

**FOCUS
FORWARD**  **20
20**

Agenda

MARCH 2020



What is Chamber Day?

Chamber Day is an event where we ask our members to volunteer to help us deliver the new chamber directory, window cling, and other Chamber swag to each of our members.

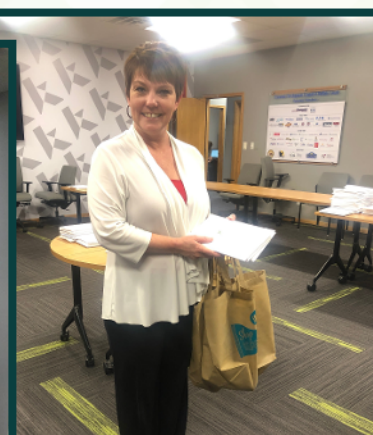
This year, our members received their directory, a Community Profile magazine, a window cling, a KACC branded bottle of water, and a STAY Kearney reusable shopping tote. We've heard lots of great feedback about the Chamber swag, we hope you loved your goodies as well!

Who was involved?

We had lots of amazing volunteers that helped out with Chamber Day.

Here is a list to say THANK YOU for your help:

- Kim Bayley, **Affiliated Brokers Insurance**
- Emily Eutsler, Retired
- Mat Cope, **Cope Ag Services**
- Nikki Erickson, **United Way of the Kearney Area**
- Steve Cooke, **Goodwill**
- Lyndsey Berry, **New West Sports Medicine**
- Cassy Kvasnicka, **Nebraska VR**
- Lisa Orozco, **Brookdale Kearney Northridge**
- Mattie Webben, **JE Krason American Family**
- Michelle Alloway, **USA Communications**
- McKenzie Smith, **Rick Smith Farm Bureau**
- Mark S. Liljehorn, **USA Communications**
- Doug Brummels, **Affiliated Brokers Insurance**
- Becky Lynch, **Legacy Billboards**
- Dr. Ben Sachs, **Parklane Family Chiropractic**
- Shawn Mitchell, **Citizen Pixel Web Solutions**
- Bruce Blankenship, **Farmers & Merchants Bank**
- Traci Winscot, **Kearney Area Children's Museum**
- Tony Dillehay, **Morris Press**
- Renae Zimmer, **University of Nebraska at Kearney**
- John Becker, **Copycat Printing**
- Mark McBride, **Horner Lieske K McBride Funeral Home**
- Megan Goeke, **Midlands Contracting/ Hello Beautiful**
- And a few kiddos sprinkled in!



2.11.2020

CHAMBER TEAM



DEREK RUSHER

PRESIDENT/
CEO

SHANNA SCHULTE

MEMBERSHIP &
PROGRAM
DIRECTOR

MEGAN BERRY

MARKETING &
EVENTS
DIRECTOR

JULIE CALAHAN

FINANCIAL
DIRECTOR

STACEY JOHNSON

MARKETING &
EVENTS
COORDINATOR

ELDA RODGERS

COMMUNICATIONS
ASSISTANT

AMY COPE

COMMUNICATIONS
ASSISTANT

JAIME HOEFER

MEMBERSHIP &
PROGRAM
INTERM

CHAMBER BOARD



MEGAN GOEKE

BOARD CHAIR
Hello Beautiful/
Midlands
Contracting



JOSH ERICKSON

PAST BOARD
CHAIR
Team Concepts



KEN MEHLIN

VICE CHAIR
Bruning Bank



DOUG BRUMMELS

SECRETARY/
TREASURER
Affiliated Brokers
Insurance



RENAE ZIMMER

EXEC. BOARD
MEMBER
University of
Nebraska at Kearney



BILL CALHOUN

EXEC. BOARD
MEMBER
Kearney Regional
Medical Center



JASON MUNDORF

BOARD MEMBER
Kearney Public
Schools



ROBERT FITZGERALD

BOARD MEMBER
Home Real Estate of
Kearney



YOUSSEF GHAMED

BOARD MEMBER
Cunningham's
Journal



STACY BIVONA

BOARD MEMBER
Builder's



CALLIE METZ

BOARD MEMBER
Buckle



KRISTEN GRACZYK

BOARD MEMBER
Graczyk Lawn &
Landscape



NICK WARD

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Josh Petersen
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Kearney, NE 68848
(308)233-1833



Midwest Elite Contracting

Austin Gardine
3803 2nd Avenue
Kearney, NE 68847
(308)708-7332



Hampton Enterprises, Inc Properties & Construction

Caitlin Moser
3400 Plantation Drive, Suite 110
Lincoln, NE 68516
(402)489-8858



J&L Staffing and Recruiting

Kevin Wolff
375 N. Walnut Street
Grand Island, NE 68801
(308)258-0250



Heartland Holistic Solutions

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Kearney, NE 68847
(308)390-4571



Megan's Remarks - *Considerations from our Board Chair*

Let's talk about luck since we're entering the month of March and St. Patrick's Day is approaching. How lucky are we to live and work in a thriving community like the Kearney area?

We didn't just happen to get lucky like winning the Powerball. I believe we are lucky by design. For example, in 2019, the Chamber hosted 41 ribbon cuttings. Those ribbon cuttings indicate that business members are focusing on the future and evolving their business in a way that's worth celebrating. It's a plan for success...not just luck.

Another example is from Thursday, February 20th. Five Kearney community members graduated from Leadership Nebraska. The Chamber's very own, Derek Rusher was among the graduates, along with Marsha Wilkerson (**BD Construction**), Dustin Favinger (**UNK**), Justin Gould (**Black Hills Energy**), and Melissa Scott-Pandorf (KBRWyle-Houston). Each and every one of these individuals has a busy workload and a very busy home life. They all made the commitment to learning more about our state, developing as leaders, and networking our community. These individuals are a handful of the great people who make up our business community and we are so lucky to have them here.

The Roman philosopher, Seneca said, "Luck is what happens when preparation meets opportunity." I'd like to think our luck will continue because we have focused forward on a plan for success in our community.

Focus Forward,

Megan Wegner-Goeke

Board Chair



FOCUS FORWARD

20 20

Workforce in Legislature: *What the Chamber Supports.*

This week, we are supporting Workforce here at the Chamber. The following bills all relate in some way to growing and changing workforce for the future of our state. We see these bills being a great support to the continued growth of Kearney and are looking forward to them being passed as law. Again, if you have any questions about any of these bills and why we support them, please reach out to [President/CEO Derek Rusher](#).

Apprenticeships: LB813 - State intent regarding appropriations for apprenticeships and provide powers for the Department of Labor

Introduced by Senator Kate Bolz, would provide \$4 million to Nebraska apprenticeship programs.

Student Data: LB1160 - Adopt the Nebraska Workforce and Education Reporting System Act

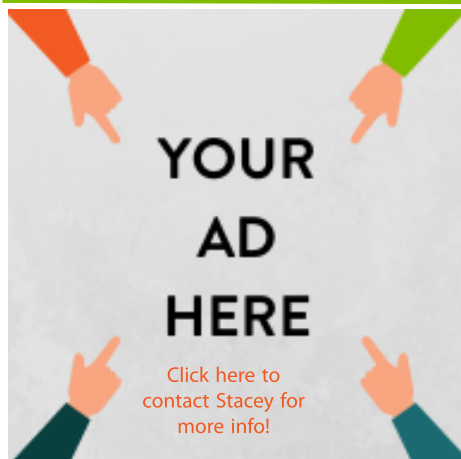
Introduced by Senator Matt Hansen, would create a longitudinal data system to track students and workforce outcomes. This data system will help the state evaluate workforce policies and ensure they are performing as intended.

Rural Workforce Housing: LB773 - Appropriate funds for the Rural Workforce Housing Investment Fund

Homes are where jobs sleep, and housing is an integral part of workforce policy. Introduced by Senator Matt Williams. LB773 would appropriate an additional \$10 million to the Rural Workforce Housing Fund.

Career Scholarships: Finally, the KACC is pleased to support the \$4 million career scholarships proposed in the Governor's budget. These scholarships at community colleges, state colleges and our universities are important for building high-wage, high-skill, and high-demand careers.

Please follow our blog, [Chamber Chatter](#), to keep up with all of our stances on each bill that we support in 2020 Legislature.



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BUSINESS AFTER HOURS: HOMESTEAD ASSISTED LIVING RESIDENCE

Homestead Assisted Living Residence hosted **Business After Hours** on February 6th at their location, 4205 6th Avenue!

Homestead Assisted Living Residence is a senior living community that offers residents high quality assisted living in Kearney. Assisted living is for those who can no longer live on their own but do not require 24-hour care.

Homestead offers many services and amenities, including medication management, housekeeping and laundry, home-cooked meals, a beauty and barber shop, and licensed health care services for all residents to help them live a life of dignity and independence.



Helping to find the right community for your loved ones can be overwhelming and **Homestead** is here to help by providing information needed to make informed decisions. To provide the right care plan for residents, different levels of care are offered in order to meet various needs. All care plans are evaluated routinely to ensure the appropriate services are being provided to residents by certified staff.

Call 308-832-4856 or [CLICK HERE](#) to schedule your visit!

COFFEE AND COMPANY: CHI HEALTH GOOD SAMARITAN

CHI Health Good Samaritan's Sure Cure Gift Shop hosted **Coffee & Company** on February 25th. The Sure Cure and the Emporium Gift Shop recently combined into one space in the West Tower doubling the square footage and keeping the Sure Cure Gift Shop name. The shop is a welcoming area for patients, patient families, and staff as well as the community. They have unique items that are only found in hospital gift shops, as well as unique gifts and home décor at all price points. They have a nice selection of clothing, jewelry and bags at great prices. The Sure Cure is a year-round, go to shop with great prices so all can shop.

The Sure Cure has one paid employee and is otherwise operated by around 50 volunteers working a minimum of two times per month.

Sales from the gift shop are kept at **Good Samaritan** and are used for projects to enhance patient and family visits. There are ongoing projects for patients such as providing yarn for volunteers to make baby hats and blankets of all sizes for baby to adult patients. They also provide Kearney Hub newspapers for patient rooms and one bouquet each day to bring cheer to a selected patient. Bigger projects include the bronze **Good Samaritan** statue outside the West Tower entrance, the Crucifix in the recently remodeled chapel and are part of the team effort that provides a grand piano that can be used by volunteers, families and staff.



The Sure Cure staff are proud of their leadership team for helping to put their best foot forward and providing the best space for everyone from staff to visitors. To learn more about The Sure Cure Gift Shop, you can visit **CHI Health Good Samaritan's** website or their Facebook page.

Spring Open House



March 12th - 14th

Check with individual stores for participation, hours and sales.



LINKED

agenda

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Click on an ad to visit the advertiser's website or social media page!

KEARNEY AREA CHAMBER OF COMMERCE

BUSINESS AFTER HOURS: NEBRASKA CATTLEMEN'S CLASSIC

Nebraska Cattlemen's Classic hosted Business After Hours on February 18th. The Classic has grown into much more than just cattle shows and sales at the **Buffalo County Fairgrounds**.

The **Nebraska Cattlemen's Classic** kicked off with a Livestock Judging Contest that attracted over 400 youth from all across the nation beginning February 15th and running through February 23rd. Participants included Collegiate Livestock Judging teams from over 10 states that traveled from California and Virginia.

The main event featured a Battle of the Breeds and a Battle of the Best Beef with several Kearney restaurants being showcased, including the following: **Cunningham's Journal, Coppermill Steakhouse, HyVee Market Grille**, and Cactus Jacks!

A contest for high school students enrolled in Family and Consumer Science classes called "Cookin' at the Class" taught students more about beef cuts and cooking methods. It included cooking a beef appetizer and beef entrée!

The **Nebraska Cattlemen's Classic** held a FFA Day for Nebraska FFA youth. The day attracted 19 FFA Chapters and over 250 youth. The youth had the opportunity to learn what the greatest challenges are today facing agriculture. Over \$5,000 in scholarships to the FFA youth was presented by the **Nebraska Cattlemen's Classic** at the event.

The **Nebraska Cattlemen's Classic** is working to help build the next generation of youth in the beef industry. The 2020-2021 youth that have been selected to participate in the Aspiring Young Cattlemen Program were announced. The Classic also presented over \$15,000 in scholarships to youth that purchased cattle at the 2019 Classic Sales.

The week long event featured cattle shows, sales, and a commercial trade show that attracted cattlemen from all across the nation. The **Nebraska Cattlemen's Classic** is an event for cattlemen of all ages.

Thank you Kearney for helping make the 29th Annual **Nebraska Cattlemen's Classic** a success.



Click [HERE](#) to visit their website or call 308-627-6385.

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SPOTLIGHT BUSINESS: EXPRESSION WEAR

Expression Wear of Kearney received the February Spotlight Business Award! Business & Education Committee Chair, Mark Liljehorn presented the award to owner, Tasha Aschwege.

Expression Wear is a family owned business specializing in company and corporate logo embroidery on a wide variety of clothing and accessories – including several styles of embroidered shirts, fleece, jackets, caps, and blankets. Whether you want to advertise your business, add a little spice to a uniform, or simply express yourself, they are able to help.

Items designed and created by **Expression Wear** like caps, jackets, pens, and t-shirts are memorable pieces of advertisements for customers and business members. With countless advertisement specialties available, there are opportunities for professionals and businesses to promote their name!

Not only is **Expression Wear** available to create cost-effective items for your business, they can also design personalized gifts, business logos, and light-up merchandise to promote your business efforts, like public charities and private foundations.

Expression Wear is able to supply your business with every possible promotional product from over 3,000 suppliers. Their mission is to help you create long-lasting relationships with your clients through the power of embroidered and promotional products. If you're not sure what you want, they can help you decide what is best for your company.

Visit **Expression Wear** at their NEW location, 2014 1st Ave Suite B, or call 308-237-2252. Click [HERE](#) to view their website!



DOING BUSINESS AWARD: TRU CAFE

TRU Cafe earned the February Doing Business Award from the Colonels. Colonel Chair, Mark McBride, with **Horner Lieske McBride & Kuhl Funeral & Cremations** and Vice Chair, Casey Fosher, with **Exchange Bank** presented the award to owners, Marc & Roberta Loescher.

Locally owned, **TRU Cafe** is a coffeehouse and cafe located **Downtown Kearney on The Bricks** with a unique, relaxing atmosphere. Breakfast, lunch, and desserts are served daily with dinner served on Thursday and Friday. **TRU** roasts coffee beans daily in house along with loose organic teas and bakes homemade goods. They also have a selection of craft beers and a classic cocktail menu.

One of their main focuses is providing a menu with all items made in house and sourced from local and organic growers. **TRU** is vegan friendly and all organic. Inside you will also find a local art gallery and gift shop as well as rental facilities that are available.

Stop in to enjoy a daily menu of appetizers, soups, salads, wraps, sandwiches, pizzas, baked goods and desserts served by their friendly staff!

Click [HERE](#) to see their full list of menu items or visit **TRU Cafe's** Facebook page to learn more!



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KEARNEY AREA BY THE NUMBERS

NEBRASKA COUNTY UNEMPLOYMENT RATES

	December 2019	December 2018
Adams	3.1%	2.8%
Buffalo	2.1%	2.4%
Douglas	2.8%	3.0%
Hall	3.1%	3.1%
Lancaster	2.4%	2.4%
Lincoln Co	3.2%	2.9%
Nebraska	2.7%	2.7%
USA	3.4%	3.7%

Preliminary Numbers

LOCAL OPTIONS SALES & USE TAX

	December 2019	December 2018
Kearney	\$1,328,076.45	\$1,132,185.93
Grand Island	\$2,356,249.87	\$1,574,630.89
Hastings	\$680,156.93	\$562,074.10
North Platte	755746.7	\$700,544.19

LODGING TAX RECEIPTS

	December 2019	December 2018
Buffalo	\$74,530.83	\$66,309.13
Hall	\$59,109.54	\$46,726.44
Adams	\$10,806.14	\$8,724.78
Lincoln Co	\$48,982.22	\$49,848.65



**NUMBERS
BROUGHT
TO YOU BY:**



NET TAXABLE SALES

	November 2019	November 2018	% Change
Buffalo	\$63,852,233	\$65,099,852	(1.9%)
Hall	\$89,205,014	\$86,318,329	3.3%
Adams	\$30,428,988	\$29,665,396	2.6%
Lincoln Co	\$36,277,936	\$36,557,434	(0.8%)

MOTOR VEHICLE SALES

	November 2019	November 2018	% Change
Buffalo	\$8,698,647	\$8,069,491	7.8%
Hall	\$10,750,857	\$10,033,608	7.1%
Adams	\$5,672,468	\$4,581,546	23.8%
Lincoln Co	\$4,693,674	\$5,818,840	(19.3%)

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MARCH HAPPENINGS & EVENTS

CHAMBER COMMITTEES

AG COMMITTEE	THURSDAY, MARCH 19, 12:00 PM
BUSINESS & EDUCATION	THURSDAY, MARCH 5, 4:00 PM
COLONELS	TUESDAY, MARCH 10, 4:00 PM
COMMUNITY CONNECTIONS	WEDNESDAY, MARCH 11, 7:30 AM
ENVOYS	TUESDAY, MARCH 3, 5:00 PM
HOSPITALITY	THURSDAY, MARCH 12, 12:00 PM
LEADS BLUE	THURSDAY, MARCH 12 & 26, 8:30 AM
LEADS GREEN	TUESDAY, MARCH 3 & 17, 4:00 PM
NEBRASKA VETERANS FIRST	MONDAY, MARCH 9, 4:00 PM
SENIOR COALITION	TUESDAY, MARCH 24, 10:00 AM
DIGITAL MARKETING CLUB	NO MEETING
SPORT & RECREATION	WEDNESDAY, MARCH 18, 4:00 PM
YPN BOARD MEETING	MONDAY, MARCH 2, 5:30 PM
YPN MONTHLY MEETUP	THURSDAY, MARCH 5, 4:30 PM

PARTNER MEETINGS

KEARNEY SISTER CITIES	TUESDAY, MARCH 3, 4:30 PM
DOWNTOWN IMPROVEMENT	WEDNESDAY, MARCH 4, 8:00 AM
DOWNTOWN PROMOTIONS	WEDNESDAY, MARCH 11, 8:00 AM
LEADERSHIP KEARNEY	FRIDAY, MARCH 27, 8:15 AM



NEBRASKA TITLE COMPANY
MARCH 16TH @ 4:00 PM
208 W. 29TH STREET, SUITE A

LEGACY OUTDOOR
MARCH 26TH @ 10:00 AM
920 E. 56TH STREET, SUITE B



VIAERO WIRELESS
MARCH 31ST @ 8:00 AM
1920 W. 24TH STREET

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