

First home game at the Max



At the first home game for the Northwest Kansas Technical College's womens and mens basketball teams on Tuesday night their mascot made an appearance. Performing at the half time of the

mens game were the Maverick Dancers including Goodland's own Kirsten Topliff (above far left).

Photos by Pat Schiefen/The Goodland Star-News

Cimarron grocery store wins business award

A western Kansas couple, Gordon and Mary Jenkins, have earned the 2012 Kansas Small Business Persons of the Year Award.

These owners were praised for their grocery store, Cimarron Shurfine Foods, which serves Cimarron, pop. 2,000.

As the only grocery store owners to receive this award from the Small Business Administration, the Jenkins were honored for their customer service, community outreach and business growth.

The couple purchased the local grocery in 2007, and since then, has strived to uphold small-town values by caring for their customers.

"Our main goal is customer service. We want to take care of our customers and make the store a clean place for customers to shop," Mary Jenkins said.

Since purchasing the store, the Jenkins have transformed what they described as a typical small-town grocery store, into a one-stop shop with a Subway restaurant, full-service bank, hot and cold delis, photo kiosk, catering service, video rentals and recently added liquor store. Customers also can purchase money orders and obtain hunting and fishing licenses.

"We want to be able to offer Cimarron customers anything they

would go out of town for," Mary Jenkins said. "If we can keep them in town, that's good for Cimarron."

It is also this customer service that helps Cimarron Shurfine Foods remain competitive with the nearby, larger stores located in Dodge City and Garden City, Gordon Jenkins said.

"Customer service is one of the most important things in business today," he said.

Jim Hardesty, a Cimarron resident and loyal customer, describes the store as "pretty awesome."

"They (the owners and employees) speak to you, they give you the time of day," Hardesty said. "They

will wait on you hand and foot, carry your groceries out, and, if you want something they don't have, they will order it for you. They (the Jenkins) take care of their customers, and they teach their employees how to do it, too."

Building rapport with customers is on the Jenkins' list of customer service "musts," and is one of the reasons Mary Jenkins also describes her store as a "home away from home."

"To go into a grocery store and know them (your customers) and have them (the customers) know you, is a good feeling" she said.

The award-winning store is open

daily from 7 a.m. - 9 p.m. and until 10 p.m. in the summer so customers can shop "after ballgames," Mary Jenkins said.

And, while the main focus for the Jenkins as grocery store owners is on the customer, Gordon and Mary also keep their employees and the larger community in mind. For example, the Jenkins teach job skills to the multitude of high school students they employ, and are involved with local youth groups, including the Boy and Girl Scout Troops.

The award honors the Jenkins' dedication to the community, yet Mary suggested that it also is a way to help build community, because it

gives the kids they employ an incentive to know they can do whatever they put their minds to.

It's this dedication to Cimarron that causes Mary Jenkins to describe her grocery store as "hometown proud."

"We are proud of what we have provided for the community, and we are here for the hometown," Mary Jenkins said.

Kansas State University's Center for Engagement and Community Development has more information about local grocery stores, access to food, and effect on community health available at: www.ruralgrocery.org.

Russell Springs site of dinner, bullwhacker speaker

The Butterfield Trail Association and Historical Society of Logan County in Russell Springs will host "A Bullwhacker's Life Freight-ing Supplies over the Plains," a presentation and discussion by Jim Gray on Sunday, Dec. 2, at 2 p.m. (Mountain Time), at St. Francis Chapel, Russell Springs. Members of the community are invited to attend the free program. Contact Mike Baughn at (785) 694-2278 for more information. The program is made possible by the Kansas Humanities Council.

The annual Butterfield Trail Association Christmas Dinner will begin at noon (Mountain Time) with the program following at 1 p.m. (Mountain Time).

Turkey and drinks will be provided by the association. Those

attending are asked to bring a covered dish.

Bullwhackers traveled the Kansas frontier freighting supplies and shaping a profession akin to today's long-haul truck drivers. Traveling the Santa Fe, California-Oregon, and Smoky Hill Trails, commercial and independent bullwhackers walked beside their ox-drawn wagons, courting danger with every trip. Gray will discuss the many troubles they faced and their vital role in the developing frontier.

Jim Gray is a sixth-generation Kansan who co-founded the Cock-eyed Old West Band Of Yahoos

Society to promote and preserve Kansas's cowboy heritage through the bi-monthly newspaper, "Kansas Cowboy." He is the author of "Desperate Seed: Ellsworth Kansas on the Violent Frontier" and writes the newspaper column "The Way West."

"In the popular culture of the Old West most 'wagon train' stories are of immigrants traveling west in search of a better life. For some reason the commercial freighting operations have been largely forgotten," Gray observed. "I felt that the bullwhacker deserved his place in Kansas history."

"A Bullwhacker's Life Freight-ing Supplies over the Plains" part of the Kansas Humanities Council's "Way We Worked" Speakers Bureau, featuring presentations and discussions examining the theme of work and working in Kansas and how these stories help define us.

The Kansas Humanities Council conducts and supports community-based programs, serves as a financial resource through an active grant-making program, and encourages Kansans to engage in the civic and cultural life of their communities. For more information contact the Kansas Humanities Council at

(785) 357-0359 or visit online at www.kansashumanities.org.

For more information about the program Springs contact Mike

Baughn at (785) 694-2278 or e-mail prairielawman@yahoo.com.

corrections

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Saturday, December 1, 2012 @ 10:00 A.M. CT

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415 State, P.O. Box 173, Atwood, KS 67730.
Office: (785) 626-2039 Cell (785) 626-4022

Visit our web site for a complete sale bill and photos at www.gladrealestate.com

Reader Recipes

Italian Vegetable Soup

Ingredients

- 1 lb. ground beef
- 1 cup sliced carrots
- 1 can tomato sauce
- 5 tsp. bouillon
- 1/2 tsp. oregano
- 2 cups shredded cabbage
- parmesan cheese
- 1 cup diced onions
- 2 cloves garlic, minced
- 1 can red kidney beans
- 1 tbsp. sweet basil
- 1 tbsp. parsley
- 1 cup green beans
- 1 cup sliced celery
- 1 can tomatoes, 16 oz.
- 2 cups water
- 1 tsp. salt
- 1/4 tsp. black pepper
- 1/2 cups elbow macaroni

Brown beef in large heavy kettle, drain, add all the ingredients except cabbage, green beans and macaroni. Bring to boil. Lower heat; cover and simmer 20 minutes. Add cabbage, green beans and macaroni; bring to a boil and simmer until vegetables are tender. If you prefer a thinner soup, add additional water or broth. Sprinkle with parmesan cheese when served.

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