

# Spuds for Cares



Joyce Garrison shares a laugh with Norton Cares board member Jaynell Matzek, un- seen, as Garrison unwraps her potato at the organization's fundraiser last Friday. Her husband Jerry Garrison also is pictured.

—Telegram photo by Judy Sherard

# Goodland woman has been named circulation manager for newspapers

Sheila Smith of Goodland has been named group circulation manager for Nor'West Newspapers, with responsibility for circulation operations and promotions for the entire eight-publication group.

Nor'West, based in Oberlin, publishes newspapers in Goodland, Colby, St. Francis, Bird City, Oberlin and Norton, plus free regional shoppers based in Goodland and Norton.

Mrs. Smith will continue to work out of the Goodland office, where she has been office manager for The Goodland Star-News and Nor'West Press.

While she will be handling groupwide circulation, readers should continue to call the Norton Telegram office to start or stop a subscription, lodge a complaint or report a problem. Sherry Hickman is the circulation manager.

"Sheila has taken on more responsibility as the years go by," said Steve Haynes, president and co-owner of the firm. "With the switch to a consolidated circulation database last year, she has been handling the subscription lists for all our newspapers."

"This promotion recognizes that, but she will have authority over transportation and distribution, working with office managers in the other towns, and an increasing role in circulation promotion and audience develop-



Sheila Smith

ment."

The former Sheila Raye Hickson was born in Burlington, Colo., Sept. 19, 1957, and grew up on a farm five miles northeast of Kanorado. She went to grade school in Kanorado, then transferred to Goodland when Kanorado High School closed. She graduated with the Goodland High class of 1975, working at the Sherman Theatre and as a car hop and cook at CB's Burger Bar.

She and Dave Lorin Henderson Smith Jr. married that fall, and son Kristopher Michael Smith was born the next spring.

He married Dedra Robinson in 1997, and they have three sons,

Rusty Robinson of Goodland and Ryan and Jared Robinson of Anchorage, Alaska. Great-grandson Jordin Alekzandir Robinson lives in Goodland.

Daughter Rachel Marie Smith was born in April 1979; she lives and works in Colby.

Sheila Smith had seasonal jobs at the former Kemp Sugar factory and helped run a bar in Goodland before joining the old Goodland Daily News in February 1991 as an inserter.

She became circulation manager in September 1993, keeping the subscription list and supervising a dozen or more carriers.

Steve and Cynthia Haynes bought the paper in January 1997, and in September 1998, Mrs. Smith became office manager, adding bookkeeping to her duties.

In June 2008, she took over circulation records of the Colby Free Press, then in May 2009 she added the circulation records of the St. Francis, Bird City, Norton and Oberlin papers. Bookkeeping was transferred to Oberlin.

"I am working on some promotions to help the newspapers gain readership," she said. "By gaining readership, we are keeping the communities better informed."

## Community Calendar

Please submit your events for the Community Calendar which is printed in the Monday EXTRA. Events may be e-mailed to: [nortontelegram@nwkanas.com](mailto:nortontelegram@nwkanas.com) or mailed to 215 South Kansas Avenue

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Jan Lien • Larry Buhlmann

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# Christmas tickets drawn on Mondays

A total of 2,526 tickets were collected during the second week of Christmas On Us, .

Last week 2,663 tickets were collected. This year's total so far is 5,189 tickets.

No \$50 instant winners claimed winning tickets for the first week. Be sure to check for matching ticket numbers in the sponsors' ads on the Christmas on Us page of The Telegram every Tuesday. Winners have until Monday to bring their tickets in to The Telegram office, 215 S. Kansas Avenue. Prizes are in the form of script money spendable only at Christmas on Us participating businesses. Those businesses have posters displayed.

Shoppers get one ticket for every \$10 transaction per customer at any sponsor with a limit of 250 tickets per person per transaction. Participants also can get one ticket per person per week at The Telegram office with no purchase necessary.

Be sure to ask for tickets at the time of purchase.

Tickets are picked up from businesses every Monday for the instant winner drawing.

A total of \$1,500 in script will be given away with a \$500 winner, one \$300 winner, and one \$200 winner, and ten \$50 instant winners.

The grand prize drawing will be held at the Senior Center on Dec. 16 at 7 p.m. Any unclaimed instant \$50 winners will be drawn at that time, as well. Participants must be 18 years old, and must be present at the drawing with the winning ticket to claim a prize.

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