

Cooperation key to success

It used to be that our state's major competitors in the hunt for new jobs and new businesses were our immediate neighbors. Now Kansas communities are in competition with communities all over the world for jobs.

This new global competition has led us to team up with one of our previous competitors in a new effort to take advantage of the assets present on either side of the Kansas-Missouri state line.

Kansas City is essentially one community that just happens to fall on two sides of the state line. Residents drive across that line every day to go to work, and previously a lot of time and money was spent by



kathleen sebelius

• governor

both states pulling businesses back and forth across that line.

That tug-of-war was counterproductive, as it didn't bring any new jobs to the region as a whole. If we really want to bring prosperity to the entire region, we need to stop competing with each other and start competing with the world.

We're doing that through a se-

ries of partnerships between the two states and between communities on either side of the line. And one of the cornerstones of that partnership is an effort to enhance the knowledge and skills of the workforces in both states.

Kansas is already in the middle of an effort to enhance our K-12 schools, Regents colleges and universities, technical schools and colleges.

This is on top of our initiative to make our workforce development system more useful to employers

and employees alike, and I've been very pleased by the accomplishments of the Kansas Department of Commerce in this area.

All of this work makes the entire region more attractive to potential employers and aids in our cooperation with Missouri to recruit businesses to the region as a whole. This will mean more jobs, more growth and greater prosperity for Kansans and Missourians alike.

But while we're cooperating with Missouri to bring jobs to the region, you can rest assured this new cooperation doesn't mean our colleges will cut them any slack on the field. That's one area where Kansas still comes out way ahead.

Focus advertising on target audience

Have your sales slumped? Marketing efforts grown stale?

Are you scratching your head and worrying about your lack of business? Here are some tips to stir ideas and bring in business:

Advertise where your best prospects are. What are they reading? What are they listening to? Where are they shopping?

Focus your energy and money. Instead of trying to reach everyone some of the time, narrow your target audience to reach your best prospects on a regular basis.

Research and learn from your competition. You can learn from



jamie morphew

• business tips

mistakes the hard way or the easy way. The hard way is learning from your own mistakes; the easy way is learning from others' mistakes. Where has your competition fallen short? How can you avoid similar mistakes and possibly win their customers?

Network. Get out there and meet

others. Ask questions and really listen to what they have to say. You'll be surprised at what you can learn just by listening.

Cross-promote with other businesses. For example, a photographer could team up with a wedding planner, caterer, disk jockey, etc. Think about with whom you share customers, then figure out how you could promote one another.

Get them talking about you. Word-of-mouth marketing is cheap and effective. Really impress the customers you have, and they'll tell

others. Before you know it, you'll be real busy.

Doing the same thing you've been doing isn't going to get you different results. Use these ideas to stimulate more and get busy putting them to work.

This tip was brought to you by Western Kansas Business Consulting. We offer free and confidential business consulting in Kearny, Scott, Sherman and Wichita Counties. For more information or to set up an appointment, contact Jamie Morphew at (620) 874-0771 or e-mail wkbc@wbsnet.org.

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matters of record

Goodland Police

The following crimes have been reported to the Goodland Police Department:

July 12 — 7:03 a.m., 1209 Harrison, Shawn Jones reported criminal damage.

7:55 a.m., 1600 Cattle Trail, criminal damage to city property.

10:18 a.m., 708 Washington, Brian Fugleberg reported a theft.

District Traffic

The following fines were paid in the Sherman County District Court:

June 6 — Bernhard W. Loewen, \$132 for speeding.

Kelly A. Mitchell, \$165 for speeding.

Linda D. Young, \$138 for speeding.

June 7 — Keri L. Clifton, \$183 for speeding.

Matthew A. Kuhlman, \$219 for speeding.

Connie E. Newton, \$144 for improper parking.

Jose R. Pacheco-Munoz, \$138 for speeding.

Douglas L. Reinders, \$132 for speeding.

Janice S. Smith, \$144 for speeding.

Ernest B. Wigglesworth, \$156 for speeding.

June 8 — Fredric B. Dix, \$291 for speeding.

Christian M. Grafstrom, \$144 for speeding.

Timothy J. Hart, \$126 for speeding.

Rhonda S. Klein, \$126 for improper parking.

Igor L. Salgado, \$219 for speeding.

Gary D. Schuster, \$160 for improper parking.

Joseph C. Shepherd, \$132 for speeding.

June 9 — Antonio W. Gillispie, \$183 for speeding.

Mary A. Grimsley, \$132 for speeding.

Sharon K. Jordan, \$156 for speeding.

Patrick M. Poulson, \$219 for speeding and \$60 for no child safety belts.

Mindy L. Vanotterloo, \$120 for speeding.

June 10 — Jason Cha, \$126 for speeding, and dismissed for no liability insurance.

Peter J. Davis, \$165 for speeding.

Robert H. Miller, \$132 for speeding.

Hans U. Muench, \$156 for speeding.

Adam V. Opheim, \$132 for speeding.

Onecino M. Rios, \$132 for speeding, \$60 for no driver's license and \$80 and unlawful use of driver's license.

Alexandria Sanabria, \$126 for speeding.

Suzanne T. Wells, \$126 for improper parking.

June 11 — Rebecca E. Floyd, \$132 for speeding.

Trish H. Fowler, \$126 for speed-

ing.

Pamela D. Hoglund, \$165 for speeding.

Bradley A. Langston, \$126 for improper parking.

Dale W. Oliver, \$156 for speeding.

Jonathan E. Pierce, \$126 for no child safety belts.

Carole J. Ryan, \$138 for speeding.

June 12 — Mohammad K. Abukhdeir, \$148 for speeding.

Matthew David Breining, \$96 for speeding and \$10 for no seat belt.

Julie A. Bunch, \$144 for speed-

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Lynn Jenkins, CPA
Kansas State Treasurer

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Ginther family gathers in Atwood

The descendants for Roscoe, Glenn, Ed and Alva Ginther, Effie (Ginther) Gilbert, Hattie (Ginther, Hackney) Hodges and Mabel (Ginther) Yoos gathered for their annual reunion Saturday, July 14, at the Prairie Development Center in Atwood.

Those attending from the Ed and Ruby (Mikesell) Ginther family were Virginia (Ginther) and husband Lt. Col. (ret.) Willard Clapper of El Paso, Texas, April (Clapper) Thordike of Aurora, Colo., Annette (Clapper) Anselman of Chandler, Ariz., and Willard Clapper II and wife Terri of El Paso and Bryan, Lisa, Steven and Daniel Clapper of Ravensdale, Wash.

Also Gordon Ginther and Nola (Ginther) Winters of Atwood, Lyle Worthy, husband of deceased Pauline (Ginther) Worthy, of Atwood and friend Jean Snyder of Colby. Deanna (Worthy) Sweeney of Amherst, Va., and grandson Bryce Kisner of rural Herndon and Cary Worthy of Graham, N.C.

And Joyce Meyer, former wife of the deceased Leroy (Sprout) Ginther, of Goodland and daughters Micki (Ginther) and husband Bud McCain of Ludell and Marsha Lee Ginther of Laramie, Wyo., and Joyce's twin grandchildren Amber Peterson and Abbie (Peterson) Spreser, Maverick and Makalynn of Goodland and Jason and Ansley Peterson and son Ashton of Goodland.

From the Glenn and Pearl (Mikesell) Ginther family were Carroll and Lola (Jackson) Ginther of Salina.

From the Roscoe and Susie (Hackney) Ginther family were Leroy and Susan (Woodford) Ginther of Belleville, Ill.

From the Alva and Edith (Brown) Ginther family were

Harlan and Naida (Arendt) Ginther of Atwood and their grandsons Bart Ginther of Colorado Springs and Blake Ginther and fiancée Tessa of Wichita. J.R. Ginther and grandson Brady Ginther of rural Gem, Connie (Ginther) Adams and Blaine Ginther of Atwood and Garnett Ginther and son Gary Ginther, a sculptor famous for his sandhill cranes, from Cambridge, Neb., attended.

Members from the Effie (Ginther) Eli Gilbert family were Bonnie (Bethel) Gilbert of Clifton, Colo., wife of deceased Harold Gilbert, and her daughter Karleen (Gilbert) Cooper of Hamlet, Neb. Ted and Gertie (Wancura) Kastens of Atwood and Lynda (Kastens) Hurst of rural Oberlin, Verda (Headrick) and Stanley Wancura of Colby and grandson Austin Wancura of Pleasant Hill, Mo.


No members of the late Mabel (Ginther) and Jesse Yoos family attended.

From the Hattie (Ginther) and George Hackney family, were Betty (Lorimer, Hackney) Grout of Atwood, Marlin and Betty Hackney of Kansas City, Mo., Roger and Vickie (Hackney) Houston of Denver, Ross and Sandra (Hackney) Van Cuen of Peabody, Wayne and Shelby Hackney and daughter Mika from Oberlin and Erma Hackney, widow of the late Herman Hackney of Norton, and Gladys Minshall, former wife of the late Gerald Hackney of Norton.

Gordon Ginther was honored at the reunion for his recent 90th birthday and for being the oldest living grandchild of Christopher and Jennie Fox Ginther.

After some discussion, they planned to meet the second weekend of July next year. The details will be decided later.

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