

Commissioners ask man about economic doings

The Decatur County commissioners talked with a representative of the Oberlin-Decatur County Economic Development Corp. about the airport, motel and other economic development projects at their meeting last Tuesday.

Sid Metcalf, a member of the corporation's board, asked the commissioners if the county would again cover the insurance for the Business Enhancement Entrepreneurial Center for \$1,900. The corporation pays the taxes on the building, he said, and the county has covered the insurance in the past.

He asked if the commissioners could make a resolution that the county could pay the insurance each year. Commissioner Ralph Unger said he didn't think they could do that because the county can't spend future years' budgets.

After looking at the county's financial situation, Commissioner Stan McEvoy made a motion to pay \$1,500 of the insurance bill.

The corporation has put quite a bit of money into the new building downtown that houses the senior center, theater and the not yet finished bowling alley, said Mr. Metcalf. The county put quite a lot of money in that project, too, said Mr. McEvoy, but money is in short supply.

"It's going to be tighter than a tick this year," he said.

Commissioner Gene Gallentine asked if the corporation could live with \$1,500 instead of \$1,900. Mr. Metcalf said he thought they could. Mr. McEvoy suggested that the corporation check with the city, too, since the city benefits from the center, too. The commissioners approved paying \$1,500 of the bill.

The commissioners also talked with Mr. Metcalf about an economic development meeting last Monday night where they talked about getting a wildlife biologist assigned here.

Mr. Metcalf said Pheasants Forever asked if the town could come up with some money to help get the person here. The biologist would then work out of the U.S. Natural Resource Conservation Service office.

Mr. Metcalf asked if the county

could scratch up a couple thousand dollars. Mr. Unger replied that there isn't much to scratch this year.

Rick Pauls, with Pheasants Forever, said he plans to talk with the commissioners at their meeting this week.

Mr. Unger asked if it is more of a collaborative feeling on the airport project since the special election on the runway extension. He said people have been asking him how many airport committees there are.

Mr. Metcalf said as far as he knows, there's only one airport committee.

Mr. Unger said he thought there's some confusion about how many committees there are, between the city's advisory committee and the one Jay Anderson, Marcia Lohoefer and Lee Franklin are on.

They are proponents of the project, said Mr. Metcalf, adding that he didn't think they were on a committee.

They have been viewed as part of a committee, said Mr. Unger, which has helped cause confusion.

Commissioner Gene Gallentine is on the airport advisory committee, said Mr. Unger.

The advisory committee, said Mr. Gallentine, serves at the pleasure of the City Council. The committee doesn't make policies, he said, but advises the council as needed.

Everyone is pushing for the same goal, said Mr. Metcalf, just not all of the people belong to committees. They all just want to see progress.

There's been a lot of confusion on the whole project, said Mr. Metcalf, from the beginning. The confusion started over the idea that maybe 20 to 30 years from now there could be a 7,000-foot runway. That runway was put in the plans, said Mr. Metcalf, so that no one would put up towers or anything in the airspace.

The project is actually for 4,800 feet, he said, and then the Kansas Department of Transportation came in and suggested they could take it to 5,500 feet.

Where's the corporation at on getting a new motel? asked Mr. Unger. There's a man from Colby coming here to look this week, said Mr. Metcalf. He's going to talk with bankers and look at locations.



AT THE Decatur County Area Chamber of Commerce banquet on Thursday, Dave Buchholz, keynote speaker, talked with others at his table. Mr. Buchholz also spoke at

two marketing seminars on Friday. His firm advises all sorts of businesses, he said, many in rural areas.

— Herald staff photo by Cynthia Haynes

Marketing expert advises investment

Business owners and employees listened to a professional in the marketing field talk about how to promote and advertise their businesses on Friday.

Board votes against policy

The Oberlin School Board decided not to adopt a policy to evaluate coaches and sponsors at its January meeting last Monday, because the board didn't want to set a time frame on when evaluations should be done.

Superintendent Duane Dorshorst said if it's put in the policy that the evaluation will be done the second week after the season ends and it's not done then, and later the coach gets fired, they could claim wrongful termination. Or if the coach gets a glowing review and later is let go, said Mr. Dorshorst, it could be the same thing.

He said he's not saying that evaluating the coaches is a bad idea, but putting when the evaluation will be done in the policy isn't a good idea. President Monte Moore said the athletic director already does evaluations on the coaches; it's just not in the policy.

The board voted to reject the policy. The policy won't be revised.

The board approved 11 other policies suggested by the Kansas Association of School Boards for

Dave Buchholz from Hastings, Neb., spoke at morning and noon seminars sponsored by the Decatur County Area Chamber of Commerce, the Oberlin Business Alliance and the Oberlin-Decatur County Economic Development Corp. In all, 26 people attended the two sessions. Mr. Buchholz talked about marketing a business, which he said was different than advertising.

Mr. Buchholz said he challenges people to ask what people think of when they think about a business.

Business owners need to ask tough questions about what's im-

portant to them, he said. Are they prepared to invest in marketing and advertising? Can they describe their reason for being in business in 25 words or less?

In small, rural towns, he said, business owners need to be marketers, not sales people. The textbook definition of marketing, said Mr. Buchholz, is "offering the right product at the right place at the right price and the right time to the right people."

It's important to ask what the business you're good at, he said.

Start thinking about where the competition isn't at. Marketing isn't

just about an advertising slogan, said Mr. Buchholz, but it's something that can be delivered. It's not about coming up with advertising about what you wish the company could be, but what the company is. It's a product or service that can be delivered. It's a promise fulfilled for the customer.

Mr. Buchholz called that a Unique Selling Proposition. It might be something that is done every day in the business, he said.

It's important, he said, because if a business wants to grow sales, it has to grow marketing and advertising.

Fire destroys house

Avacant house in Clayton burned just before 9 p.m. last Wednesday.

Jennings Fire Chief Kerry Green said the house, belonging to Joe Robinson of Clayton, was being used for storage. No one lives in the home, said Chief Green.

The fire, said the chief, was probably caused by an electrical short. He said when he arrived, a power line which had been attached to the southeast corner of the house had been burned off from the house.

Chief Green said he had the Oberlin and Norcatour departments paged

to the fire, since there were lots of buildings close to the house.

The call came in around 8:45 p.m. He said the trucks were back at the station around 12:30 a.m.

No other buildings were damaged in the fire, he added, but the house was a total loss.

Man runs from cop

An Oberlin man was arrested after a traffic stop Sunday night, even though he decided to jump out of his vehicle and run.

Police Chief Wade Lockhart said Eugene Grenier, 28, was charged with driving under the influence, disorderly conduct, driving while suspended, fleeing and attempting to elude an officer and running a stop sign.

Chief Lockhart said reports said Mr. Grenier was driving north on Griffith when he ran the stop sign at Griffith and Commercial about 10:30 p.m. The officer, Brad Burmaster, stopped Mr. Grenier at Washington and York, where the man decided to take off on foot.

He was found later, though Chief Lockhart said he wasn't sure where. Mr. Grenier was in jail Monday. His bond had been set at \$2,500.

A Reminder ...

To make your reservations for our annual meeting
Coming February 1

Deadline is
Friday, January 22

Please call our Oberlin office
at (785) 475-3131, Ext. 101

Decatur County Conservation District

CITY OF JENNINGS, KANSAS ANNUAL FINANCIAL STATEMENT FOR YEAR ENDING DECEMBER 31, 2009

Funds	Balance 1/1/2009	Receipted	Disbursed	Balance 12/31/2009
General	38,579.55	44,267.26	32,088.79	50,758.02
Library	31.34	3,409.76	3,353.22	87.88
Employee Benefits	5,587.58	5,824.76	3,624.77	7,787.57
Special Highway	18,456.20	2,999.54	0.00	21,455.74
Capital Improvements	2,031.43	0.00	0.00	2,031.43
Water	34,828.97	24,912.23	19,558.35	40,182.85
Sewer	17,993.12	4,976.10	2,214.99	20,754.23
Bond & Interest	7,821.55	2,247.87	6,200.00	3,869.42
Special Projects	169,026.63	400.00	16,316.06	153,110.57
Muni Equipment Reserve	780.00	0.00	0.00	780.00
Com Bldg Renovation	697.94	0.00	0.00	697.94
Totals	295,834.31	89,037.52	83,356.18	301,515.65

Outstanding Debt: \$5,700.00

I hereby certify that the above statement is correct.
M. Sue Long,
City Clerk

In Association With the Spine Surgery Program at Hays Medical Center...

Vivek Sharma, MD Spine Surgery

Hays Medical Center is pleased to announce the association of Vivek Sharma, MD with the Spine Surgery Program.

The Hays Medical Center Spine Surgery Program provides a complete range of services for the diagnosis, treatment and rehabilitation of patients with spine disorders, including the following:

- Cervical
- Kyphoplasty
- Thoracic decompression and fusion
- Lumbar spine
- Lumbar canal stenosis
- Inpatient rehabilitation services
- Outpatient rehabilitation through structured programs at The Center for Health Improvement
- Spinal injections
- Discography
- Thoraco-lumbar fracture stabilization



Medical School Training & Orthopaedic Surgery Residency
G.S. Medical College and K.E.M. Hospital Program, University of Mumbai, Mumbai, India

Clinical and Research Fellowships
Orthopaedic Spine Surgery: The Christ Hospital, Cincinnati Childrens Hospital, University of Cincinnati, Cincinnati
Orthopaedic Sports Medicine and Arthroscopy: Boston Children's Hospital, Harvard Medical School, Boston
Pediatric Orthopaedics: B.J. Wadia Hospital for Children, Mumbai, India, Cincinnati Childrens Hospital, University of Cincinnati, Cincinnati
Joint Reconstruction and Arthroplasty: University of Minnesota, Minneapolis

The Spine Surgery Program at Hays Medical Center offers Northwest Kansas patients with spine and back injuries the opportunity to receive experienced, highly qualified treatment close to home. Patients may be referred for consultation only, for care in partnership with their referring physician, or for complete management. Call 785-628-8221 or Toll Free 1-800-428-8221 for more information.



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