

Raising money



AT THE PHEASANTS FOREVER BANQUET on Friday, Dr. Richard May of Lawrence (above) talked with LaMoine Wolfram while looking at one of the raffle items.

The banquet served about 340 people, including many out-of-town hunters.

— Herald staff photo by Cynthia Haynes

Business group goes to small bucks

The Oberlin Business Alliance decided to make smaller denominations of Santa Bucks this year to help solve a change problem.

Kurt Vollertsen, owner of Ward Drug Store, said at the monthly meeting Nov. 3 at the LandMark Inn that the group has talked about the problem with change several times. The "bucks," distributed by the alliance and the Decatur County Area Chamber of Commerce, can be spent only with participating member merchants.

In the past, the group has made \$20 certificates, and then a shopper buys something for \$1 and wants \$19 back in cash. That bothers the sponsors because the cash could be spent out of town.

To reduce the complaints, the alliance approved only making \$10 "bills" this year.

Although there will be some of the same issues, said Mr. Vollertsen, it should be on a smaller scale.

Names of businesses where the Santa Bucks can be used are printed on the back. People can buy the Santa Bucks at the Chamber of Commerce office. They are used as gifts, contest prizes and to pay Christmas bonuses.

The alliance agreed to start its membership drive. Carolyn Hack-

ney, Chamber manager, will send out letters to businesses about the dues.

It costs \$75 for a business to join the alliance and \$25 for an individual. To join, a member must first join the chamber for \$50 for an individual, \$125 for a business and \$25 for clubs.

The alliance members agreed to cut 10 percent off the price for members that pay by the end of the year.

In other business, the alliance members:

- Talked about showing two free children's movies during the holiday season. Mr. Vollertsen said he talked to a theater board member, who suggested that the alliance buy or borrow a video disc and show that. The free movies would be shown Saturday afternoons, Dec. 11 and Dec. 18.

- Decided not to do a longest tail feather contest. Instead the alliance will purchase a \$50 gift certificate to Dale's Fish 'N' Fun and donate it to the Pheasants Forever Banquet to be given away.

- Discussed plans for a soup lunch from 11:30 a.m. to 1 p.m. on Saturday, Dec. 18, at the Golden Age Center.

Woman oversees newspaper circulation

Sheila Smith of Goodland has been named group circulation manager for Nor'West Newspapers, with responsibility for circulation operations and promotions for the entire eight-publication group.

Nor'West, based in Oberlin, publishes newspapers in Goodland, Colby, St. Francis, Bird City, Oberlin and Norton, plus free regional shoppers based in Goodland and Norton. Mrs. Smith will continue to work out of the Goodland office, where she has been office manager for *The Goodland Star-News* and Nor'West Press.

"Sheila has taken on more responsibility as the years go by," said Steve Haynes, president and co-owner of the firm. "With the

switch to a consolidated circulation database last year, she has been handling the subscription lists for all our newspapers.

"This promotion recognizes that, but she will have authority over transportation and distribution, working with office managers in the other towns, and an increasing role in circulation promotion and audience development."

The former Sheila Raye Hickson was born in Burlington, Colo., Sept. 19, 1957, and grew up on a farm five miles northeast of Kanorado. She went to grade school in Kanorado, then transferred to Goodland when Kanorado High School closed. She graduated with the Goodland High class of 1975, working at the Sherman Theatre and as a car hop and



Sheila Smith

cook at CB's Burger Bar.

She and Dave Lorin Henderson Smith Jr. married that fall, and son Kristopher Michael Smith was born the next spring. He married Dedra Robinson in 1997, and they have three sons, Rusty Robinson of Goodland and Ryan and Jared Robinson of Anchorage, Alaska. Great-grandson Jordin Alekzandir Robinson lives in Goodland.

Daughter Rachel Marie Smith was born in April 1979; she lives and works in Colby.

Sheila Smith had seasonal jobs at the former Kemp Sugar factory and helped run a bar in Goodland before joining the old *Goodland Daily News* in February 1991 as an inserter.

She became circulation manager in September 1993, keeping the subscription list and supervising a dozen or more carriers.

Steve and Cynthia Haynes bought the paper in January 1997, and in September 1998, Mrs. Smith became office manager, adding bookkeeping to her duties.

In June 2008, she took over circulation records of the *Colby Free Press*, then in May 2009 she added the circulation records of the St. Francis, Bird City, Norton and Oberlin papers. Bookkeeping was transferred to Oberlin.

"I am working on some promotions to help the newspapers gain readership," she said. "By gaining readership, we are keeping the communities better informed."

Newspaper joins social network

Come be our friend, or at least say you "like" us.

The Oberlin Herald went on Facebook, the popular social networking web site, on Tuesday, and already has more than 100 people following it.

The first post was last Wednesday morning when reporters responded to a fatal traffic crash south of Oberlin.

Later that day, photos and information about the American Red Cross blood drive at Decatur Community High School were posted.

On Thursday, Assistant Publisher Kimberly Davis posted photos and information from the Veterans Day

parade and activities.

On Friday, a fall sale and celebration at the Dresser and photos from the Pheasants Forever annual banquet went up.

"The staff of *The Herald* is dedicated to keeping our readers informed," said Publisher Cynthia Haynes. "With the page on Facebook, information can be put out faster."

"We will have more information and, in many cases, more photos in the paper about the events and happenings we put up on our Facebook page."

The Herald staff invites everyone to check out our page, put it on their

"like" list and comment on our posts, Mrs. Haynes said.

To sign up for the service, you need to be registered with Facebook. Then, search for "Oberlin." Click on the *Oberlin Herald*, and the page will come up. Click on "like," and *Herald* posts will appear on your own Facebook page, alerting you to the latest news.

"As we become more proficient with the site," Mrs. Haynes said, "we hope to do more fun and innovative things."

The *Herald's* page was set up with technical help from Haynes' daughter, who works for an Internet firm.

Workers needed to move alley

It's about time to move the bowling alley equipment from the former alley on U.S. 83 to the new location on Penn Avenue, and backers of the new recreation facility could use some help.

Greg Lohofener, with the Oberlin-Decatur County Economic Development Corp., said they need four to five volunteers each day starting Tuesday, Nov. 30, through

Friday, Dec. 3.

Volunteers will be unscrewing screws to detach the lanes and equipment from the former alley.

Mr. Lohofener said they will work from 9 a.m. to 5 p.m. or any of that time volunteers are available.

Then the afternoon of Monday, Dec. 6, or Tuesday, Dec. 7, said Mr. Lohofener, they need 10 to 12 people to help move the lanes to the

new center.

He asked that anyone who can help, call him at 475-3322 or Connie Grafel, marketing director for the group, at 475-2901.

As of Monday, the bowling alley project had \$104,900, which is \$45,100 short of the \$150,000 goal.

Beer tasting scheduled for December

The Oberlin-Decatur County Economic Development Corp. plans a beer-tasting fund raiser to raise money for the new bowling alley on Main Street.

Connie Grafel, marketing director for the group, said they will have

food, drinks and door prizes from 6:30 to 9 p.m. on Saturday, Dec. 6, at The Gateway. She said Tall Grass Brewery of Manhattan will have five beer varieties to sample.

The event will cost \$15 per person ahead of time or \$20 at the door.

Ms. Grafel said they will only sell advance tickets until Tuesday, Nov. 30. Anyone who's interested can call her at 475-2901 or Sid Metcalf at 475-2251.

Teens for Christ group needs a new van

The Oberlin Teens for Christ group needs a new van, and soon.

The group's 15-year-old Dodge Ram 3500 15-passenger van has around 147,000 miles on it, said Pastor Doug Mason. Sometimes something shorts out and the dash doesn't work.

Mr. Mason, who heads up the group, said he can be driving the van and the dash loses all power,

including the lights, speedometer and everything else. He pounds on it and it comes back on.

He said the van is used to haul kids to events, including the Pure Rock concert coming up in Norton on New Year's Day.

The teen group, he said, doesn't have any money to buy a new or newer used van. Pastor Mason said he's talked to a parent about helping

to raise some cash.

A 15-passenger van with some life left in it will cost \$10,000 to \$12,000, he said, adding that he has some information on a used one from Fort Hays State University for \$5,000, but it won't be around long.

Anyone who wants to donate money or possibly a van should call him at 475-2599.

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