

February 19, 2008



## *Board of Directors Wamego's 4th of July Celebration Will Be A Blast!*

- Michele Jacobs—President
- Michael Malin—Vice Pres.
- Susan Symons—Treasurer
- Nancy O'Donnell—Past Pres
- Steve Peddicord
- Dave Karnowski
- Charley Tucker
- Chris Hupe
- Ken Werner
- Lanny Bosse
- Cheri Pugh
- T-Shane Roberts
- Chad Bunger—Director

Things are shaping up to make Wamego's 4th of July celebration one of the best yet!

Wamego's tradition will stand as all of the Independence Day festivities will be on July 4th.

The fun kicks off with the Walter P. Chrysler Car Show at 9:00 am with over 100 classic and show cars on display at the Wamego City Park. There will also be remote control car races starting at 10:00 am. This fun competition is open to all ages and levels of ability.

People had so much fun last year with the parade being scheduled in the evening, that we will do it again. The longest running and largest parade in the state is scheduled to step off at 6:00 pm down Lincoln Ave. The parade entry is free

of charge for single floats and groups. The free entry forms are on our website at [www.wamegochamber.com](http://www.wamegochamber.com) or call the Chamber/Mainstreet office at 785-456-7849 to have one mailed to you.

The celebration will be capped off with the real jewel in Wamego's crown, the Fireworks Display, beginning at 10:00 pm. The largest hand-fired fire works display in the United States will blow your mind with over 10,000 shells fired in 30 minutes. That is about 350 explosions per minute!

This amazing aerial display is funding completely by businesses and community donations. "Donor Seating" will be offered to those generous



contributors as a thank you for helping this event continue. This reserved section gives an interesting and intense perspective of the display. Contributions can be sent to the Wamego Chamber of Commerce/Mainstreet Office at PO Box 34, Wamego, KS 66547.

Ottaway Amusement Co. will also be in town June 30—July 4th. Wrist band night will be July 30 & July 1st from 6:00—10:00 pm.

Effective people are not problem-minded; they're opportunity minded. They feed opportunities and starve problems.

- Stephen R. Covey

## *As The Temperature Rises, Find Ways To Lower Your Energy Bills*

With the summer's heat on its way, I thought we should address building energy conservation once again.

The process to make our buildings energy efficient is not particularly costly, but it does require a commitment to identify and solve some problems.

Older buildings, particularly in our downtown districts have some basic

characteristics that help save energy, such as having little of the building being exposed due to close neighbors and using masonry for construction materials, which is good insulation.

However, many buildings develop problems over time that waste a lot of energy. These culprits are windows and doors that leak air and old heating and

cooling systems that are inefficient and outdated.

Some easy fix-ups are to repair any broken glass or doors and to weather-strip all windows and door openings.

An awning or canopy can also be used to cool your storefront in the summers.

Stay cool this summer!

## Get The Official Wamego 4th of July T-shirts

Be one of the first to get the official Wamego 4th of July T-shirt or tank tops at your business.

The Wamego Chamber of Commerce/Mainstreet and the Promotions Committee will be selling these great looking T-shirts and tank tops to raise money for future promotional activities.

The Wamego 4th of July shirts

proudly displays our new logo, pictured to the right as well as your support of our wonderful community and our events.

Enclosed in this newsletter is the pre-order form to ensure that you will have the latest "Wamego Fashion" this 4th of July. Shirts are \$10.00 plus tax and you can drop off your order form and check at the Chamber/Mainstreet office.



You will also be able to purchase these shirts at deLacey's Lane, Lincoln Perk, and Vanderbilts.

## Community Block Parties Are Set For June 11-12

When was the last time you and your neighbors got together for some family fun?

The Community Life Committee has been busy bringing neighbors closer together by coordinating a Community Block Party. The party is scheduled for the weekend of June 11th.

The Community Life Committee has been working with the City of Wamego to coordinate

street closures and traffic flow to allow neighborhoods the freedom to throw great block parties and still have traffic and emergency access.

Basically, the committee has handled the tough part, you and your neighbors just need to get together and decide what to cook!

Would you like a theme for your block party? Do you need some creative assistance

on a theme or party idea? Give the Chamber/Mainstreet a call at 785-456-7849 for some ideas!

If you would like to host a block party, please call the city offices at 456-9119 to coordinate with their traffic plans.

We want to help create a long lasting tradition for you, your family, neighbors and Wamego.

**Get your neighbors together for the Community Block Parties, the weekend of June 11th!**

## Construction Barrel Contest Set for July

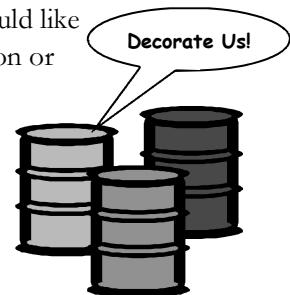
Kansas City has the decorated cows, Wamego will have the decorated construction barrels!

The Wamego Chamber of Commerce/Mainstreet's committees has had one goal during this construction period in Wamego and that is to have fun while promoting our business community.

The Community Life Committee has

certainly met that goal by creating a Construction Barrel Decoration Contest. Businesses or organizations are encouraged to decorate a barrel for display in July. It is our hope to develop "Avenues of Barrels" which can be promoted and draw many on-lookers to our business districts.

Barrels will be supplied by the Chamber/Mainstreet for decoration. If you would like more information or would like to reserve a barrel please give Chad a call at 785-456-7849.



## *Use A Different Differentiator*

I was reading a newspaper article about a 30 store regional small department store chain that had been having some problems over the last 5-10 years. This chain has been losing money, having layoffs, demoting buyers to store managers, and consistently losing market share to Wal-Mart.

So the owners took action and hired a new president. His job was to reinvent the company and make them bigger and better than ever before. So far so good, but I began to question this new leader's vision when I read about his plans.

He based the new initiatives on two differentiators that would be the foundation for the transformation. Here is the plan. First, they would only carry major name brand merchandise and sell it at the lowest price regardless of costs. They would become the price leader. I can just see the merchants in Bentonville, Arkansas from Wal-Mart licking their chops, like a lion ready to pounce on a defenseless deer.

Don't they understand that Wal-Mart can take a brand name and sell it below their costs until the competition stops carrying it? This chain was big but pales to the size of a Wal-Mart and certainly hasn't perfected distribution the way Wal-Mart does it. Beside all of that, the customer will never

believe that a smaller store is cheaper than Wal-Mart-- even if it is true. That's what I call swimming up stream.

This company would be much better served by offering a different alternative, a different niche, or focus. Develop new specialties where the margins are better and customers believe you are truly the leader, not just a second-rate carbon copy. Think about how Target competes with Wal-Mart. Yes, they are price competitive but you shop at a Target because there is a different feeling and experience. Target made "cheap chic" cool.

It's time we build our own brand that differentiates us as opposed to trying to ride the coat tails of a manufacturer's brand. Yes, it's tempting and much easier but it is far better to have a customer shop your store because of you, not just the brands you carry and the low prices. If you are just transferring your customer loyalty to price and brands and not the store, your customers will disappear when another store has the same brand for less. Do you shop the Limited Stores because of the name brands they carry? NO!

The second differentiator was, in my opinion, even worse. This new corporate leader made a statement that is

sure to haunt him all the days of his retail life. He said, "We plan on delivering superior department store level customer service that will be the cornerstone of the new company." What am I missing? When did department stores develop the reputation for superior customer service with perhaps Nordstrom's being the exception? Usually I am hard pressed to find anyone to take my money.

All of the plans might work but the problem I have is that they aren't really believable. Yes, there are some companies that provide excellent service with low prices but those are the companies that have recreated the concept of service. Jet Blue is a great example. They do what they do very well but it's not the service level of a first class cabin on a major carrier to Europe.

The message: Be believable and make the exciting difference the difference. Be original and unique because that is where word of mouth advertising all begins.

For more information on retail expert Rick Segel, please visit [www.ricksegel.com](http://www.ricksegel.com).



## *Nominations Are Due For Citizen Of The Year*

Who is Mr. or Mrs. Wamego? Whose actions show a complete commitment to making Wamego a better place to live, work and play? Who has made the biggest impact on Wamego is 2004—2005?

The Wamego Chamber of Commerce would like to have your nomination for Wamego's Citizen of the Year to answer these questions.

Nominations forms can be downloaded on the Wamego Chamber/Mainstreet website at [www.wamegochamber.com](http://www.wamegochamber.com) and are due on June 17th.

The Citizen of the Year will be voted on June 20th at the monthly General Meeting.

The Citizen of the Year will be honored at the 4th of July Parade as the Grand Marshall to lead the floats down Lincoln Ave.

Please email or drop off your completed nominations at the Wamego Chamber of Commerce/Mainstreet office.

## Wamego Chamber of Commerce/Mainstreet

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Wamego, KS 66547

Phone: 785-456-7849

Fax: 785-456-2016

E-mail: [wchamber@kansas.net](mailto:wchamber@kansas.net)

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We're on the Web

[www.WamegoChamber.com](http://www.WamegoChamber.com)

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## *A BIG Welcome to New Members*

Please help the Ambassadors welcome 4 new members into the Wamego Chamber of Commerce/Mainstreet.

### **Butler Roofing**

Give Bruce at Butler Roofing a call if you have a "hole in your roof or a whole new roof, they'll nail quality down!"

406 Miller Drive  
Wamego, KS  
785-456-1496  
[www.butlerroofs.com](http://www.butlerroofs.com)

### **Toto's Tacoz**

Colleen & Craig Lord will be opening Toto's Tacoz, a Mexican To Go restaurant in downtown Wamego soon!

517 Lincoln Ave  
Wamego, KS  
785-456-8090

### **First Baptist Church**

Visit Pastor Jim Kiker at the First Baptist Church in Wamego at 1911 Grandview Dr.—Wamego, KS  
785-456-7396.

Also welcome **David and Patricia Frey**, new civic members to the Wamego Chamber/Mainstreet.

## *Wamego To Participate In BREES Program*

Wamego, along with the rest of Pottawatomie County, will be participating in the Kansas Department of Commerce's BREES Program.

BREES stand for Business Retention and Expansion E-Survey, and is a volunteer driven visitation program designed to learn more about businesses and their needs to stay competitive and expand.

With help from the Department of Commerce Wamego volunteers will interview a cross section of Wamego's business community so a better understanding is gained of the needs and

issues they are facing. From this survey process, strategies and programs will be created to address the issues that are facing our business people.

To have a successful BREES program, volunteers will be sought out to adequately interview our business community.

If you would like more information on volunteering for this program, please contact the Wamego Chamber of Commerce/Mainstreet at 785-456-7849 or by email at [wchamber@kansas.net](mailto:wchamber@kansas.net)

