson  
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Kevin Peterson

Della Pries

Heather Reinhardt

Dan Wibben

## Staff

Wes Blecke  
*Executive Director*  
wblecke@waynetworks.org

Irene Fletcher  
*Assistant Director*  
ifletcher@waynetworks.org

Kelsey Arens  
*Office Manager*  
karens@waynetworks.org

## Happy New Year...Bring On 2011

By: Wes Blecke

I hope all of you enjoyed a very Merry Christmas and a Happy New Year! We all hope 2011 will be a rewarding year.

The WAED Board welcomed four new Board members at its December meeting: Mayor Ken Chamberlain, Jeryl Nelson, Kevin Peterson, and Diane Vovos. These four replaced former Mayor Lois Shelton, Chadd Frideres, Curt Frye, and Marie Mohr. WAED's new Executive Committee was also elected in December. Dave Ley is the new President, with Jeryl Nelson as Vice President, Mike Varley as Treasurer, and Heather Reinhardt as Secretary. Thank you to all who have and are currently serving on the Board. Your time commitment and dedication are very appreciated by all.

Hired in February 2009, Jessie Piper has worked as an Office Assistant "part time" (summers were more full time with all of the activities that go on during that time of the year) since then. Jessie received her Masters from Wayne State College in December 2010 and will be starting a new position with Wayne State College Career Services the first part of January 2011. Jessie has been an incredible asset to the organization, and we will sincerely miss her. (At this time we will be leaving that position

open and will likely look for someone to fill in part time during the summers.) Congratulations, Jessie, on your educational achievement as well as your new employment opportunity. Thank you for your work with WAED over the last two years, and we wish the absolute best for you and your family.

Instead of only reviewing 2010, I wanted to look ahead to 2011 briefly. Major projects for the community will be completed in 2011 with a couple of others hopefully being started/completed this year. Incredible investment has been made in Wayne with a new wastewater treatment facility, new downtown side street sidewalks and ADA ramps, building façade improvements and preservation in the downtown district, Veterans' Memorial project at the Courthouse, airport runway upgrades, and the new Majestic Theatre. We have high hopes that 2011 will bring the construction of a new hotel to Wayne, along with large and small retail expansions and start ups. Wayne currently has two proposals into the State of Nebraska for the Opportunity Building and a proposal in for a medium sized call center. If you ever want to learn more about what WAED does, don't

hesitate to contact the office.

While the American economy is poised for a continued recovery in 2011 and major expansion in 2012 (according to most economists), I really believe 2011 can be a special year for the Wayne Area. As Tony Kochenash states in this month's "Up and Down Main Street," it takes all of us to look out for our community. Most business startups and other entrepreneurial activities are encouraged by "someone who knows or talked to someone". It is the word of mouth and the continuous networking that helps sell our great community. All of you are Wayne's best marketers. Keep business leads coming to our great community. If you or someone you know might be interested in starting a new business (or expanding an existing one) or would like to purchase an existing business, please let us know. We would love to work through a plan with you to see how Wayne could work for you and your business idea(s). Help us make 2011 a great year for Wayne and the Wayne Area.

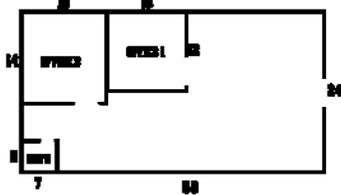
# HAPPY NEW YEAR 2011

Quote of the Month

Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man.

~ Benjamin Franklin

**OFFICE SPACE FOR RENT  
BUILDING AT 311 NORTH MAIN ST.**



**1244 SQ. FT MAIN FLOOR  
4 X 9 DISPLAY AREAS WITH LARGE NEW WINDOWS  
CALL 402-369-0468 FOR MORE INFO**

**UNL Food Processing Center  
From Recipe to Reality Seminar**

**January 15, 2011**

Pre-registration is required and space is limited.

Registration deadline is **January 3, 2011.**

Contact Jill Gifford at **402-472-2819** or **jgifford1@unl.edu**

*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

**Ag Appreciation Seminar**



The Wayne Area Economic Development Agribusiness Task Force hosted the 2010 Agriculture Appreciation Seminar on Friday, December 10. The event was organized as an educational opportunity for local farmers to assist them with their operations and to show appreciation for their contributions to the local

economy. Tickets were provided to sponsors to give away to anyone they thought would be interested in attending. Nearly 65 farmers participated in the event. The Ag Taskforce would like to send out a big thank you to all of our speakers who truly made the Seminar very educational and worthwhile; Duane Schroeder, Leon Carriere, Jeff Wellman, and Dwaine Spieker. Thank you for your willingness to share your expertise. We would also like to take the time to thank our sponsors who made this day possible. The Ag Taskforce was very happy with the turnout at the event and have

many great ideas for next year. We hope that everyone will continue to support area farmers in their efforts!!



**Holiday Events and Promotions**

A new holiday giveaway promotion was created by the Retail Think Tank based on the previous years Stamp Card promotion. Twenty-five participating retailers donated items and gift certificates to create three gift baskets valued at over \$300 each. Winners were announced during the first three weeks of December on KTCH "The View", on Tuesday mornings. The three winner's of this year's holiday promotion baskets were:

Congratulations to our winners and thank you for shopping Wayne! A special thank you to all the businesses that participated.

Repeating a Q125 event, a Residential Lighting contest was sponsored by Wayne Area Economic Development. The winners for the three categories were as follows: **Religious**—Jim and Jean Coan, 702 W 3rd Street, **Inside Out**—Al and Betty Wittig, 805 Lincoln, **Childhood Delight** co-winners—Denny and Jean Lutt, 1000 Sherman and Sean and Rachelle Spann, 1023 Sunnyview Drive. Thank you to everyone who participated in this contest!

was an enjoyable evening for everyone who attended. A big thank you to all of the people that helped and participated with the parade of lights. We hope to get more and more entries every year as it is a great way to showcase a business or organization while spreading holiday cheer. Another thank you to all that helped make this evening possible for the kids and residents of Wayne.



Top: Nancy Maxon-Laurel,  
Left: Penny Fehringer-Wayne,  
Right: Betty Bothwell-Concord.



The Annual Parade of Lights was held on Thursday, December 9th. There were twelve or more different entries that participated in the parade. Following the parade, children were able to visit with Santa and Mrs. Claus at Jacob's Room. The weather cooperated very well and it

## Majestic Theatre Opens

### 2011 Business & Industry Committee

Ken Kwapnioski  
*Chair*

Corby Schweers  
*Chair-elect*

Sarah Surber  
*Secretary*

Kevin Peterson\*  
*Past Chair*

Jason Barelman

Gary Boehle

Ken Chamberlain

Curt Frye

Kevin Hoffart

Lowell Johnson

David Ley\*

Ken Liska

Todd Luedeke

Jeff Morlok

Ray Nelson

Dave Olson

Lois Shelton

Jill Sweetland

Brad Thomas

Kelvin Wurdeman



Above: Melanie Loggins, theatre coordinator, is ready to book events at the newly opened Majestic Theatre.

Through hot and cold weather, countless hours of volunteer work, and thousands of fundraising dollars raised, the anxiously awaited Majestic Theatre is open!! The movie theatre closed in 2008, leaving the community without a movie theatre. The closest theatre was 40 miles away in Sioux City or Norfolk. A wonderful group of volunteers and leaders from the community stepped up and

took hold of the huge challenge of re-opening the theatre.

Demolition for the new theatre began in August of 2009. The building was completely gutted through the process. Throughout the demolition, the volunteers and workers had their fair share of highs and lows, but through it all made a dream come true for the Wayne Community. There were so many people throughout the community that missed having a movie theatre in Wayne. It is a great asset to our community and will be thoroughly enjoyed by all. It is truly amazing to see all of the time and effort that was put into the theatre. The countless hours that these volunteers and workers put into this project can certainly not be repaid but we are very thankful



to everyone that helped make this project possible. It is people like you that make our community what it is.

If you have questions about the Majestic Theatre, movie times and showings, etc., please visit the website at [www.majesticonmain.org](http://www.majesticonmain.org) or contact Melanie Loggins at 402-833-1833.



Before and after: Pictures of the theatre renovations in progress were flashed on the big screen during the opening event while Reggie Yates welcomed the donors and volunteers, thanking them for their generosity.

## Don't Look Back-set goals for tomorrow

By: Irene Fletcher

As the year comes to a close, many people think it is important to look back over the events of the year to review the highs and lows of 2010. It's natural to want some perspective of the passing of time and to be reminded of recent memorable events. Instead of looking back over the twelve months behind us, let's look ahead to set some goals that can make 2011 a great year for us professionally and personally.

Sometimes it is difficult to set goals and each of us will have different responses, but here are some guidelines we can use when setting our goals for the new year:

\*Aim high. If you set your goals too low, you will never push through to the next level. Set your goals high and don't be so afraid of failure that you don't shoot for something big.

\*Make it measureable. Make your goal a tangible and measurable target to aim for. You need to know when you've reached your objective.

\*Be realistic about ways and means. Your goals must take into account the realities of available time and resources. Assess your strengths honestly and consider what outside help is available to affect your success in the coming

year.

\*Prepare for success. Have an idea of what happens next so when you reach a hard won victory, you aren't left without direction while determining the next goals.

We may not reach all our objectives in 2011, but if we have goals, we will achieve more than we ever thought possible. As we approach our various commitments in January, don't forget to take time to set some goals. By keeping the end result in front of us, we can determine if the projects we are undertaking are in alignment with our goals.

## Up and Down Main Street

By: Tony Kochenash

Probably the most significant activity to happen on Main Street in many years happened on December 17th ~ the opening of the Majestic Theatre with a reception and showing for volunteers and contributors. It was very special and I believe all who attended were very much impressed by the beautiful decor and layout of the theatre and the amount of work that went into this project to bring it to reality.



Kudos to all those that were involved and that made it happen. It is a major plus for Main Street and the community. I was happy to see and hear that Gary Van Meter, Reggie Yates, and Jeff Morlok were identified as three major leaders in this project. They are most deserving although Gary and Jeff were not able to attend the opening ceremonies.

I remember how these three brought up the idea of buying the Twin Theater at various Tuesday morning meetings of the Main Street Wayne group, and how they sold us and later the WAED Board on this

idea. Money from the sale of the Main Street Building was used as seed money and went toward the purchase of the building. These men were active participants in the negotiations and all the other details needed to complete and consummate the sale. Once the sale was completed Reggie and Jeff continued to push the project and added a battery of others who joined together so that more than a year after the first sledgehammer started the demolition of the Twin, we now have a show piece Majestic Theatre in downtown. Many people, too many to mention here, contributed their time, talent, and money to make this happen, but I think the effort these two contributed to the project can not be remunerated or overstated. Now, more volunteers will be needed to support the everyday activities to continue on. All of us will need to contribute some of our time to continue the Majestic as our showplace. We also have the opportunity to support the project through our attendance at the movies and Community Theatre events and by renting the facility for other activities.

It is always sad to see a Main Street business close its doors and we experienced that on Thursday night, December 23

when dianne's closed shortly after 8 p.m. The building and the business have been for sale for several months, but there have been no takers so far. Mines Jewelry is still vacant and now we have two store fronts in close proximity of each other that are vacant. If you have any ideas or know someone who would like to fill these locations, pass that info on to the WAED office. Lots of volunteers are needed to put new life into our various WAED committees and I would encourage any interested person to get involved, so much more can be accomplished if we could share the work load.

After the Christmas Holiday Season, I will be joining Steve Gross, Kurt Schrant, and Irene Fletcher to discuss and develop plans for Historical Tours of our district, and to see how we can get plaques for the buildings so they can be identified and recognized. This may be the opportunity we need to increase tourism in Wayne and perhaps serve as an impetus to our business climate. If any readers are interested in joining us, please give any of us a call ~ we need all the people we can gather. Get involved in your community.

## Holiday Spirit and a Corner Tradition

Wayne Area Economic Development would like to thank all of the individuals who helped put up the Christmas tree on 7th and Main. There are several people who need to be thanked for their efforts in decorating the tree this year. Thank you to Gurkan Ozenci for the use of the corner lot. Thank you to Lee Larson for the donation of the community tree,

Randy Belt and Mark Shults at Northeast Nebraska Public Power for cutting, hoisting and hauling the tree. A thank you also to Jeff Morlok & Otte Construction for the use of the equipment and to Paul Otte for hauling lights and coordinating the event. Thanks to the City of Wayne employees for decorating the tree with lights. The tree adds some bright holiday

spirit to our community and has become a corner tradition!



### 2011 Revitalize Wayne Committee

Kurt Schrant  
*Chair*

Kari Wren  
*Vice Chair*

Diane Vovos\*  
*Co-Secretary*

Nana Peterson  
*Co-Secretary*

Heidi Claussen

Lowell Heggemeyer

Lowell Johnson

Mick Kemp\*

Tony Kochenash

Matt Ley

Marie Mohr

Jeff Morlok

Lois Shelton

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™.*

## 3rd Quarter Congeniality Award

On December 3rd at Chamber Coffee hosted by F&M Bank, the Wayne Ambassadors awarded third Quarter Congeniality to Wayne State College student and Geno's Steakhouse employee Brianna Twohig. She is originally from Sioux City, IA. She is the oldest of five children. Brianna is a very outgoing individual. She is majoring in secondary social sciences education with an ESL endorsement. Brianna will begin student teaching in the spring in Wakefield, NE and graduate with her Bachelor's Degree this May. She is very involved on campus and is a part of three different

education fraternities; Pi Gamma Mu, Phi Alpha Theta and Gamma Theta Epsilon. Brianna shows everyone by her warm and friendly attitude that Geno's Steakhouse made a great choice by hiring a Wayne State College student!



The next meeting of Wayne Ambassadors will be held

Wednesday January 26. The meeting is scheduled to begin at 12:00 noon at the Max. Nominations for first quarter 2011 congeniality must be turned into the Wayne Area Economic Development office for consideration prior to the meeting.

The congeniality award is a very important award within our community that allows us to recognize those individuals who truly make our community a great place to live, work and play.

### 2011 Marketing Committee

Melissa Urbanec  
*Chair*

Heather Reinhardt\*  
*Secretary*

Paula Bonneau

Nancy Braden

Cindy Brummond

Mick Kemp

Dan Wibben\*

## Annual Banquet Updates and Award Nominations

The 2011 Annual Banquet is scheduled for Sunday, January 30th at 6:00pm at the Wayne State College Student Center. The evening will include a cash bar, buffet supper catered by Chartwells, a silent auction, guest speaker Barry Kennedy and the annual awards ceremony.

The Special Events Committee is soliciting items for this year's silent auction. If your business would like to donate, please contact our office. Items in all price ranges are welcome. The proceeds from the silent auction are used to fund a Wayne State College Scholarship.

This year's theme is "Celebrating our Community". The special events committee decorates the tables each year with centerpieces that correspond to the theme. This year the committee would like to

try something different. We've sent out letters to the different organizations, groups and clubs around Wayne and an email was also sent out to membership for your help with this task. Because we are "Celebrating the Community" we thought that it would be fun to give each group an opportunity to decorate one or more tables. This would allow you to showcase yourself and would add uniqueness, color, and detail to the banquet. We truly have a great community to celebrate here in Wayne America. We hope you take this opportunity to help us show to everyone the different organizations, groups and businesses that are active in Wayne. If you have questions or need more information, please contact the Wayne Area Economic Development office.

The evening will conclude with the recognition of several

special awards, including the past year Congeniality Winners. Other special awards presented at the banquet include the Small Business of the Year, Large Business of the Year, Most Valuable Patron, Educator of the Year, Citizen of the Year, and the Kiwanis Jr. Citizen of the Year. Nomination forms for these awards are available in the office and must be returned by January 4th.

While invitations to the Annual Banquet have been sent out, this event is open to the public and we encourage anyone who is interested to attend. Tickets can be purchased at Wayne Area Economic Development office for \$20 per person. A table can be purchased for \$150 which includes six complimentary drink tickets. Please call the office with any questions you may have concerning this special event.

### 2011 Organization Committee

Mike Varley\*  
*Chair*

Jason Barelman

Nancy Braden

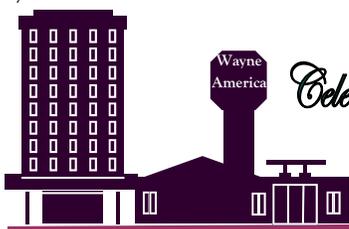
Jason Claussen

Kyle Dahl

Chadd Frideres

Josh Hopkins

Jeryl Nelson\*



*Celebrating Our Community*





**City Officials**

**Mayor:**

Ken Chamberlain

**Council President:**

Doug Sturm (W 1)

**Council Members:**

Dale Alexander (W 2)

Kathy Berry (W 2)

Jill Brodersen (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)

**Outgoing Mayor: This Community Is Very Special**

\*excerpted from the *Wayne Herald*, December 16, 2010

I am pleased to be able to hand the leadership of this city over to a new mayor in great shape for the coming year. Our staff works very hard to see that taxpayers get the most value for the dollars they invest and to find additional sources of revenue whenever possible.

Near and dear to my heart is the sustainability planning that has been done over the past several

years. Administration and staff have taken on the challenge of conserving and improving our use of energy and water and assisting the Council and the Planning Commission in determining the best use of the land within the city jurisdiction. Often the more sustainable practices save money as well as natural resources.

Those who serve on the various boards, commissions and committees provide valuable citizen input to the governing process. Their

numbers are many and they all deserve a large thank you.

Finally, I would say thank you to the citizens of Wayne who allowed an "Easterner" to come here and become not just a council member but your mayor. It has been the most rewarding experience of my life and you gave that to me. Wayne is truly a great place to live!

**Lois Shelton**

**Former Mayor of Wayne**

**2011 Chamber Coffees**

Nearly every Friday of the year, the Wayne Chamber allows members to host a chamber coffee. Dates are still open for 2011, including January 7th. This is a great way to obtain free publicity and advertising while allowing the community to enter your business and learn more

about what you do. Hosting a chamber coffee is very simple and is an excellent way to introduce new employees, show-off new improvements and to show and tell everyone what you and your business are all about. The coffee, cups and napkins are provided so all you need to provide

are the goodies to share. If you have questions or are interested in hosting a chamber coffee, please call the office today!



**Membership Investment in WAED and the Budget**

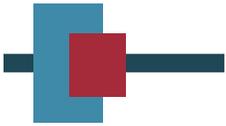
The membership drive for 2011 is off to a fantastic start. Thank you to all of the members who have already made their investments for 2011. For the other renewing or new members, please make every effort to make your commitment by January 31 so that your member benefits do not lapse. If you would like to know more about member benefits or simply more about what the economic development organization does, don't hesitate to contact the office or one of the Board members.

No major changes were made to the

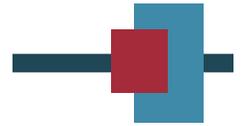
member benefits for 2011. WAED's membership levels have stayed the same (besides combining 2 individual levels into 1) since the organization's inception. We are very proud of this fact. If you ever have an idea to enhance membership benefits, we would love to hear from you.

Approximately 1/3 of WAED's cash resources come directly from its members through the membership/investment drive. The other budget resources come from the City of Wayne (about 1/3) and from "other sources" (about 1/3) which includes grant funds WAED has secured along

with the many programming efforts the organization and its many volunteers coordinate (Chicken Show, Vendor Golf, Annual Banquet, etc). For 2011 WAED will operate with a budget of just over \$275,000. Those resources will go for personnel expenses, marketing, programming (Chicken Show, Vendor Golf, Leadership Wayne, etc), travel and training, and many other economic and community development activities. If you would like to learn more about the WAED budget, please contact the office.



# WAYNE WORKS EXCHANGE



## January 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4 8am Organization Committee @ WAED office 9am Wayne County Commissioners 5:30 pm City Council	5 11:30am Marketing committee @ the Max	6	7 10am Chamber Coffee @ TBD 12pm B & I Exec @ WAED office	8
9	10 5:30pm Chicken Show Committee @ SMR	11 7:30am Gov't Affairs @ Coffee Shoppe 8am Revitalize Wayne Committee @ SMR 9am-3pm Leadership Wayne at The Max Bar & Grill	12	13 7:30am Exec Board @ WAED office 12:45pm B&I @ Taco's	14 10am Chamber Coffee @ WSC Planetarium	15
16	17 Last Day to purchase Annual Banquet Tickets 5:30 pm Relay for Life Kick-off @ the Max	18 9am Wayne County Commissioners @ Courthouse 5:30pm City Council Meeting @ City Hall	19	20 7am WAED Board @ SMR	21 10am Chamber Coffee @ Northeast Nebraska Insurance Newsletter Articles Due	22
23	24	25 8am Revitalize Wayne Committee @ SMR	26 12pm Wayne Ambassador's Meeting @ the Max	27 8:30am-3pm Siouxland Community Blood Bank @ Wayne Fire Hall	28 10am Chamber Coffee @ TBD	29
30 6-9pm Annual Banquet @ WSC Student Center	31	1 8am Organization Committee @ WAED office	2 11:30am Marketing committee @ the Max	3	4 10am Chamber Coffee @ St. Mary's School	5

# February



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.

# *Celebrating Our Community*

*You, your staff, and your guests are cordially invited to "Celebrate our Community" at the*

**WAYNE AREA ECONOMIC DEVELOPMENT CHAMBER | MAIN STREET  
ANNUAL BANQUET**

*Sunday, January 30, 2011, 6:00pm - 9:00pm at Wayne State College*

**TICKETS MUST BE PURCHASED BY JANUARY 17**

**\$20 PER PERSON**

**OR \$150 FOR A RESERVED TABLE FOR 6 TO INCLUDE 6 FREE DRINK TICKETS**

*Tickets may be purchased from:*

*Wayne Area Economic Development*

*Chamber | Main Street*





## Community Member of the Month Award

*CRITERIA: Jaycees Community Member of the Month has made significant contributions to the community. The winner is active, involved, interested, and enthusiastic about making Wayne Community a nice place to live and work. He/she excels in any area of education, social services, youth work, and community improvement of public services.*

Any local group or individual may nominate a Community Member of the Month

Name of Nominee: \_\_\_\_\_ Phone: \_\_\_\_\_

Address of Nominee: \_\_\_\_\_

Nominee's organization membership & activities:

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Specific contributions to the Wayne Community:

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Why do you think this person should be selected "Community Member of the Month"?

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Nominated by: \_\_\_\_\_

Phone: \_\_\_\_\_ Please check if you wish to remain anonymous

Nominations due in the Chamber Office by the first Monday of each month at 4:00 pm.  
Applications submitted after this date will be eligible for consideration the following month.

Questions: Call Audra Farrington at 402-369-1544  
waynecommunityjaycees.shutterfly.com