

# Colby grad wins national honor

A former Colbyite and 1984 Colby High School graduate, Lynda Sloan Schneider, has earned nationwide honors as the No. 1 retailer out of 37,000 independent distributors with Premier Designs High Fashion Jewelry of Dallas.

She said the flexibility of the business allowed her to be able to go to every school function her boys were involved in all through their high school years.



L. Schneider

Schneider was honored recently at the company's National Rally in Fort Worth.

She said she joined the company in May 2004 because in March of that year she had received notice that by the end of June, her government-funded job was being discontinued and she would be a part of the unemployed work force she was working with at the time.

She said her sons were going into their freshman and sophomore years of high school, and she desperately needed something while she looked for a "real job."

"I had been in so many other direct-sales, those 'too-good-to-be-true' kind, that I thought this would be like they were," she said, "but it would help bridge the gap until I had something concrete. One of the first things I liked was that I didn't have to have a stock of inventory. The jewelry is all mine and I wear it all."

"From the very start, at my very first showing, I brought money home in my pocket, but I kept on looking for that 'real job.' Even when my husband got sick and was off work for seven weeks in 2009 without any sick pay, my Premier business completely supported us."

She said the company was different from the start, and in 2006 she quit her other part-time job with the school district.

Schneider admits that, by nature, she is a goal setter, and her first goal was what the company calls a quick start, where the company provides the jeweler with an incentive so that the seller will work quickly from the beginning to pay back the original investment within 45 days. She said she paid it back in 30 days, and has met every goal she has set since then.

She said she works a good 30 to 35 hours a week, and her business has grown from 18 to 23 percent every year. Her husband Don helps her whenever he can and has been known to head one direction to a jewelry show while she heads in another.

"Women just seem to respond to a man who has cases of gorgeous jewelry," she said.

Schneider said the most rewarding thing for her is the smiles on her hostesses' faces for all the free jewelry they get by letting her show the line in their home, and to watch other women she has helped to start a business to reach their potential and help provide for their needs.

She said it's rewarding to be a part of a company whose bigger picture is to support missionaries in the field.

"You don't find a lot of companies," she said, "whose focus is to honor God and enrich lives."

"To be named the top among 37,000 jewelers means I've just reached another milestone. I knew I wanted to do it, but it was beyond my

wildest dreams to think I'd ever do it this soon. I've gotten to experience the fruit of my labor. I work hard, I help my hostesses to have a successful showing and I love what I do.

"Not many people can say that they truly love their job. Premier isn't a job to me; it's a way of life. Every time I go to work, it's a party."

Schneider said she had 162 home shows this past year, and sold nearly \$111,000 worth of jewelry.

She said she believes the business has fostered spiritual growth and has allowed her to take the step of faith she needed to take.

She added that Premier Designs is probably one of the best kept secrets in business.

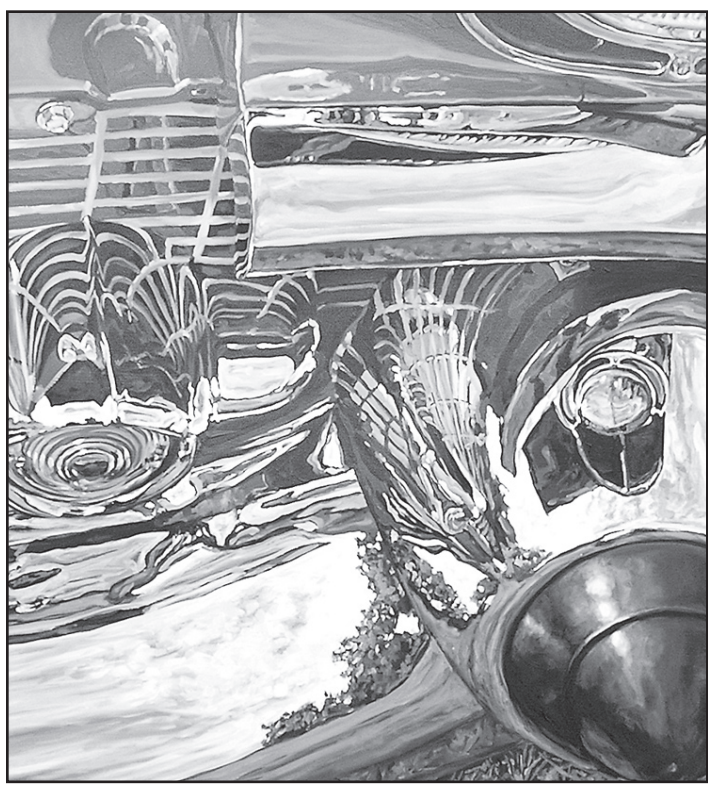
"They walk their talk, and hold their values of honesty and integrity at the top of their list," she said.

Tom Allen, who works in field leadership with the firm, said the direct sales industry is huge in the United States, with over 16 million people connected in some way, 82 percent of them being women.

Allen said Schneider does an awesome job of loving people and serving others.

Schneider is the daughter of Maurice and Vera Sloan of Colby.

The Schneiders have three sons, Cliff Helus, a senior at Kansas State University; Christopher Helus, leaving soon for the armed services; and Joseph Schneider, a part-time college student in Wichita; and a daughter, Alisa (Dan) Stout, Oshkosh, Wis., where she is a speech pathologist and he is assistant professor of forensics at the University of Wisconsin.



"Autochromatic Landscape," an oil painting by Kevin Lundy of Wilson, will be part of the exhibit "Chrome, Smoke and Flames" at the Deines Cultural Center, opening Sunday.

## Art and automobile to be features of show

Russell's Deines Cultural Center is featuring the fifth of its biennial favorite "Chrome, Smoke and Flames" exhibit.

The show, curated by Larry Zvolanek, Osborne, showcases "Art and the Automobile" and includes a Cruise-In during the opening reception from 2 to 4 p.m. Sunday. The show continues through Sunday, Oct. 10.

Owners of special-interest vehicles are encouraged to cruise in to the 800 block of Main Street on Sunday afternoon. Additional parking is available behind the center.

The opening event will feature a unique Chrome, Smoke and Flames reception table, free dash plaques and T-shirts available for purchase.

Visitors throughout the show will have a chance to win "Doin' Ninety," a limited edition print by Zvolanek. The drawing for the print will be held at the close of the show Oct. 10.

More than 15 artists are participating in the exhibit. Greg Johnson, Wichita, will be bringing his large sculptures made from auto body pieces. There

will also be work by Eric Abraham, Lucas; Bob Mix, Great Bend; and Kathy Gregory, Asaria.

Art and the Automobile will be reflected in the art of photography submitted by Jack Logan, Hays; Doug Reed, Wichita; Josh Mishler, Topeka; and Dale Schmitt, Russell. The show includes engraving on stone by Greg Guise, Ellis.

Zvolanek will be showing paintings and drawings, along with drawings by Scott Haines, El Dorado, and Gordon Mai, Wilson. Johnny Scott, Bunker Hill, will be driving in with his latest art car.

Paintings from California artist James Crandall and Kansas artists Kevin Lundy, Bryon Bruening and Mike Boss are ready for the exhibit. Harold Reidel, Salina, will be displaying a motorcycle made from found objects.

For information, call the center at (785) 483-3742. Hours are 12:30 to 5 p.m. Tuesday to Friday and 1 to 5 p.m. Saturday and Sunday. The center is at 820 N. Main in Russell.

### On the Beat

#### COLBY POLICE Tuesday

- 2:27 a.m. - Gave ride from Rasure Lumber to 1360 First St. Annex.
- 3:42 a.m. - Security check at the airport.
- 5:43 a.m. - Cattle out on N. Country Club by Veterans. Contacted owner.
- 8:10 a.m. - Subject called about receiving harassing text messages from someone living in Colby. Told her report needs to be taken up where she lives.
- 9:05 a.m. - Stray cat at 945 E. Eighth. Unable to catch.
- 9:06 a.m. - Walk through at Heartland Christian School.
- 9:11 a.m. - Dog at large in the 200 block of W. Sixth.
- 9:25 a.m. - Walk through at Sacred Heart School.
- 9:30 a.m. - Dog at large at Sixth and Chick returned to owner.
- 9:56 a.m. - Clerk called about subject behind Loves. Made contact; took to K-25 north of town.

#### En route to Oregon.

- 10 a.m. - Mitch Griffin reported hit-and-run accident at Cleveland and Fourth.
- 11:45 a.m. - Accident at Range and Willow.
- 1 p.m. - Returned evidence to subject from accident Sunday.
- 1:28 p.m. - City Hall requested attempt to locate. Not found; home was secure.
- 2:07 p.m. - Accident at Country Club Dr. and College.
- 2:20 p.m. - Funeral block from Harrison Chapel to I-70 and K-25.

#### 3:59 p.m. - Report filed on arrest of John S. Kuder on warrants from Thomas County and Allen, Colo.

- 5:30 p.m. - Report filed on warrant arrest of Christopher Kuder.
- 6:05 p.m. - Provided directions to Ashley's Dance Studio.
- 7:52 p.m. - Report filed on warrant arrest of Robert C. Wood.
- 10:40 p.m. - Cat run over at 1150 S. Franklin.
- 10:56 p.m. - Dog at large at 1145 Summer Sun. Owner picked dog up.

#### THOMAS COUNTY SHERIFF Tuesday

- 7:49 a.m. - Calves out on N. Country Club Dr. by the old sewer plant. Contacted owner.
- 11:09 a.m. - Walk through at Golden Plains School.
- 2:14 p.m. - Funeral block from Harrison Chapel to I-70 and K-25.
- 6:13 p.m. - Assistance to stranded motorist on I-70 eastbound at mile 48.
- 7:50 p.m. - Accident at Veterans and Range.

## Court says California mall's chat policy illegal

ROSEVILLE, Calif. (AP) - A Northern California appeals court has struck down a shopping mall's policy barring people from approaching strangers to chitchat.

The Court of Appeal for the 3rd District recently said the rules at Roseville's Westfield Galleria violate the California Constitution's free speech guarantee.

The mall prohibited people in its common areas from approaching people they didn't know to talk

unless the conversation was about business involving the mall or its tenants. The case arose after mall officials issued a citizen's arrest of a 27-year-old pastor who tried to talk about his faith.

The appeals court says the policy effectively bars shoppers from chatting about the weather or offering directions.

A spokeswoman for Westfield says the mall is considering an appeal to the California Supreme Court.

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