Spuds for Cares



Joyce Garrison shares a laugh with Norton Cares board member Jaynell Matzek, unseen, 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

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

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.

1997, and they have three sons, communities better informed."

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

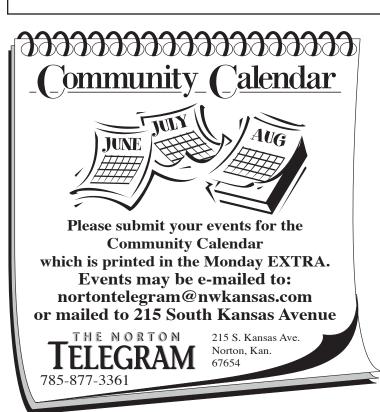
and works in Colby. Sheila Smith had seasonal jobs at the former Kemp Sugar factory and helped run a bar in Goodland before joining the old Goodland Daily News in February 1991 as

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 du-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 He married Dedra Robinson in readership, we are keeping the



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Christmas

tickets drawn

on Mondays

of Christmas On Us, .

is 5,189 tickets.

A total of 2,526 tickets were collected during the second week

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

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

Shoppers get one ticket for every \$10 transaction per customer

at any sponsor with a limit of 250 tickets per person per transac-

tion. Participants also can get one ticket per person per week at The

Telegram office with no purchase

Be sure to ask for tickets at the

Tickets are picked up from

A total of \$1,500 in script will

be given away with a \$500 win-

ner, one \$300 winner, and one

\$200 winner, and ten \$50 instant

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.

businesses every Monday for the

posters displayed.

necessary.

winners.

time of purchase.

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> Send letter and resume to s.haynes@nwkansas.com and dpaxton@nwkansas.com

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