

## Small Businesses Get Hand Sanitizer Donation

Nebraska's Ethanol Board and UNL's Innovation Campus give gallons for local businesses

With the assistance of several well-known entities, the Columbus Area Chamber of Commerce was given the opportunity to hand out approximately 200 gallons of hand sanitizer to small businesses located in the area Thursday morning.

The donation was made possible by the University of Nebraska's Innovation Campus' Food Processing Center, Great Plains, Inc., (a Nebraska-based ethanol plant) and the Nebraska Ethanol Board. The Chamber welcomed the donation of 200 gallons of hand sanitizer, which had been produced and packaged at UN's Innovation Campus, delivered to the Chamber Wednesday and distributed to businesses Thursday morning.

The Chamber was notified of the opportunity and contacted Jan tenBensel, chairman of the Nebraska Ethanol Board, who had arranged similar deliveries to other communities and chambers. Dr. Hunter Flodman, assistant professor of practice in chemical and biomolecular engineering at UNL, and tenBensel brainstormed the idea in early April with the goal of creating an FDA-approved product with ethanol made

by plants in Nebraska.

"We saw this as a way to help businesses like our

child care centers, small entities and mom and pop operations get a commodity not easy to come by," said Jeanne Schieffer, Chamber president. "Businesses are looking forward to opening up when possible, and having a good supply of hand sanitizer available to help customers feel good about doing business there is a win for everyone."

Nearly 140 gallons were distributed by the end of the day.



Chamber Board Directors Kathy Fuchser and Carlos Velazquez distribute gallons of hand sanitizer to small business owners April 30.

### INSIDE: Connecting to customers via social media

ServiceMaster Cleaning & Restoration is among many local businesses using Facebook, among other media, to reach customers. According to Marketingland.com, brick and mortar retailers are seeing a growth rate increase of 52 percent compared to a year ago.



The Chamber Thanks Our Diamond Level Members:



Follow Us!

@ColNEChamber



## 2020-2021 Board of Directors

Ken Curry, Chairman  
 Chad Dyhrkopp, Past-Chair  
 Dr. Kathy Fuscher  
 Jake Gable  
 Renee Mueller  
 Jeff Ohnoutka  
 Todd Duren  
 Sammy Renteria  
 Frank Steffensmeier  
 Michelle Stirek  
 Dr. Travis Tessendorf  
 Carlos Velazquez  
 Chad VanCleave, Chair Elect

### Ex-Officio Members:

Bill Flint, Treasurer  
 Mayor Jim Bulkley, City of Columbus  
 Jerry Engdahl, Platte County Board of Supervisors  
 Bernie Hansen, NE Dept. of Labor  
 Karina Perez, Centro Hispano

**Our Mission:**  
 Enhancing the economic well-being and quality of life in the Columbus Area.

Dues include \$2 per year subscription to the Catalyst.

# Takin' it to the streets . . . . and to Facebook

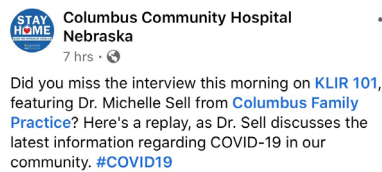
## Posts promote businesses and offer good PR

Curbside delivery, "Take-Out Tuesdays" and online ordering have certainly gained popularity during the COVID-19 crisis, but local businesses have found an effective platform for promoting themselves via the family-focused social media service.

In addition to Facebook, businesses are also using social media outlets like

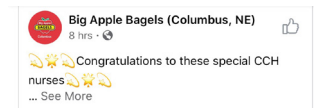
Instagram, Twitter, TikTok and Pinterest in conjunction with traditional advertising.

And while we can't feature every business' posts, we have selected a few that exemplify a variety of strategies and posts businesses have made to communicate to customers, partner with each other and connect to their community .

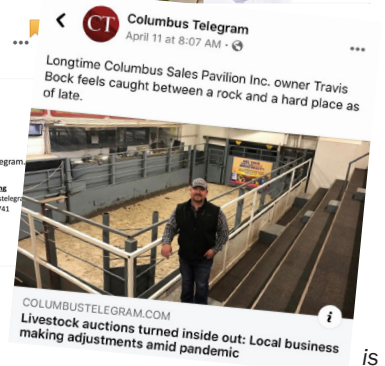
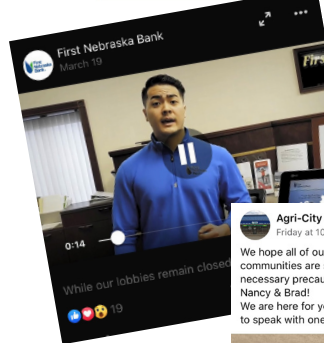


First

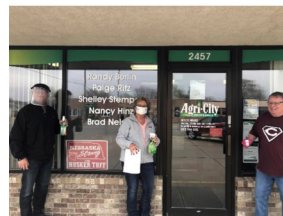
... *Left - In addition to keeping us safe against the coronavirus, the Columbus Community Hospital promotes educational info shared with the public via traditional outlets, like local radio station, KLIR. Right - Big Apple Bagels extends its appreciation for our medical professionals while making us all a little hungry for a savory bagel with cream cheese.*



CONGRATULATIONS TO THESE HEROES



*Above - First Nebraska Bank uses video to help customers know how to continue doing business with them.*



*Above & Right - Their lobby closed, but the Telegram continues to publish online stories about the impact of COVID-19 on businesses. Left. AgriCity Insurance employees demonstrate their commitment to customer safety, and their own, by wearing PPE.*

Continued on page 6

### Columbus Area Chamber of Commerce Staff

- Jessica Caban
- Jessie Eurek
- Kara Asmus
- Sandie Fischer
- Sharyle Sands
- Jeanne Schieffer
- Event and Administrative Coordinator
- Communications Coordinator
- Workforce Programs & Recruitment Director
- Membership & Community Engagement Director
- Vice President
- President

# Do you "ZOOM?"

Virtual meetings have become the norm, but standard protocols benefit all attendees

*Okay. So, you've downloaded the app and have your first Zoom meeting scheduled. Now, how do you facilitate a meeting that achieves a positive experience for your attendees? Try these eight etiquette tips taken from Zoomblog and set to popular music titles and lyrics of the 1980s.*

**1. Eight six seven five three oh nine.** Who is on the call? Take some time to introduce who is participating. Names will appear, but sometimes only a phone number will show. Take roll call or share generically who was invited so as to create a welcoming environment and stimulate engagement.

**2. Welcome to the Jungle.** Clean your office or work area, adjust the lighting by shutting the blinds or moving a lamp, and look at the wall behind you before the call starts. If participating from home, try to remove distracting artwork and decor. Use Zoom's "virtual background" feature to keep participants focused on what you have to say.

**3. Eye of the Tiger.** Be a cool cat and don't look at yourself when talking. Give the impression you are looking at others 'in the room' by looking directly into the camera. Position the web camera and computer monitor at eye level, so you can simulate eye-to-eye contact with others.

**4. Abracadabra.** A magician uses distractions on purpose, but you only have so much time together, so make the most of it by keeping participants focused. Shut off ringtones, messaging chimes and other applications running on your desktop. If you are at home, make sure animals are in another room and your children occupied.

**5. Time After Time.** It's nearly inevitable. Someone says

something profound, not realizing they are muted. The others try to alert the person by waving their arms or yelling into the camera. The result is lost time. Everyone politely laughs; the unmuted repeats what was said and a good discussion is interrupted. Be alert to when you want to speak and, if you are the host, use the system to your advantage (e.g. video on, mute when entering, waiting rooms, etc.).

**6. With Or Without You.** U2 might wait for you, but nothing stifles a good discussion better than several people talking on top of each other or who participate only to add commentary because they can't make a decision. Zoom offers both a "chat" and a recording feature, so if it makes sense to limit the number of attendees on the call and send out the recording or summary later to a broader distribution list, then do it.

**7. Under Pressure.** If you need to share your screen with

someone or be a co-host with someone else in a different location, don't do it in the moment. Schedule a dry run to practice transferring the technology back and forth. It's a little like juggling, and you don't want to drop the bouncing balls.

**8. Faithfully.** Stay until the end, if you are the host. Hosting a meeting and then leaving early is like hosting a party and going to bed before the last guest leaves. Wait until everyone has left the meeting before hanging up. It lets participants leave at their own pace and get any final words in before disconnecting.

By following these tips, you can make sure no one is so bored during the meeting they say, **Wake Me Up Before You Go-Go.**



*Columbus Bank & Trust President Jeff Johnson, Congressman Jeff Fortenberry, and Chamber President Jeanne Schieffer host a webinar for small businesses interested in the Payment Protection Program.*

# Dream It. Do It. ambassadors promote manufacturing

Wouldn't it be great if more of our young professionals had high income, high demand careers? And what if their jobs were secure in a clean, safe work environment and offered lots of opportunity to grow?

And, what if those careers involved exciting innovation and collaboration with other professionals? We have them right here in Columbus.

Our workforce today's and tomorrow's can change the world just with their daily contributions. How do we know?

Let's introduce you to someone who knows: Brian

Turner, Owner, President & CEO of Central Confinement Services and Mid-Plains Industries.

Turner is a



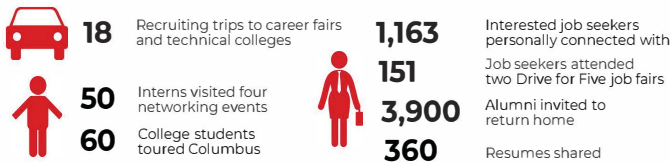
Dream Team Ambassador for Columbus who took his manufacturing career to the top. Here is what Brian Turner has to say about getting a start in manufacturing.

*'While going to school, I was working for Case New Holland out of Grand Island Neb. to pay the bills. While I never thought that manufacturing would be my destiny, I quickly found that I liked the ability to make 'something.' It was a good feeling seeing a piece of equipment I had helped manufacture go out the door. Fast forward a few (ok, many) years, I have been a part of many manufacturing companies ranging from robotic automation to a multi-disciplined parts manufacturer for companies like Toro. If you are interested in manufacturing, I would focus my education around financial and marketing; that way you will be well-equipped to perform in any area of the company. I can tell you that manufacturing will always be with us, but it will be different in that we will use more and more automation for productivity and safety reasons.'*

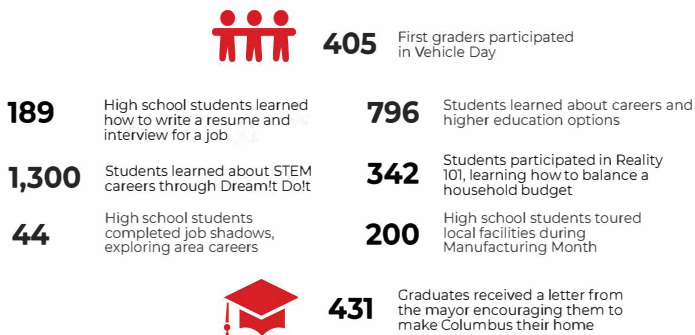
- Brian Turner

## Chamber recruits, retains and readies the workforce

### Workforce Recruitment and Retention



### Career Readiness



**Q** What is Women in Manufacturing?  
**A** Women in Manufacturing® (WiM) is the only national trade association dedicated to providing year-round support to women who have chosen a career in the manufacturing industry.

**Q** Who belongs to WiM?  
**A** At present, more than 4,000 individual members representing nearly 1,000 manufacturing companies have joined its growing ranks of industry professionals. WiM encompasses manufacturers of all types and welcomes individuals from every job function – from production to the C-Suite. Membership is available to women and men working within the manufacturing sector.

**Q** How can you join?  
**A** To become a member, contact Juli Thelen, WiM Nebraska Chapter board member or go to the website to learn more:  
<https://www.womeninmanufacturing.org/>

# Takin' it to ... Facebook *Continued from page 2*

**Scotus Central Catholic HS**  
Monday at 3:36 PM · 🌐

We hope this puts a smile on your face today. 😊

Scotus sophomore Sophie Palmer and her... See More



... **Left** - Scotus literally took horses to the streets, posting this endearing effort to entertain elderly residents at Brookstone Acres. **Right** - Rival Design's staff didn't let the coronavirus stop them from promoting their new location off 23rd Street. **Below** - Connection Christian Church is bringing its services curbside.

**Connection Christian Church** added an event.  
April 21 at 9:44 AM · 🌐

**Drive-in CHURCH**  
SAT, MAY 2 AT 5 PM CDT  
Drive-in Church  
4300 23rd St, Columbus, NE 68601... **INTERESTED**

**Rival Design LLC**  
Thursday at 3:12 PM · 🌐

🌟 OFFICIAL 🌟  
Drive by and HONK! RIVAL COMIN' IN HOT HERE!

We are here for all of your design and marketing needs. Directly west of Walgreens! Thank You Schieffer Signs for producing this for us. #supportlocal #madeintheusa



**Maximus Restaurant & Sports Bar**  
Friday at 8:52 AM · 🌐

ADULT CHERRY LIMEADE SPECIAL FRIDAY'S at MAXIMUS 11am -8pm CURBSIDE pickup only!! It's a perfect start to the weekend!! 402-564-3636 🍹🍷🍻



**CK Grill and Bar**  
7 hrs · 🌐

Wednesday night are for TACOS!! 🌮🌮🌮🌮🌮🌮🌮🌮🌮🌮

4:30p - 8p ||

402-563-4030 📞

CURBSIDE 🚚

**Wednesday TACO NIGHT**  
Hard Shell \$5.50 Soft Shell \$9.50  
Chicken Soft Shell \$7.50 Shredded Beef \$7.50  
Taco Salad \$6.50 Mexi Fries \$7.50  
Super Nachos \$5.50 Pulled Pork Nachos \$5.50  
Chicken or Shredded Beef Quesadillas \$3.99  
Chips & Salsa \$3.50 (if add queso \$5.00) (no cheese \$5.00)  
Soup + Spicy Hamburger

**Treasures Boutique**  
April 17 at 9:27 AM · 🌐

Call Treasures for curbside pickup! Or just have me mail a 10% off gift certificate to you - or directly to the moms in your life! #Mothersday #giftcerti... See More

THE PERFECT GIFT FOR Mother's Day?  
A TREASURES GIFT CERTIFICATE!  
10% off this week!



APR 26 - MAY 10  
**Support Local Business Baskets**  
Columbus, Nebraska

Interested **Going** Share More

**Barbara Jean's**  
3 hrs · 🌐

I have room for 3 people at 11 AM this Saturday!

Appointment times will be a max of 3 peop... See More

21 6 Comments 6 Shares

**Urban Farm Boutique**  
Sunday at 8:45 PM · 🌐

Hello Family and Friends!! Have you heard the good news! We are reopening May 5th 11-5!! To get the word out and help us reach 6,000 FB followers! It only takes seconds to support us. Supporting small businesses doesn't always require spending money. ❤️

- 5 easy steps!  
1. Go to Urban Farm Boutique on Facebook  
2. Scroll across the top, go to 'COMMUNITY'  
3. Click 'INVITE FRIENDS'  
4. Click 'SELECT ALL'  
5. Click "SEND"

That's it - it's as simple as that! ✅

Comment 'DONE 🙌' once you've invited all of your friends... you will be put in a drawing to win a \$20 gift card! THANK YOU for sharing, liking and promoting our lil' business!



**Earl May Garden Center (Columbus, NE)**  
Sunday at 5:21 PM · 🌐

Sunday Houseplant Spotlight: Fiddle Leaf Fig! 🌿 These trendy plants prefer bright, indirect light in a humid, draft-free area. Water when the to... See More



**Upper Left** - Pictures of Maximus' adult cherry limeade and CK Grill's colorful taco imagery sell us on take out. **Center** - Treasures promotes gift cards for Mother's Day, and "Operation Support Local" is the ingenious idea of

businesses selling gift baskets together.

**Left** - Earl May and Juice Stop will also be teaming up in May to promote succulent plants and sweet treats, so look for joint promotions from them. The Chamber applauds all businesses trying new ways to reach customers.

**Above & Right** - Some businesses, like Barbara Jean's and Urban Farm, engage customers with online appointments and social interactions. Give them both a thumbs up!



# Look Who's a Chamber Member!

*THANK YOU to these members for their March investment.*

Ace Hardware & Garden Center, Ed Hopen  
 Ace Sanitation Service, Inc., Mitchell Peterson  
 Advanced Fire & Safety, Don Sock  
 Ag Spray Equipment, Mark Schwarz  
 All Seasons Aesthetics, LLC, Chris Stuthman  
 American Heart Association, Cori Lamm  
 American Legion, Hartman Post 84, Geri Wemhoff  
 Amigo's, Doug Samuelson  
 Anytime Fitness, Shane Leininger  
 Associated Staffing, Jonathan Rauner  
 Athletico Physical Therapy, Brandon Smith  
 Auto Quality Sales & Service, Steve Lloyd  
 Barbara Jean's, Barb Duffy and Michaela Kuta  
 Barb's School of Dance & Desiree's Dancer, Barb Ramaekers  
 BeYOUtiful Boutique & Gifts, Nicole Lindhorst  
 Big Pals-Little Pals of Greater Columbus, Andrea Holly  
 Boulevard Lanes, Jeff Thiele  
 Brookestone Acres, Nicki Woznick  
 Bulkley, Jim & Karen  
 Buss Realty and Auction LLC, Brad Luchsinger  
 Central Valley Ag Cooperative, Debra Erickson  
 Colegrove Counseling, Jill Colegrove  
 Columbian Village, Tom Williams  
 Columbus Children's Healthcare CCH Pediatric, Christi Mastny  
 Columbus Door & Window Mfg. Co., Ron Oborny  
 Columbus Place Apartments, Stephanie Haney  
 Columbus Plumbing, Terry Douglas  
 Columbus Public Schools Foundation, Nicole Anderson  
 Columbus Steel Supply, Inc., Mike Maguire  
 Columbus Telegram, Vincent Laboy  
 Columbus Urgent Care, LLC, Nicole Pollema  
 DAV Chapter #20, James & Jamie Jakob  
 Days Inn & Suites, Tim Criss  
 Dial - Village Centre, T. L. Clauff  
 Dickie Doodle's, Chris Dreifurst  
 Duren, David Tax Consultant  
 East-Central District Health Department, Beth Wewel  
 Edward Jones/Chad Oakley Financial Advisor  
 El Mezcal, Arturo De La Paz  
 El Tapatio, Fernando & Teresa Lopez  
 Evan Trofholz Grounds Care, Evan Trofholz  
 Fas-break Auto Glass Services, Ryan Harder  
 Federated Church, Annika Stroope

Fremont Area Chamber of Commerce, Tara Lea  
 G-O Rapid Lube & More, Mike Gansk & Jeff Orender  
 Hearing Aid Center of Columbus, Mindy Wemhoff  
 Hegemann Plumbing, Dale Hegemann  
 Henry on 11th, Jeff & Cathy Gokie  
 Highland Park Evangelical Free Church, Kevin Bennett  
 Home 360 Flooring & Home Decor, Damon Vogt  
 Ienn Bookkeeping & Tax Service, Jeannie Ienn  
 Immanuel Lutheran Church and School, Patrick Sparling  
 Industrial Systems and Supply Inc., Duane Ohlrich  
 Inpatient Physicians Associates Hospital, Brian Bossard  
 K.C. Hall, Mark Leif  
 Kay's Place for Massage Therapy, Kay Ann Kerkhove  
 Keep Columbus Beautiful, Vanessa Oceguela  
 Kluth Properties LLC, Doug Kluth  
 Kosch Financial, Aaron Kosch  
 Landmark Title & Escrow, Inc., Jason Mielak  
 Lawnco Lawn & Tree Care, Pat Clayton  
 Loseke Lake Stop, Jeremy Loseke  
 Love Signs, Inc., Kris Love  
 Luckey, Bill  
 Maverick Greens- Underground Sprinkler Sp, Derek Bopp  
 Midland Resources/Clock Tower Court LLC, B.J. Barcel  
 Mueller Sod Farm, Gary Mueller  
 Northtown Stylists, Steve & Jodi Zaura  
 Optimist Club of Columbus, Dale Rosendahl  
 Owens Wealth Advisors, Dwain & Jill Owens  
 Pacific Window Tint, Carlos Velazquez  
 Parkview Rentals, Chris Bock  
 Pathfinder Wealth Advisors - Bob Irby  
 Paul Davis Restoration, Mike Brandenburg  
 Pet Care Specialists, Kris Wagner  
 Pinnacle Agency, Ahren Uhlig  
 Pizza Ranch, Margie Siegel  
 Platte Valley Humane Society, Jan Berry  
 Platte Valley Literacy Association, Mary Wiegand  
 Platte Valley Mustangs, Sandy Weber  
 Platte Valley Precast, Arthur Frewing  
 Prairie Creek Vineyards, Nick & Kristen Ryan  
 Preister Well-Drilling & Backhoe, Inc., Gary Preister  
 Price, Linda K., CPA, Linda Price  
 Prokopec Wealth Management, Aaron Prokopec  
 QC Supply, Ryan Wellman  
 Quail Run Golf Pro Shop, Doug Dunbar  
 Reardon Lawn & Garden Equipment, Tyson & Holly Smith

# Welcome

## Community & Family Partnership

Sarah Papa  
1119 B St.  
Schuyler, NE 68661  
(308) 991-0030  
Services

## THANK YOU

### to all our members!

If you know a business that would be a great addition to the Chamber, let us know. We'd love to personally invite them to join and become a member of our organization.

### Chamber Investments, continued from page 8

Sahling Kenworth, Jason Rasmussen  
Salvation Army Thrift Store, Charlene Wilson  
Schubach, Don  
ServiceMaster Cleaning & Restoration, Carrie Kearney  
Settje Plumbing, Tom Settje  
Siefken, Milan  
Smith, Dwayne  
St. Benedict Center, Fr. Thomas Leitner  
St. Bonaventure Church & Grade School, Fr. Mike Swanton  
State Farm Insurance, Annette Alt  
Sundown Motel, Dianne Wall  
Tangles, Julie Sansoni  
Teammates Mentoring Program, Tricia Faust  
The Advisor, Deb Condrey  
Top Stitch Upholstery, Matt & Heather Giffrow  
Treasures Boutique, Mary Nyffeler  
Tremel Surveying, Inc., Thomas Tremel  
Twin Rivers Veterinary Clinic, PC, Dr. Jeffrey Claborn  
Valencia Boutique, Pam Discoe & Paula O'Connell  
Valmont Utility, Tom Kreber  
Walker Foundations Inc., Charles Seedschlag  
Welker Cabinet & Millwork, Ray Welker  
West Point Implement of Columbus, Inc., Steve Vrba  
Westport Apartments, Dawn Soper  
Wild West Bar-B-Que and Catering, Tim & Patty Thege  
Word of Life Church, Mariano Menendez

## Submit your nominations in hopes that we celebrate

While it may seem early and we are in the midst of a pandemic, the Chamber remains hopeful we can celebrate with one another when Columbus Days returns in August 13-16.

One of our favorite traditions to kick off Columbus Days is Coronation.

King Ferdinand Mike Hansen and Queen Isabella Jo Sues will complete their reigns but must be replaced. Do you have someone you would like to nominate? Individuals who have made significant contributions to the community are eligible, and nominations will be accepted through May 29.

Nomination forms are available on our web page [www.columbusdays.com](http://www.columbusdays.com) or can be picked up at the Chamber office.



2019 King Ferdinand Mike Hansen and Queen Isabella Jo Sues

## May 2020 Calendar of Events

### Due to COVID-19, these events are subject to change.

Most regularly scheduled Chamber committee meetings have been cancelled due to the coronavirus and the need for social distancing to flatten the curve. Other meetings will be held electronically or as tentative. The Go Play Sports Clinics have been cancelled.

<b>MAY</b>			
<b>1</b>	<b>May Day</b>		
4	Taste of Columbus Committee	Zoom Conference Call	4:00 p.m.
<b>5</b>	<b>Cinco de Mayo</b>		
	Workforce CAPTuRE Committee	Zoom Conference Call	7:00 a.m.
<b>10</b>	<b>Mother's Day Holiday</b>		
12	Admirals	Tentative	7:30 a.m.
	Housing Committee	Zoom Conference Call	9:00 a.m.
13	Quality of Life Committee	Zoom Conference Call	8:00 a.m.
	Entrepreneurship Committee	Zoom Conference Call	9:00 a.m.
14	Finance Committee	Chamber	7:00 a.m.
	Transportation Committee	Zoom Conference Call	12:00 p.m.
<b>16</b>	<b>Armed Forces Day</b>		
18	Engaging Diversity Committee	Zoom Conference Call	11:00 p.m.
	Board of Directors	Zoom Conference Call	12:00 p.m.
19	Columbus Days Committee	Zoom Conference Call	10:30 a.m.
<b>25</b>	<b>Memorial Day</b>	<b>Chamber Office Closed</b>	
26	Go Play Sports Clinics	Cancelled	Cancelled
27	Latino Youth Summit Committee	Zoom Conference Call	10:00 a.m.

**In case of changes to scheduled events, we will send notifications via email.**

PRSRPT STD  
PO  
PAID  
COLUMBUS, NE  
PERMIT #500

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info@columbuschamber.org  
www.thecolumbuspage.com

