

# CHAMBER CONNECTION

A Monthly Publication of the Salina Area Chamber of Commerce  
**JUNE 2019** Volume 59, Number 6



# SMOKY HILL RIVER FESTIVAL

*Like none other!*



## AT A GLANCE...

Business After Hours . . . . . June 6  
Interstates  
2941 Centennial Rd • 5-7pm  
Business After Hours . . . . . June 27  
Chiropractic Wellness Center  
1130 E. Cloud • 5-7pm

*Details inside!*

## PASS IT ON!

- Human Resources
- Communications
- Sales
- Staff Break Area

**2019 SMOKY HILL RIVER FESTIVAL**  
**SALINA'S SUMMERTIME FEAST** See Page 4

# Salina

Area Chamber of Commerce

## OFFICIAL PUBLICATION

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Eric L. Brown

## From the CEO

This month's newsletter has a focus on the 43rd Annual Smoky Hill River Festival, scheduled for Thursday through Sunday, June 13-16, 2019 in Oakdale Park. I'm always amazed by the amount of support the business community provides this festival. There are 79 businesses listed as sponsors and countless others that purchase entry buttons for their staff as well. The Smoky Hill River Festival continues to be a marquee event that draws over 50,000 people annually to the park during that four day stretch because of that support. While The Smoky Hill River Festival attendance numbers include residents of Salina, it includes individuals from outside of our county that are drawn to the festival. When travelers and tourists explore Salina, it allows those visitors an opportunity to experience the love, quality, pride, and beauty put into the development of our community.

Countries, states, and communities rely heavily on travel and tourism for real estate development, tax revenues, and employment generation. Travel and tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the multiplier effect, creating more jobs.

To give you a sense of the local economic impact of travel and tourism in Salina, visitors spent \$204 million in Saline County in 2017, spending increased by 2.9% over the previous year, placing Saline County sixth in the state, the number of jobs in Saline County directly supported by tourism grew to reach 2,015, overall visitor-supported economic activity supported 2,649 jobs or one out of every 11.5 jobs in Saline County and it also generated \$30.7 million in tax revenues in 2017, with \$18.9 million in state and local governmental revenues.

Another one of the reasons that travel and tourism is important to Salina, but rarely mentioned is because of an old saying that I've heard time and time again in the economic development world. That saying is, "Tourism is the 'first date' for economic development". This rings true across all sectors of visitors to our community, whether it is an attendee spending a few days at the Smoky Hill River Festival, an individual in to experience one of the many attractions, convention attendees meeting for business or training, corporate level employees visiting one of the many businesses with a footprint in Salina, soldiers in for a military training, a scientific research team, or a CEO and their team visiting the community as a potential expansion location. In all of these cases, individuals will interact with community members, see the community and its amenities and in a lot of cases envision themselves living and working in Salina.

Visit Salina and the Chamber work hard to showcase all of the positive and amazing amenities, businesses, and people that exist in Salina. Thank you all for your continued support of this organization and others who make sure travelers and tourists have a great experience in Salina.

Best regards,

President/CEO  
Salina Area Chamber of Commerce

## HERE'S HOW TO CONTACT OUR CHAMBER STAFF

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# Center Street Park Grand Opening

The Salina Regional Health Foundation invites the public for a grand opening at 10:30am on Friday, June 7 of the new Center Street Park. The park is at the intersection of Center and Fourth Streets, and features “Olivia’s Playground” an inclusive space. Relish food truck will be on hand with lunch fare for purchase.



# Wagasa, we will miss you!



One of Rolling Hills Zoo’s original Southern white rhinos died on Friday, May 24th. Wagasa, 46 years old, was being treated for age-related ailments which were progressively getting worse and preventing her from standing or moving around. Due to her declining health and advanced age, it was decided that humanely euthanizing her was the kindest option. Arriving at Rolling Hills Zoo in October 1996, Wagasa was one of two female Southern white rhinoceros transported from the Knoxville Zoo as part of the White Rhinoceros Species Survival Plan. Millie, the second white rhino, passed away in June 2017.

Born in South Africa, Wagasa’s first zoo home was the Knoxville Zoo. She was then transferred in 1996 to Rolling Hills Zoo, on loan from the Knoxville Zoo, where she spent the second half of her life in the Zoo’s new rhino barn.

Biologists estimate that wild rhinos live up to 35 years, but in captivity they may live up to 40 years. Wagasa had well exceeded the average rhino lifespan. White rhinos are considered a Near Threatened species with approximately 20,000 white rhinos remaining in the wild. Currently, white rhinos live in eight countries – South Africa, Namibia, Kenya, Zimbabwe, Botswana, Swaziland, Uganda, and Kenya. Unfortunately over the years their population numbers have declined due to habitat loss and poaching. In the past four years over 1,000 annually have been killed, and within the next 20 years they could be extinct.

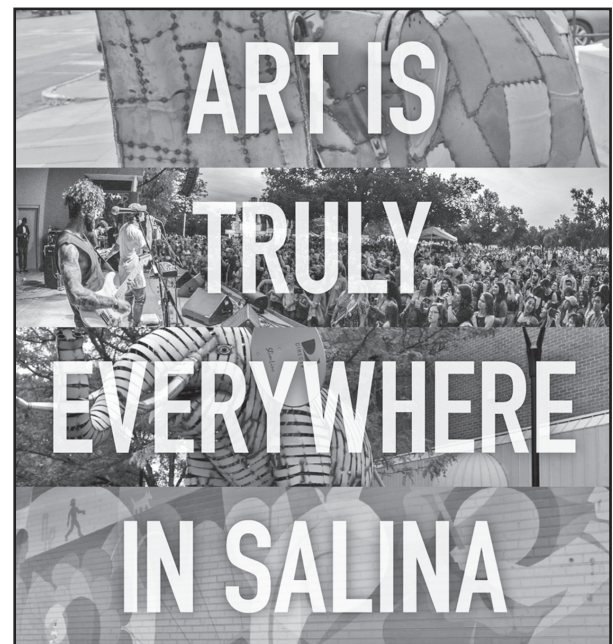
Wagasa’s body has been transported to K-State for a necropsy.



Mayor Trent W. Davis, M.D. speaks to the Junior Leadership Salina class on April 29th during graduation.



Amanda Michaelis, Jessica Martin and Eric Brown helped to announce Junior Leadership Salina graduates!



See the full event calendar at [SALINA.AE.COM](http://SALINA.AE.COM)



Plan your Salina experience at [VISITSALINA.ORG](http://VISITSALINA.ORG)



# Community Signature Event is "Salina's Summertime Feast"

Salina will soon roll out the red carpet for the 43rd Smoky Hill River Festival – “Salina’s Summertime Feast” – Thursday through Sunday, June 13 to 16, in shady Oakdale Park. A partnership between Salina Arts & Humanities (SAH), City of Salina departments, Visit Salina and many supporting families, businesses and organizations, the River Festival is one of the city’s best-loved signature events.

Attracting about 60,000 attendees over four days and generating \$3.5 million in economic impact, the Festival features four live stages, Artyopolis, a two-part art show, outdoor Art Installations, tempting Food Row fare and more.

When newcomers move to Salina, locals enjoy sharing how the River Festival first got its start in 1976 as a downtown street fair, to celebrate America’s Bicentennial. Response was so favorable that the event and its gazebo stage were moved to Oakdale Park and the Smoky Hill River Festival was fully born in 1977.

Salina’s summer opener now showcases more than 130 artists, 50-plus entertainers and more than 30 food providers, with 2,000 volunteers, 22 committees, and key seasonal players leading the way alongside SAH’s staff of seven. To get ready for “Salina’s Summertime Feast,” check out this menu of things to do and see at Festival 2019, June 13 to 16.

### **Buffet of the Arts**

The Fine Art & Craft Show draws artists from 30-plus states who work in ceramics, painting, photography, wood and leather work, textiles, mixed media and more. The Festival’s Art Patron program welcomes art lovers to purchase at least \$100 in art-show gift certificates to spend over the weekend, gaining early entrance to the art shows plus a ticket to the hip, fun PREMIERE Thursday-night party just for artists and Art Patrons.

### **Musical Menu**

With more than 50 musical, spoken-word and roving groups on tap, there are “delic” music genres and styles for all ages. Main Stage headliners include dance mash-up band Lost Wax from Kansas City, singer-songwriter duo Larkin Poe from Nashville and hometown favorites Joe’s Pet Project. New acts this year include the Amado Espinoza Trio, Jessica Fichot, Matt Stansberry & The Romance and roving performers Duke Otherwise and Magic Bubbles. Returning favors include Papa Green Shoes, Victor & Penny and the Loose Change Orchestra, Everyday Lights and the Joseph Vincelli Group.

### **Arty Bites**

No Festival weekend is complete without many ways for young folks to get creative. The Artyopolis area invites toddlers through pre-teens to enjoy make-and-take crafts at Creation Crossing, pay-to-play fun on Game Street, Paintchoo Plaza, Button Boulevard, Lego Lane and more. Arty’s Stage features lively entertainment for kids and parents. Children ages 11 and under get into the Festival for free.

### **Festival Flavors**

Taste bud tempters are just a step away on Food Row. New for 2019 are BBQ pork kabobs, buffalo burgers, French gougeres pastries, steak fajitas, pancake-on-a-stick, homemade milk shakes and more.

### **Art Up & Down**

The arts uniquely surround Festival-goers across Oakdale Park. Installation and Demonstration artists are present to chat about how they design and create. Among the new site-specific Art Installations are “Community” by Salina’s Neil Ward and Lori Wright, “The Resound Fields” by KC-based graffiti artist Scribe, “Snail Oil” by Matt Farley of Lucas, KS and “Fauna Fantasma” by Erika Nelson, also of Lucas.

### **When, Where & How**

Whether your idea of the perfect Festival weekend is seeing every single artist booth or chilling under your favorite shade tree surrounded by family and friends, “Salina’s Summertime Feast” beckons one and all. Gates open at 4 p.m. on Thursday, June 13 for food vendors and Festival Jam from 6 to 10pm. Gates open Friday through Sunday at 10am., with all activities open, plus live music from 11am on.

Festival admission Buttons as well as T-shirts, River Festival Gift Certificates and the 2019 Festival Print are available now through Tuesday, June 11. Weekend-admission Buttons are \$10 in advance at 41 local Button Retailers and 25 locations in 17 other cities. The SAH offices are open weekdays 8am to 12noon and 1 to 5pm.

For more information on the River Festival or other programs or events of Salina Arts & Humanities, call (785) 309-5770 or visit riverfestival.com, salinaarts.com or smokyhillmuseum.org. To see a complete list of River Festival Button Retailer locations or to order online, click on [http://www.riverfestival.com/pdfs/button\\_locations.pdf](http://www.riverfestival.com/pdfs/button_locations.pdf).





# Good Sports

The Kansas District of the Gold Wing Road Riders Association (G.W.R.R.A.) will host their annual 2019 state rally in Salina June 21 & 22 at the Quality Inn, 2110 W. Crawford. On Friday evening there will be a light parade starting at 8:45pm from the Quality Inn, following a determined route through the city. They invite and welcome any riders that would like to join in and display the lights on their motorcycles. Interested riders should be at the hotel parking lot by at least 8:15pm for staging and ride briefing.

Rally activities will resume 9am on Saturday with riding seminars, vendors, games and crafts for those that are registered. At 1pm the Kansas Twisters Drill Team will perform at Crawford and Markley, just south of Dean Evans Stadium. The Kansas Twisters are a group of skilled motorcycle riders that perform a series of choreographed maneuvers on motorcycles. This is open to the public. At the conclusion of the Kansas Twisters performance, registrants will gather back at Quality Inn for a bike show.

The group encourages all who may want to attend this year's Kansas G.W.R.R.A. rally. The cost to attend the event is \$35 per person for a two-day pass or \$30 for a one-day pass. Onsite registration will be available for both days of the rally. Let's all welcome G.W.R.R.A. to Salina!

# Goodland Visitor Information Center

Check out how Visit Salina welcomes visitors to the Goodland Visitor Information Center on I-70!



# Marquee Welcomes

June	National Oceanic and Atmospheric Administration (NOAA)
June 1-2	KS State Square Dance Association
June	USSSA Midwest Regional Championship
June 6-9	Nat'l Area VI Shetland Pony and Miniature Horse Show
June 8-9	Leonard Cyre Memorial Baseball Tournament
June 15-16	MAYB Tournament
June 21-23	G.W.R.R.A. Rally
June 22-23	USA/ASA State Fast Pitch Softball 8U 16U
June 22	KBCA All Star Game
June 27-30	American Legion Baseball Grand Slam Tournament

# Dollars & Sense

Recent groups Visit Salina worked with and the estimated visitors' spending they created in the community:

**American Public Works Assoc • (KS)**  
60 People • May 8-10 • \$37,128

**MAYB Tournament**  
May 18-19 • \$84,672

**KS Pupil Transportation Assoc Board**  
15 People • May 18 • \$2,732

**Smoky Hill Silver**  
Gift Certificates

Perfect Gift For All Occasions! Accepted at more than 1,200 Chamber Businesses!  
Call 827-9301

# Project Open Supports Entrepreneurship!

Created in 2009, Project Open provides education and business support to entrepreneurs who already own or want to start a business in Saline County. Applicants must reside in Saline County or own a small business in Salina. Applicants must successfully complete program training prior to qualifying for support through business development funds. *Since 2010 Project Open has funded 32 different projects for a total of \$270,363. The average loan amount is \$8,449 at 2.24%.*

Project Open establishes designated funding to support entrepreneurial development with special emphasis on owner-operated businesses. The purpose of the project is to educate in best business practices and help them establish or expand entrepreneurial businesses. Project Open helps strengthen local businesses, position our community for economic development from within, and create a strong, friendly environment for a small business to start and flourish.

## Project Open can help you:

- Take your idea to a business reality • Develop a realistic business plan
- Develop your business knowledge and skills for success
- Expand your existing business • Find financial resources
- Build your support network of successful, experienced business people



## Project Open is for YOU if you:

- Have a great idea and no clue how to start a business
- Want to make sure you are ready to open your business
- Want to open a new business, or already own a small business in Saline County
- Want to move or expand your small business to Saline County

Project Open business training workshops, in partnership with Kansas State University Polytechnic and Salina Area Chamber of Commerce, are offered at no expense. Two reoccurring courses are offered, Basics of Marketing, Management, and Strategy is the first course and the second course is Financial Basics and Tools. Both courses are taught by the instructional team of Kathy Brockway, Fred Guzek, and Sue Guzek, all three faculty members of Kansas State Polytechnic. They bring substantial commercial experience and strong academic credentials to the program. All three have served as consultants to Fortune 500 clients as well as smaller businesses, and offer a total of over 60 years of business experience and over 40 years of teaching experience to our program.

For more information please contact: Project Open, (785) 827-9301, [ebrown@salinakansas.org](mailto:ebrown@salinakansas.org)

# Weather gurus launch Project TORUS

– from Salina Airport Authority

Scientists and technicians with the National Oceanic and Atmospheric Administration have a flying laboratory to the nation's heart for 46 days this spring and summer, to intercept and infiltrate storms. Project TORUS — an acronym for Targeted Operations by Radar and UAS of Supercells — will gather data while attacking from multiple angles from May 13 to June 27.

“This approach allows researchers to create a multi-dimensional view of the storms,” said Emily Summors, a NOAA affiliate.

Salina Regional Airport will serve as TORUS's base of operations. University of Nebraska at Lincoln, the Cooperative Institute for Mesoscale Meteorological Studies at the University of Oklahoma, NOAA National Severe Storms Laboratory in Norman, Okla., Texas Tech and Colorado University in Boulder, are involved. A small group of students from University of Michigan are on the Texas Tech team.

“The TORUS goal from now through June 16, is to simply learn more”, said Adam Houston, lead project investigator from the University of Nebraska at Lincoln. “We hope to improve weather forecasting and improve our fundamental understanding (of storms),” he said.

Relating the “observable” with the “unobservable” with cutting-edge instrumentation, Houston said, TORUS aims to research the relationships between severe thunderstorms and tornado formation, according to information provided at the Tuesday legislative briefing, media day and open house. “To do that, we really do need to get close to the storms,” Houston said.

NOAA's Lockheed WP-3 Orion, a large plane loaded with radars and other weather gear is from high elevations, gathering information from ground level, and for the first time utilizing drones at elevations below 2,500 feet, team members can attack supercells from more angles. “We can drive up to the storm, and into the storm if necessary,” Houston said, “to get unique observations, but also coordinated observations to see how these relate to each other.”

The operation will continue in 2020.



## In The News

**SALINA COMMUNITY THEATRE** was the winner of Region V AACT Fest (American Association of Community Theatres Festival) competition. Region V is comprised of North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Missouri, and Kansas. SCT's production of Lauren Gunderson's "Silent Sky" will now compete at nationals in Gettysburg, PA this month with 11 other regional winners. SCT also received awards for Ensemble Acting, Costuming, Directing, and the Backstage Award for highest level of company professionalism. This is the second time SCT has been to AACT Fest nationals, which it won in 2001 with its production of "Wit".

**GOT NEWS?** Do you have news to share about your business or organization? Email [prince@salinakansas.org](mailto:prince@salinakansas.org) and we'll publish it in an upcoming issue of *Chamber Connection*.

One of the deepest-diving, privately owned submarines in the world will be unveiled Saturday, June 1, in Salina. The Pisces VI is a three-person capacity submarine, able to dive to an operational depth of 7,155 feet and support a minimum of 140 hours underwater with a mission length of up to 14 hours. The public unveiling of the Pisces VI submarine will be at 1 p.m. Saturday, June 1, in Hangar 509 at the **SALINA REGIONAL AIRPORT**. Owner of the Pisces VI, Scott Waters of Salina, partnered with **KANSAS STATE POLYTECHNIC** to involve students in the building process, furthering the campus' hands-on education style. Students assisted in various aspects of the project, from technical, manual procedural documentation to a slurrp gun device fitted specially for the Pisces VI submarine.

**ROLLING HILLS ZOO** is teaming up with the other six AZA accredited zoos in Kansas to evaluate the population of our state reptile, the ornate box turtle. Turtles are the most threatened group of vertebrates worldwide. This three year project will serve as the first viable ornate box turtle population study ever conducted in Kansas, and data will be shared with the Kansas Department of Wildlife Parks and to help guide future conservation management decisions. For more information about the project, call the Zoo at (785) 827-9488.

**TONY'S PIZZA EVENTS CENTER** is proud to announce the recent renovation of the Salina Regional Health Center Family First Aid Center & Nursing Suite! This area will provide a comfortable private space for those with minor medical needs, as well as new mothers who need a quiet area to nurse or pump at both T.P.E.C. arena events and conventions.

The unmanned aircraft systems program at **KANSAS STATE UNIVERSITY POLYTECHNIC** has been named the second-place winner in the Training and Education category of the XCELLENCE Awards by the Association for Unmanned Vehicles Systems International (AUVSI). Kansas State Polytechnic was selected from a pool of accomplished applicants. Winners were announced at the association's April Xponential awards ceremony in Chicago. The program also features FAA commercial pilot certification for students. Degree-seeking students not only receive flight training in a range of multi-rotor and fixed-wing platforms, but they also become instructor pilots of these systems. Congratulations to Kansas State Poly!

**KANSAS WESLEYAN UNIVERSITY** announces that Vice President for Advancement & Admissions Melanie Overton is one of 20 senior college administrators nationwide to be selected by the Council of Independent Colleges to participate in the yearlong Presidential Vocation and Institutional Mission program for prospective college and university presidents. The seminar-based program is designed to help individuals with the potential to serve as college and university presidents to clarify the alignment between their personal and professional values and goals, and the missions of institutions that they might lead in the future. Steve Hoekstra, professor of psychology, chair of the Division of Social Sciences and Chair of Interdisciplinary Studies Program at Kansas Wesleyan University, was appointed to the National Council of Alpha Chi. The National Council, is Alpha Chi's elected governing body comprised of 15 faculty members and seven students. The faculty members, who also serve as sponsors of local chapters, serve four-year terms, and the students are elected to two-year terms. Congratulations!

**AMERICAN STATE BANK** is pleased to announce that Chairman of the Board Lee Borck has been honored by the Agricultural Business Council of Kansas City. As Chairman of Innovative Livestock Services, Inc., and Chairman of the Beef Marketing Group

Cooperative, Borck is a leader and champion in the agriculture industry. Borck has been involved in numerous organizations and boards including serving as president of the Kansas Livestock Association, the Cattleman's Beef Board, Chairman of the Kansas 4-H Foundation and Chairman of the Board of Trustees of the Kansas State University Foundation. Borck, along with Gene Millard of Millard Family Farms, received the Council's highest award, the Jay B. Dillingham Award for Agricultural Leadership and Excellence at an event on May 16th in Kansas City. Congratulations!

**SALINA COMMUNITY THEATRE** has hired Elizabeth Ali Schade to join their staff. Ali begins June 1 in an ombudsman capacity, sharing her skills from costuming, to technical, and to administrative. Welcome Ali!

## New Members

**RENT-A-JOHN**  
Eric Campbell • 317 N. 12th St.  
(785) 833-5646

**FARM BUREAU FINANCIAL SERVICES- KRISTIN VAN WIE**  
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(785) 825-7730

**BC HEMPZ, LLC.**  
Brent Kriegh • 232 S. Santa Fe  
(785) 643-2191

## Ambassador of the Month



Kristin Van Wie

The May Ambassador of the month is Kristin Van Wie. Kristin, Agent with Farm Bureau Financial Services, has been an Ambassador for a year and a half. "Kristin does a great job making our members feel special. We are glad to have her back on the team this year," said LaCrista Brightbill, Membership and Community Relations Director. Kristin will receive a \$25 Smoky Hill Silver gift certificate for her work! Congratulations Kristin!

# BUSINESS *after* HOURS

REFRESHMENTS • TOURS • DOOR PRIZES

## Interstates

2941 Centennial Rd

Thursday, June 6

5-7pm • \$5 per person or Fast Pass

Interstates offers electrical construction, electrical engineering, and control systems services. For over fifty years, they have tackled complex challenges and developed innovative solutions for industrial manufacturing and processing facilities around the world. What started out as a small electric company has evolved into an organization with over 1,000 employees and multiple locations throughout the United States.

## Chiropractic Wellness Center

1130 E. Cloud St

Thursday, June 27

5-7pm • \$5 per person or Fast Pass

Making choices for your natural health care can be a challenge. Chiropractic Wellness Center helps you by offering many options in one space, a bigger space now because they have so much for you! Come see what they have to help you get well and stay well!

**So far this year, \$2,700  
has been given away.**

**\$ It Pays to Attend \$**

*Come on out, network with fellow Chamber members and discover all that Interstates and Chiropractic Wellness Center have to offer.*

**For reservations call (785) 827-9301  
or email [dsmith@salinakansas.org](mailto:dsmith@salinakansas.org)**

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**Sayp** NEWS  
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Salina Area Young Professionals

Spring and summer is always a busy time for the Salina Area Young Professionals (YP) group! Last month, the education chair did the first SAYP Student Loan Repayment Drawing. YP has budgeted for a quarterly \$250 drawing to assist in student loan repayment. To be eligible to win, individuals must be a member and must prove that they have student loans. Our winner this quarter was Ashley Will! Congratulations Ashley!

Unfortunately, due to weather, YP had to postpone the May Ropes Course event at Webster Conference Center. The event has been rescheduled for 1:30pm, July 20. Because of the event cancellation, the social committee decided to host a Thirsty Thursday event on the patio of Chuck's Bar, which was well-attended.

The 4th Annual Street Eats and Beats event moved to Oakdale Park this year! At press time, there were plans for 5 food trucks, 3 bands and 1 awesome time! The Steering Committee would like to thank Kansas Wesleyan University for their constant help and support. Without our sponsors, YP would not be able to host fun events such as this one. Thank you to everyone who came out!

Last month, YP members took full advantage of the beautiful spring weather and enjoyed lunch club at Paramount Bar. This month's Lunch Club will be June 6 at Chipotle from 12-1pm. Coming up on June 20 is the **\*\*Members Exclusive\*\*** Mixology 101 event. YP is partnering with The Voo to learn how to make tasty and unique cocktails. The event is limited to 40 members, so reserve your spot now by emailing [yp@salinakansas.org](mailto:yp@salinakansas.org).