

Businesses from Colby represented at trade show

By Heather Alwin

Colby Free Press
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Business owners, producers and other community members from northwest Kansas attended the 59th Annual 3I Show in Dodge City last week.

The show highlights industry, implements and irrigation, featuring vendors from around Kansas, Colorado and Oklahoma. Businesses with booths at the show focus primarily on services for farmers and ranchers, including equipment, land and commercial construction.

Cindy Hake, manning the booth for Farm and Ranch Realty, said she thought attendance was down from last year, probably because of the heat. It was 98 degrees in Dodge City on Thursday, the show's opening day, and 106 degrees when it closed on Saturday.

Hake said she said she still "got to see a lot of old friends and cus-

tomers and meet new people."

Morton Buildings built a 42-foot by 60-foot commercial building on site at the show to house its displays and showcase its building style. Todd Zurcher, the company's Colby representative, said his business is heavily influenced by the agricultural market, so he felt this show was a good place for him to be.

Zurcher talked to customers from all over northwest Kansas at the show, the largest in the state, including visitors from Colby, Grainfield, Sharon Springs, Goodland and Norton.

Woofter Construction and Irrigation has had a booth at the 3I Show for several years, said salesman Larry McDonald, and they were back again this year.

Like Hake, McDonald estimated the show's attendance was down this year. He said a few vendors even left early because of the heat.

But, he said, he had seen several visitors from the Colby area.

The company builds beyond northwest Kansas, and he said the show gives them a chance to further what they do.

Marie Skolout, representing RoadRunner Manufacturing, said the Levant trailer manufacturing company got "quite a bit of business" from the show last year. Despite the heat, Marie and her husband, Brad, displayed three of their trailers at the show. Since their company sells trailers throughout the Midwest, from Texas to Canada, Skolout said she enjoyed having customers stop by and visit.

The 3I Show started from a traveling exhibit that began in 1950, developing into an annual show with more than 500 exhibitors. In previous years, it was held in Colby, Garden City and other locations around Kansas, but has been in a permanent location at the Dodge City Expo Center for at least five years.



HEATHER ALWIN/Colby Free Press
Todd Zurcher (top), who works with Morton buildings in Colby, spoke with potential customers Saturday at the 3I trade show in Dodge City. The company set up one of its buildings (above) at the show. Cindy Hake (left), also of Colby, represented Farm and Ranch Realty's location here.



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