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wblecke@waynetworks.org

Irene Fletcher
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ifletcher@waynetworks.org

Jessie Piper
Office Assistant
jpiper@waynetworks.org

A Good Time for Entrepreneurs

During these economic times who would ever consider starting his or her own business? Don't you need to wait until the consumer has the confidence to spend their disposable income? According to the experts in the field, right now is the perfect time to do just that - act on your entrepreneurial instincts!

Entrepreneurship = Recovery



There are opportunities out there, and now might just be the time to capitalize on them. Below is an article that peaked my interest, and I wanted to share it with you.

A good time for entrepreneurs
Friday, October 23, 2009

"Now is the most perfect time to think entrepreneurially and to start some sort of small business, because there are opportunities now," says a University of Nebraska-Lincoln Extension Educator. "We think doom and gloom because of the recession and negative media, but as we look back in history, some of the most powerful businesses have been created during recessions," says Connie Hancock,

extension educator for Cheyenne, Kimball and Banner counties.

Hancock advised potential entrepreneurs who have ideas to build on them now. They should "take advantage of the times" and move forward with their endeavors.

Hancock said that entrepreneurship is a big program for UNL extension. Starting at the local level with people who have innovative concepts, extension tries to help them take the next step. Extension helps them think about the feasibility of their ideas and what they would need to take those ideas into a commercial operation.

Extension programs help potential business owners to market their products and services, not only using traditional techniques, but also with online marketing. In today's environment, particularly in rural areas, entrepreneurs need to think about an online presence.

"We've got access to university faculty and to researchers and specialists," Hancock says. "We also have a variety of educational programming that we can bring to our communities."

She lists the Cooperative Development Center, the Food Processing Center and EDGE, which is a business planning class as resources.

"We are glad to come and work with community leaders to help them identify needs and to assist their entrepreneurs and we have a cafeteria of programs to meet the needs of particular communities."

She also cites a youth education component to help young people think about staying in their communities or coming back to their communities and starting businesses where they currently live.

UNL Extension is gearing up to provide a wide range of assistance to Nebraskans who wish to start their own businesses or expand the ones they've already started.

Source: www.drovers.com

If you or someone you know is looking at starting up a new business, please stop by the office to talk or give us a call. We will be able to give you some advice, but more importantly, we will be able to coordinate with others to get you the best available experts and resources to help make your dream become a reality!

Quote of the Month

*The leaves fall, the wind
blows, and the farm
country slowly changes
from the summer cottons
into its winter wools.*

Henry Beston
Northern Farm

For Rent:

307 Pearl Street

800 sq ft office space

Garry Poutre
402-375-4693

*Working to improve the
community of Wayne and
its surrounding area
through affordable housing
development.*

**Wayne Community Housing
Development Corporation**
108 W 3rd Street
Wayne NE 68787
wchdc@conpoint.com

A non-profit equal housing opportunity partner

**Wayne Area Economic
Development
Welcomes**

2009 New Members:

Sparkling Klean

George Phelps, CLU, ChFC

Q125 Veterans Program

The 43rd Army Band of the Nebraska National Guard will perform at the Wayne City Auditorium on Sunday November 15 at 2:00 p.m. The concert will include traditional marches and medleys performed by the 60 member Concert Band. This Q125 event is free and open to the public.

The 43rd Army Band is under the command of Chief Warrant Officer Brian Anderson. Local members include SPC Matt

Dregalla, band director for Pender Public Schools, and SPC Michael Sindt, band director for Pierce Public Schools.

The 43rd Army Band of the Nebraska Army National Guard, is one of the more colorful units in the State of Nebraska. Steeped in Nebraska military history, the 43rd Army Band indirectly dates back to 1884, when it was located in Lincoln, Nebraska and known as "Band, Second Regiment."

**Holiday Promotions**

The Holiday retail season will kick-off with the **Annual Customer Appreciation Day** on Friday, November 6th. The drawing for the \$250 Grand Prize will take place at 8 pm. The winner must be present in a participating member business to win.



\$750 in Chamber Bucks will be given away during the **Holiday Stamp Card Promotion** which also begins on November 6th. Weekly stamp card drawings for \$50 in Chamber Bucks will be held at the 10:00 am Chamber Coffee, beginning November 13th with a final drawing for one \$500 winner on Friday, December 18th. Double stamps will be given all day on November 6th, for Customer Appreciation Day and on November 27th, the day after Thanksgiving.

Friends of the Museum will hold their **Tour of Homes** fundraiser for the museum on November 20 and 21. Tickets are available in advance at the local banks or at the museum at the time of the event.

The Wayne Public Library will be hosting the **Second Annual Holiday Wreath Display & Silent Auction** beginning November 28 and running through December 7. November 13th is the closing date to enter a wreath. This is a great way to advertise your business, organization or club. Display wreaths should be dropped off at the Library by November 23. Call the library at 375-3135 if you have questions.

The **Community Tree Lighting Ceremony**, scheduled for Sunday, November 29 at 5:30 pm at the corner of 7th and Main will be followed by **Singsperation** at 6:30 pm at First Presbyterian Church.

Country Classics 4-H Club has organized **Fantasy Forest** to be held on December 3 and 4 at the City Auditorium. A registration form is included in this newsletter. Contact Jill Belt at 375-2940 for more information. This is another great opportunity to showcase your business or solicit donations for your favorite charity. Fantasy Forest will be the host site for Chamber Coffee on December 4 with entertainment by the elementary students under the direction of Monica Jensen.

The **Rotary Soup and Pie Supper and St. Mary's Bake Sale** will be held on Thursday evening, December 3 in the Auditorium.

The **Annual Parade of Lights** will take place on Thursday, December 10 at 7 pm. The parade traditionally runs on Main Street downtown from First to Sixth Street disbanding north of the Ameritas parking lot. Businesses, organizations and individuals are encouraged to create entries lighted in a festive manner. Walkers and youth are welcome to participate in this short parade route that concludes with visits with Santa Claus for area children.

The Q125 Committee is sponsoring an **Outdoor Residential Holiday Decorating Contest**. All homes within the Wayne city limits are welcome to participate. Prize money of \$125 will be awarded to one winner in each of three categories: Religious, Nostalgic, and Martha Stewart Would Be Proud. Homeowners may submit an entry or be nominated by an admirer by Monday, December 14. Entry forms are available at the WAED office.

Supercharging Your Holiday Sales

Many businesses rely on the holiday season to provide a major portion of their annual revenues. Michael O’Conner, of O’Conner Group Marketing will present “Supercharging Your Holiday Sales” on Tuesday, November 10 from 8:30-11:30 am at the Lifelong Learning Center on the Northeast Community College Campus. This program shows you a variety of simple, inexpensive ways to help increase those critical sales. Along with that, the program is packed with useful information on promotions, advertising, and creating effective copy. This powerful presentation will tune up your marketing efforts for the upcoming retail season. Owners, managers, and front line staff can all benefit from this program. The cost to attend is \$39 and registration forms are available from the Chamber and Economic Development Office.

For those who are unable to participate in this seminar, we offer these suggestions from Heritage Nebraska/Nebraska Main Street:

*Train and coach your staff! If your staff, including seasonal help is not well trained and coached, you are losing sales.

*Attempt to add on to every sale. Pick an item with high margins and universal appeal. Ask every single customer if they would like one.

*Display impulse items all over the store. Think stocking stuffers.

*Sell up. ‘Tis the season to be generous, so always feature your better quality merchandise.

*Mark down slow moving merchandise on time. It’s easier to sell slow movers at 20% off in December than 50% off in January.

*Increase your store hours.

*Decorate your store and the bigger, the better. Get in the holiday spirit and your customers will, too.

*Make shopping fun. Fun sells, especially during the holidays. Create your own events and contests. Participate in community retail promotions.

*Collect names and addresses. Knowing who your customers are allows you to contact and sell to them during the rest of the year.

*Take care of yourself. Eat well, drink lots of water and get as much sleep as you can. Wear good shoes! Staying healthy and physically strong is a challenge this time of year.

For more tips go to <http://retailmasterysystem.com/blog/?p=11>

Unemployment Rates Decline in Wayne County

Nebraska, South Dakota and North Dakota are the only states that unemployment is under 5%, nearly half of the national average. Nebraska (as of Oct 21, 2009 from the State’s Department of Labor)

closed the third quarter at a statewide unemployment average of 4.6% (down from 4.8% in August and 5.1% in July). Wayne County at that same moment in time held a 3.8% unemployment rate (down

from 4.1% in August and 4.8% in July). For more information concerning these rates and other information from the Department of Labor, visit www.dol.nebraska.gov.

Wayne Young Professionals Group to Host Event



The Wayne Young Professionals Group (WYPG) will host a social and networking event on Friday, November 20 from 5 pm to 7 pm in the back room of the Max. This event is open to anyone! The WYPG targets people in their 20s to 40s wanting to socialize, to network and to attract young professionals to the Wayne area (and to retain those currently living and

working here). The WYPG wants to make Wayne a better place to live, work and play! If you are unable to attend on the 20th but are interested in knowing more about the group and want to be on an email group list, talk to Wes Blecke at wblecke@waynetworks.org or call the WAED office at 375-2240.

Also, the Wayne Young Professionals Group has entered the modern era: the group has a Facebook page! To become a “fan” of the group simply search the group name on your personal Facebook page. If you would like assistance with setting up your personal Facebook page, contact the WAED office.

2009 Marketing Committee

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Nancy Braden

Cindy Brummond

Lindsi Frahm
Youth Representative

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Randy Pederson

Heather Reinhardt

Melissa Urbanec

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Chair

Jason Barelman

Nancy Braden

Chadd Frideres

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Jeryl Nelson

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Staci Jensen

Lowell Johnson

Ken Kwapnioski

David Ley

Ken Liska

Todd Luedeke

Jeff Morlok

Ray Nelson

Dave Olson

Jennifer Phelps

Corby Schweers

Lois Shelton

Kelvin Wurdeman

Wayne Businesses Continue to Invest; Remember to Invest in Them!

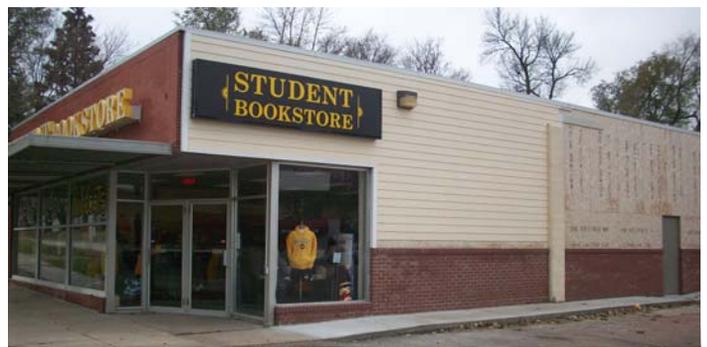
Wayne businesses continue to make investments in Wayne. Just last week (last week of October) many projects could be seen progressing in the heart of downtown as well as on the north end of Main Street and East 10th Street. Painting, awnings, windows, siding, and more! Simply put, business and property owners in Wayne continue to invest in their future. Many areas around the country are not so fortunate.

Now it is our turn as consumers to invest in these same local businesses. How do we do that? We support them. We turn to them for our needs, especially as many of

us gear up for the holiday season. Isn't it nice to know the person from whom you are buying? Don't you put more confidence in their opinion than a complete stranger someplace else? And then to sit next to that same person and talk to them at

your child's sporting event or band concert makes the shopping experience so much more rewarding. Hometown feel with hometown investment. Wayne Works...in so many different ways!

Below: Nebraska Bookstore (BBL Enterprise – Lou Benscoter)



Above: Nana's This & That (Cap and Nana Peterson)



Above: US Cellular (Rollie and Julie Rother)

Below: Peterson Therapy Services (Diane Peterson)



At left: The Hair Studio (Pierson Hair Studio LLC—Tracy Pierson)

Wingin' It For 30 Years

The Chicken Show committee continues to meet each month under the direction of Chair Nancy Johnson and co-chair Lisa Niemann. At the October meeting, the committee reviewed the ideas that were submitted for the theme of the 2010 Chicken Show. *Wingin' It For 30 Years*, submitted by Roberta Carman was selected as the theme. In addition, the

committee decided to include a "green" component to the theme and the show in general to incorporate more recycling aspects. The committee is now looking for artwork that incorporates the theme to use on the t-shirts and other promotional materials. Artwork should be submitted to the WAED office prior to the next meeting on November 9 at 5:30

in the South Meeting Room of the City Auditorium.

The committee is also reviewing entertainment suggestions for Friday evening, Saturday noon, and to open the Street Dance. Future agenda items include recruiting event sponsorships, selecting clucktibles, and filling the other committee vacancies.

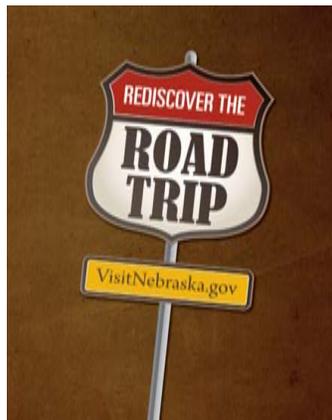
Tourism Conference Held in Norfolk

The Nebraska Department of Economic Development Travel and Tourism hosted the state travel conference at the Divots Conference Center in Norfolk on October 20, 21, and 22.

Keynote speaker, Roger Brooks from Destination Development International delivered a lively presentation, *The New Age of Tourism: Is It Working for You?* He shared how tourism has changed and important new information we need to know about tourism today.

Brooks stated that the number one reason for travel is to visit friends and family and 80% of travel dollars are spent on shopping, dining, and entertainment in a pedestrian friendly setting. While 75% of all U.S. households have Internet access, 94% of those folks use the web to decide where to go, and in their travel planning efforts. The peak travel months for empty nesters are April, May, September, and October and 70% of all regional trips are planned less than three weeks before departure. The top boomer travel trends include culinary tourism, artists in action, garden tours and arboretums, experiential based activities (cushy adventures), and genealogy.

Professionals in the tourism industry presented breakout sessions on the topics of marketing, customer service, green travel, media, festivals, and social networking. The conference agenda also included membership meetings of the Nebraska Travel Association, Nebraska Association of Bed and Breakfasts, Nebraska Byways, and Nebraska Association of Convention and Visitors Bureau. Various service providers and merchants displayed their products throughout the show.



Rediscover the Road Trip was introduced as the new Nebraska Department of Travel and Tourism Marketing Campaign. A series of ads were developed to showcase our state

and tie childhood vacation memories with current events and attractions.

The conference concluded with the Annual Awards Banquet where Lieutenant Gov. Rick Sheehy announced the winners of the 2009 Nebraska Travel Industry awards. "Each nominee honored truly loves Nebraska and wants to see the state's tourism industry succeed and flourish," Lt. Gov. Sheehy said. "They have shown that they enjoy being from Nebraska and working hard to make this state a tourist destination."

The Nebraska Travel and Tourism Division website: www.visitNebraska.org is full of information for the traveler including a calendar of events, guides and maps, and kid's activity pages. You can sign up for an electronic newsletter sent bimonthly during the travel season and monthly during the rest of the year featuring things to see and do around the state.

Information for the tourism industry is available by clicking on the Industry tab. Here you will find lodging tax reports, information handouts and presentations from the travel conference, and guides to agri- and eco-tourism.

2009 Revitalize Wayne Committee

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Lowell Heggemeyer

Lowell Johnson

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Nana Peterson

Lois Shelton

Diane Vovos

Craig Walling

Reggie Yates

The National Trust Main Street Center's mission is to empower people, organizations, and communities to achieve ongoing downtown and neighborhood district revitalization based upon the principles of self-determination, resource conservation, and incremental transformation represented through the comprehensive

Main Street Four-Point Approach™.



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Council Members:

Dale Alexander (W 2)

Kathy Berry (W 2)

Ken Chamberlain (W 4)

Brian Frevert (W 3)

Jon Haase (W 4)

Kaki Ley (W 3)

Jim Van Delden (W 1)

City Administrator:

Lowell Johnson



County Officials

Commissioners:

Dean Burbach (D 2)

Jim Rabe (D 3)

Kelvin Wurdeman (D 1)

Your Energy Costs Are Up To You!

By: Mayor Lois Shelton

A recent article in the Sept/ Oct 2009 issue of Journal of Soil & Water brought ideas about electric power and the future into a very concise format for consideration by farmers and others in the agricultural industry. The ideas are just as applicable to other businesses and residential customers.

Amelia Gulkis uses an Energy Pyramid, developed by EnSave, to illustrate how consumers should be evaluating their power use and where that power comes from. The pyramid has six levels with an Energy Analysis as the broad base from which to plan your strategy for

spending your energy dollars wisely. From there it moves up to Conservation, Efficiency, Time-of-use Management and finally Renewable Energy Production.

NPPD has been encouraging this process for some time and offers assistance in performing the base analysis. Several businesses in town have used this service and found that simple things like changing light fixtures can save hundreds of dollars each year. Wayne State College has gone even further to increase efficiency and be more aware of time-of-use practices resulting in savings of approxi-

mately \$100,000/year.

These are the types of things that we want our tax-supported entities to do but each individual homeowner should be doing the same. It may not seem like the power use in a small home could make a difference but each kilowatt saved adds to the one from next door and becomes a savings that reduces the need for expensive new energy sources, whether renewable or not. Start your energy analysis today, both at work and at home, to help keep use and cost lower.

Compact Fluorescent Bulbs Available

Northeast Nebraska Public Power plans to provide a quantity of 13 watt Compact Fluorescent Bulbs to approved non-profit community organizations. NeNPPD encourages applicants to sell, raffle, auction, or in some other way attempt to raise funds for their organization with the CFLs.

To qualify for free CFLs, the applicant organization must be a community based organization for the betterment of the people or communities in which they function, have an established event and established date at which the CFLs will be distributed, and make a good faith effort to put the CFLs into the

hands of the public in a reasonable time frame. If your organization is interested in the Donated Compact Fluorescent Bulb program, application forms are available at the WAED office or the NeNPPD office in Wayne. Groups can also fill out this form electronically at www.nnppd.com.

Flu Advice

Northeast Nebraska Public Health Department Advises:

Workers should be alert to any signs of fever and other signs of influenza-like illness before reporting to work each day, and stay home if they are ill. Employees who are ill should not travel while they are ill.

CDC recommends that employees with influenza-like illness remain at home until at least 24 hours after they are free of fever (100F or greater) or signs of a fever, without the use of fever reducing medications. Expect sick employ-

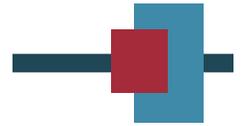
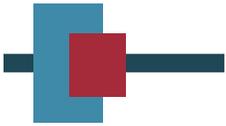
ees to be out for about 3-5 days in most cases, even if antiviral medications are used.

Ensure that your sick leave policies are flexible and consistent with public health guidance and that employees are well aware of these policies. Do not require a doctor's note for workers who are ill with influenza-like illness to validate their illness or to return to work, as doctor's offices and medical facilities may be extremely busy and may not be able to provide such documentation in a timely way.

Employees who are well but have an

ill family member at home with influenza can go to work as usual. However, these employees should monitor their health every day, and stay home if they become ill. Employers should maintain flexible policies that permit employees to stay home to care for an ill family member. Employers should be aware that more workers may need to stay at home to care for ill children or other ill family members than is usual.

For more information, go to <http://pandemicflu.gov/professional/business/guidance.html>



November 2009

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1	2	3 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	4 8 am Marketing Committee @ SMR	5 9am-3pm Leadership Wayne @ Fire Hall	6 9:30 am Ribbon Cutting at QFC Chamber Coffee @ Wayne Auto Parts Celebrating 40 Years in the business Customer Appreciation and Double Stamp Card Day	7
8	9 5:30pm Chicken Show @ SMR	10 8:00 am Revitalize Wayne Committee @ SMR	11 8am Organization Committee @ SMR	12 7:30 am WAED Exec Board @ WAED Office 12:00 pm Business & Industries Committee Retreat @ FNB 3 pm All Committees' Meeting @ FNB 5:30pm Sales Tax Advisory Committee @ SMR	13 10am Chamber Coffee @ Wayne State College for Smart Money Week 5-7 pm BAH Chili/Salsa Cook Off @ the Max	14
15 2 pm Q125 Veteran's Program @ Wayne Auditorium 	16	17 9am Wayne County Commissioners @ Courthouse 5:30 pm City Council Meeting @ City Hall	18	19 7am WAED Board @ SMR	20 10am Chamber Coffee @ Pamida 5 to 7 pm Young Professionals Group Event @ the Max 7 pm Ducks Unlimited Banquet @ the Armory <i>County Museum Tour of Homes</i>	21
22	23 Newsletter articles due	24 8:00 am Revitalize Wayne Committee @ SMR	25	26 	27 OFFICE CLOSED Double Stamp Card Day	28
29 5:30 pm Community Tree Lighting @ 7th & Main 6:30 pm Sing-speration @ Presbyterian Church	30					



Economic Development
Chamber ■ Main Street

108 West 3rd Street
P.O. Box 275
Wayne, NE 68787



US PRSRT STD
POSTAGE
PAID
WAYNE NE
PERMIT 18

Our mission is to provide a focused and integrated economic development effort for the greater community on behalf of all of its residents.



Q125 VETERANS PROGRAM

43rd Army Band
of the Nebraska National Guard

Sunday, November 15

2 p.m.

Wayne City Auditorium

Free and Open to the Public