

# Cabinet maker grew business by quality

By Ron Wilson

Director

Huck Boyd National Institute for Rural Development at Kansas State University

"One good thing leads to another." That truism applies to many things, and it certainly applies to the business of Homestead Custom Cabinets. Word-of-mouth advertising from satisfied customers has helped grow the business for this custom cabinet-maker in rural Kansas.

Brian Logan is owner of Homestead Custom Cabinets near Wamego. Brian grew up at Concordia, where he attended community college before coming to K-State.

Brian's father was a lifelong barber, who was also very handy in his workshop. Apparently Brian got those skills as well.

"I always enjoyed woodworking," Brian said. In 1993, he went to work for Bob Buchanan's cabinet shop at Wamego. Brian found he enjoyed designing and producing high quality cabinets.

In 2001, Bob Buchanan retired and Brian purchased the business. Brian also wanted to expand and have his own building. In 2002, he started building a new shop of his own south of Wamego.

"We built the shop ourselves on weekends," Brian said. "It was me and Archie (an older worker in the shop) and my dad and brother." There was also the question of what to name the business.

At the time the Logans were building the building, the county assigned a name to the roadway next to their new location: Homestead Road.

That name seemed to fit the cabinet business as well.

Homestead Custom Cabinets became the name of this new business. In 2003, Homestead Custom Cabinets opened in the new shop six miles south of Wamego, on Homestead Road along Highway 99. It is in a truly rural location, halfway between Wamego and the community of Alma, population 785 people. Now, that's rural.

The shop is new, but it is well-connected to the past. In the lobby sits one of Brian's father's old barber chairs.

Homestead Custom Cabinets does both commercial and residential work. Their cabinets are popular in homes and businesses in north east and north central Kansas. The business specializes in custom cabinetry.

"We do all kinds of cabinetry really isn't needed. I don't want to get into the lower end cabinets. And we finish the inside of our cabinets too, so they are finished inside and out."

This emphasis on quality has paid off in terms of the business. Brian gets lots of return business, repeat customers, and word-of-mouth marketing.

"Word of mouth, referrals, and repeat business have been my best advertising," Brian said. There seems to be a ripple effect when he works on projects.

"We were working for a family at Alta Vista, and then the son needed something done," Brian said. "When the in-laws saw it, that turned into a project for them. And then the sister wanted something."

Brian has appreciated the support

he's received in the community. For example, he has done projects for the local vet clinic, hospital, museum, city hall and library. At the Wabaunsee County Courthouse, he did a project in the Register of Deed's office. It went so well that the county attorney wanted something.

That led to projects for the traffic division, county treasurer and then the county clerk. Wow.

"One good thing leads to another." Yes, that's been the path of business growth for Homestead Custom Cabinets.

We commend Brian Logan for making a difference with his hard work and emphasis on quality craftsmanship.

For rural Kansas, let's keep the good things coming.

## Two get scholarships for Elks

Two Goodland High School seniors have received scholarships from the Elks.

Dayelle Waugh, daughter of Traci and Scott Waugh, received one of the Runner-Up Most Valuable Student Elks Scholarships in the country for \$4,000 (\$1,000 a year for four years). She had one of the top two girls' applications in Kansas. Waugh recently attended the scholarship breakfast meeting at the Kansas Elks Association Convention at Wichita and received a plaque.

Nathan Deeds, son of Carol and Robin Deeds will receive one of the Elks Legacy Scholarships for \$4,000 (\$1,000 a year for four years). Only three of these scholarships were given in the state of Kansas.



Deeds



Waugh

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## Colby Post Office changes will affect Goodland businesses!

The potential processing changes at the Colby Post Office will have an affect to all the surrounding post offices who deliver mail to Colby to be processed before it goes further east.

The study being done would move the processing of mail to Salina for both Colby and Hays sectional centers. The Post Office official was quick to say this would not close the Colby Post Office.

What he did admit is the change would move the collection times for surrounding post offices up by as much as three hours. That means – if the proposed change is approved – any mail not at the Goodland post office by 1:45 p.m. would not go out until the next day. Currently the truck leaves Goodland at 4:40 p.m. with the mail going to Colby.

The proposed change would not mean all the mail would go to Salina to be processed. Mail for the 677 zip code would remain in Colby to be processed. For businesses in most of northwest Kansas a majority of the mail stays in that zip code, but it would have to be on the same truck as the mail going on to Salina.

Businesses, and this newspaper, depend on timely delivery by the United States Postal Service, but the collection time change may cause some delivery problems. At the newspaper we will be looking at options. It is hard to think about moving everything up three hours to get the same delivery as we enjoy now.

For those who want to enter an opinion about the changes letters can be mailed – by Tuesday, May 24 – to Consumer Affairs Manager, Central Plains District, Box 19904, Omaha, Neb., 68119.

– Goodland Star-News Editor, Tom Betz