



The Wamego Outlook

NOVEMBER 2010

POINTS OF INTEREST

November's general meeting will begin at 11:45 a.m. Monday, November 15, at the Columbian Theatre.

Merl Page, Wamego City Manager will update the chamber membership on issues Wamego is currently facing.

Lunch will be catered by Gambino's.

To RSVP, please contact the Chamber at (785) 456-7849, or at wchamber@wamego.net.

DIAMOND MEMBERS

Caterpillar

City of Wamego

Cotton O'Neil Clinic

First National Bank of Wamego

KanEquip

Kaw Valley State Bank

Landmark National Bank

Midwest Concrete Materials

Wamego City Hospital

Wamego Telecommunications

A Kansas Prairie Christmas Parade & City Park Lighting

Wamego residents and visitors alike turned out in droves for this year's lighted Christmas parade on November 27. The theme was "A Kansas Prairie Christmas" in recognition of the upcoming sesquicentennial of Kansas' statehood.

Parade participants included six floats, several tractors, a limo, a gator, an SUV, a train, two fire trucks, and even a horse!

Entrants proceeded down Lincoln Avenue, which was lined by hundreds of people standing along the street and in the intersections. Banners were given to each winner of the four categories:

1. Spectacular Sparkles Award—An entry featuring an outstanding display of illumination: To KanEquip, with their lighted combine.
2. Elfin Magic Award—An outstanding entry featuring children: To Bates Dance Studio, with their many dancers.
3. Glory of the Angels Award—An outstanding entry illustrating a religious theme: To First Baptist, with their manger scene.
4. Knock Your Stockings Off Award—An outstanding entry illustrating the overall parade theme: To Kaw Valley State Bank, with their lighted covered wagon.



Following the parade, everyone was invited to stroll over to City Park to enjoy the annual park lighting ceremony, hot chocolate and cookies at the Wamego Historical Museum, and a chance to visit Santa at the school house in City Park.

As always, Santa Claus finished the parade driving an antique tractor and pulling a wagon loaded with children. It was fun for all ages to see the lights and hard work the participants put into their entries.

Gingerbread House Reminder

The Chamber would like to see your creativity put to the test with this year's gingerbread house contest. Bring your completed gingerbread house to the Wamego Public Library on December 9 for display until December 20. There will be a people's choice award given for the most inspiring house and \$25 in Chamber Bucks to the winner.

Upcoming Santa Visits

Come see Santa and Mrs. Claus in the Wamego Historical Museum school house in City Park from 10:00 am to 1:00 pm on Saturday, December 4 and 11, and from 6:00 to 8:00 pm on Thursday, December 16. You're welcome to bring your own camera to capture the delight on your children's faces.

Business Information

It is important to us that we know the ins and outs of each of our membership's businesses.

We would like to invite our membership to send us a short, informational piece that best describes the products provided or areas of service for your business.

Please limit your descriptions to two sentences. Descriptions will be utilized throughout Chamber publications.

For more information, please contact the Chamber at (785) 456-7849, or at wchamber@wamego.net.

Holiday Open House



Photo by Mary Lyn Barnett

As part of the Christmas festivities on November 27, the Chamber asked local businesses to participate in a Holiday Open House before and after the Christmas Parade.

From 5-7 pm that evening, 13 businesses opened their decorated doors to share refreshments and the holiday spirit with the community, including Barleycorn's, Berner Jewelry, Celebrations, Columbian Theatre, Flower Mill, Juli's on Lincoln, New York Fashion Exchange, OZ Museum, Oz Winery, Toto's Taco, Vanderbilt's, Vin Vivante Winery, Wamego Drug Store and the Wamego Historical Museum.

Congratulations to Donna Carley of Wamego, winner of the Holiday Open House prize drawing of \$50 in Chamber Bucks!

Christmas Parade Winners



Photo by Mary Lyn Barnett



Photo by Mary Lyn Barnett

CLOCKWISE FROM LEFT: Kaw Valley State Bank, Bates Dance Studio, First Baptist Church, and KanEquip with their Christmas Parade winning float entries.



Photo by Mary Lyn Barnett



Photo by Mary Lyn Barnett

Chamber Board 2010

Chamber President Dwight Faulkner, First National Bank; Chamber Vice President Jody Price, Kaw Valley State Bank; Treasurer Heidi Rice, Civic Member; Past-President Scott Kohl, Highland Community College; Doug Conwell, USD 320; Chris Hupe, RW Milling; Kim Kohler, Landmark National Bank; Mike Morton, Bluestem Electric; Mark Portell, The Wamego Times; Bart Stewart, Stewart Funeral Home; Barbara Torrey, ERA The Conderman Group; Becky Wassom, Civic Member; Lance White, First National Bank.

Letter from the Executive Director

Christmas comes early in Wamego! That was what I certainly found out this month. There is an incredible tradition with the lighted Christmas parade, City Park Lighting Ceremony, and Santa visits in the park.

It is inspiring to know that businesses want to put together floats and participate in a parade during their Thanksgiving weekend time off.

Meeting in the very dark parking lot to prepare for the parade got us off to a humorous start as even our committee members couldn't find each other standing 30 feet apart! Fortunately with cell phones and flashlights we were able to get it started and

it was extremely gratifying to see all the people lining the street downtown.

After the procession, it was time to see what the Wamego Parks Department had put together. It was awe inspiring to view the tremendous, very professional display that illuminates the entire park.

Finally, and not in the least, were all the families lined up for the free Santa visits. Imagine FREE Santa visits. The charming setting of the Wamego Historical Museum School House and the masterly performance of Mr. and Mrs. Santa Claus (Gary & Bunny McCloud) delighted children and parents alike. Perfect!



Mary Lyn Barnett,
Executive Director for the Wamego
Chamber of Commerce / Mainstreet

*"If you'd like to
come by and see
me—I'm here
9 a.m. to 3 p.m.,
Monday - Friday.
See you soon!"*

Design That Sells: WTC Hosts Chamber Design Committee & Webinar

Main Street Trainings are conducted quarterly for the Kansas Main Street Communities.

On November 18, Wamego Telecommunications hosted a webinar given by Todd Barman, Program Officer with the National Trust Main Street Center.

Barman, who has been with the center since 2006, has more than 12 years of firsthand-experience teaching all four points of the Main Street approach. He also has a degree in landscape architecture.

Barman spoke on "Design that Sells." One of his main topics highlighted the financial arguments for historic preservation, in that maintaining historic buildings:

- 1) Prevents unnecessary future repairs
- 2) Allows for the investment to appreciate over time;
- 3) Prevents new buildings from being built unnecessarily
- 4) Increases the lifespan of the buildings we have.

This helps to conserve resources so that they are not wasted when a building is torn down.

Historic designation improves property values, and one of the most profitable

aspects of this is that heritage attracts tourists. It has been proven that there can be a huge economic impact on sales with physical improvements to a historic building.

Condition affects perception of business quality. Businesses get in trouble when the message being delivered by the building is different from the customer focus the business is trying to achieve.

A great idea is to take pictures of your business both during the day and at night, inside and outside. This is a good way to see how others perceive your business.

Barman also spoke about the interior spaces of buildings.

Good retail design can bring sales and profit improvement, affects operating efficiency, enhances staff recruitment and motivation, differentiates your business from your neighbor, and most importantly, enhances your customer experiences and loyalty.

Ways to accomplish updates to your interior finishes include lighting, temperature, movement, layout, smell, colors, textures, sound/music, and even the customers themselves.

Don't forget that interior display also encompasses window displays!



An average shopper walking by your window will pass it in eight seconds, and a driving motorist in one second. That makes it vitally important to create some "wow," to draw in customers:

- 1) Keep it simple
- 2) Use proper lighting
- 3) Theme it with color, props, back, and front height variations and even movement
- 4) Use all the space
- 5) Change displays often
- 6) Keep it clean

If you would like assistance or a opportunity to talk with the design committee on ideas/suggestions please contact the Chamber office at (785) 456-7849, or at wchamber@wamego.net to set up an appointment.



Small town. BIG experience.

Wamego Chamber of Commerce / Mainstreet

Mary Lyn Barnett, Executive Director

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Mission Statement

“To promote the business community, benefit members, and strengthen the community of Wamego through networking, promotion, economic development, and by serving as a resource from which ideas, energy, and finances can be drawn.”

Visit us on the web at www.WamegoChamber.com

Thank You to our Chamber Membership 2010

Diamond Members

Caterpillar Work Tools
City of Wamego
Cotton-O'Neil-Wamego
First National Bank of Wamego
KanEquip, Inc.
Kaw Valley State Bank
Landmark National Bank
Midwest Concrete Materials
Wamego City Hospital
Wamego Telecommunications

Gold Members

Audio Junction, The
Bennington State Bank
Briggs Super Center
CR's Tire & Muffler
Construction Inc.
Dick Edwards Ford Lincoln Mercury, Inc.
Dyer's IGA
Ebert Construction Co., Inc.
Imagemakers Inc.
Kansas State Bank
KBS Constructors, Inc.
Pott. Co. Economic Development Corp.
Reese & Novelly, PA
R-Tech Tool & Machine, Inc.
Short Stop #8
Stewart Funeral Home
Tri-County Waste
USD 320
Vanderbilt's
Wamego Inn & Suites
Wamego Self Storage

Silver Members

Bluestem Electric Coop, Inc.
Campanella-Evans Mortuary
Concordia Tractor Inc.
Farm Bureau Financial Services

Higgins Stone Co.
Kansas Gas Service
Lichtenhan ACE Hardware
McDonald's
McPeak & Pugh Real Estate
McPeak, Dr. Gail
McQuillen, John D., DDS, PA
Mid-America Office Supplies
Platinum Broadcasting
Prairiewood Retreat & Preserve
PRN Home Health & Hospice
Smoke Signal
Superior Roofing, Inc.
T2 Wireless
Trust Company of Manhattan
Varney & Associates, CPA's, LLC
Vintage Park
Vision Source! - Wamego
Wamego Dental Center
Wamego Times

Bronze Members

AMI Plumbing, Heating & Cooling
Alternative Healthcare Center
Area Wide Electric, Inc.
Auto Body Unlimited, Inc.
Auto Clinic
Bankers Life
Bernier Jewelry
Black Jack Hills
Body Works Massage Therapy
Bowman Bowman Novick Inc.
Brown Chevrolet Buick, Inc.
Butler Plumbing & Heating, Inc.
Carnahan & Associates Real Estate Celebrations
Century Business Systems
Chrest Construction & Remodeling, LLC
Clutter Proz
Copeland Insurance

Dynamic Management Solutions
Edward Jones Investments
Farmers Union Co-op Assn.
Fox Business Systems
Friendly Cooker
Friendship House
Frontier Farm Credit
Gambino's Pizza
Good Samaritan Society Valley Vista
H&R Block
Heartland Physical Therapy
Highland Community College
Juli's on Lincoln
Karnowski Building, Inc.
Kaw Valley Express
Kaw Valley Exterminator
Key Express Heating & Air
Kreem Kup
Kueker, Dr. Ryan (OD)
K-State Federal Credit Union
Lang, John E. (P.A.)
Last Stop
Bruce McMillan, AIA, Architects
Oakhill Estates Apartments
Oz Museum
Oz Winery
Pizza Hut
Positive Air LLC
Rambler's Steakhouse
REED Company
Rex's Electric, Inc.
R-W Milling
Salon Generations
Simmer Motel
Sink, Gillmore & Gordon
Smith Family Insurance
Spirits of '76
State Farm Insurance
Suther Farm
TC Retail Liquor

Tidalwave Entertainment
Toto's Tacoz
Torrey, Barbara - ERA The Conderman Group
Tyner Insurance Group, Inc.
Wamego Country Club
Wamego Drug Store
Wamego Veterinary Clinic
Whirling Earth Pottery

Non-Profit Members

Advocate Home Specialty Care, Inc.
American Red Cross
The Columbian Theatre
Community Health Ministry
First Baptist Church
Heartland Works
Kansas Rural Communities Foundation/
Wamego Community Foundation
Manhattan Area Technical College
Manhattan Workforce Center
Nek-Cap Inc.
Pottawatomie Consortium
RSVP of the Flint Hills
St. Luke's Episcopal Church
Three Rivers Inc.
UFM Community Learning Center
United Way of Riley County
Wamego Community Foundation
Wamego Historical Society
Wamego Hospital Foundation
Wamego Housing Authority
Wamego Public Library

Civic Members

Ditto, Dr. Bill
Hardie, Tom
Rice, Heidi
Stewart, Lauranell
Symons, Susan