



Chamber Visions – August 2011

Did You Know?

Did you know that “Back In The Day...” is the theme for the 2011 Heritage Days parade? An amazing myriad of ideas can come from that theme! For businesses it might be all about the year your business opened or about how things were done years ago, old office machines, old logos, uniforms, etc. For individuals, the theme offers up a whole collection of possibilities! For example: a special era that was meaningful to you in sports, education, history, etc. or childhood games, black & white TV, rabbit ears, the phone attached to the wall, etc. So much FUN! Join us for the Heritage Days parade on Saturday, September 24, 10:00 a.m. Entry forms are available at the Chamber office or online at www.aboutmccook.com.

Barn Dance Mixer Draws Crowd



Lee and Pat Janssen, Janssen Kool Honda, hosted a well-attended Chamber mixer at their farm East of McCook on July 9. Guests enjoyed a full barbeque that was followed by a barn dance to the tunes of the five piece band, Joel Warren Country. The band hailed all the way from Austin, Texas. The crowd thoroughly enjoyed the music and will have a second chance to listen to the group at the Nebraska State Fair on September 3. A big thank you to Janssen Kool Honda for providing such an outstanding evening of fun, food and entertainment for Chamber members and their guests!

Krazy Days, Krazy Nites....Just Plain Crazy!

The KRAZY in the annual Chamber Crazy Days retail promotion was bumped up a notch for the 2011 version. The theme, Krazy Days, Krazy Nites, prompted the addition of two evening activities to round out equally crazy days of shopping the sizzling sales in stores all around town. The promotion started at 7:00 a.m. on Thursday, July 14, with the merchant's costume contest results announced in the McCook Daily Gazette. Sehnert's Bakery & Bieroc Café took the prize of a ¼ page ad in the newspaper for their efforts. Sehnert's utilized the crazy 80s era on which to base their costumes. Remember those years of Pac Man, MaDonna and Michael Jackson? Check out the other great costumes from some of the participants in the contest in these photos.



Krazy Days - Before 8 a.m.



Contest Winner Sehnert's Bakery & Bieroc Cafe



Michael aka Gabe Sehnert



Art Guild Sidewalk Fair

Shoppers shopped for two full days and then kicked back on Friday evening to enjoy a great show at the Fox Theatre headlined by Job, Peter and Chuck, a talented musical group from North Platte, Nebraska. The renowned Prairie Statesmen, with members from all around Southwest Nebraska, opened the show. Guests were further entertained with the antics of emcees, Cal Siegfried and 'Fabulous Fannie' Roe. Proceeds from the show were donated to the Fox Theatre renovation.

Saturday morning found shoppers from Nebraska, Kansas, Missouri, Iowa, Texas and California picking up great buys at the flea market held in the Cowboy Up Tack/Fastenal/VK Electronics parking lot. The scorching hot temperatures didn't seem to deter the vendors nor the bargain seekers from enjoying "great sales" and even "better buys".

To wind down the shopping frenzy at the end of Saturday, Schmick's Market hosted an event in their parking lot titled "BBQ, Bands and Brew" for a great crowd. The activities started at 5:00 p.m and featured the Schmick's barbeque of steaks, burgers and hot dogs as well as the brew of choice. Three bands took over the stage and played until midnight. In spite of the record high heat index, people thoroughly enjoyed the social venue and many expressed their desire for a repeat of the event for next year.

Retailers report successful traffic numbers and sales over the three day promotion.

The Chamber Visions is the official publication of the McCook Area Chamber of Commerce, published monthly throughout the year at 402 Norris Ave., Suite 203, McCook, NE 69001. The Chamber accepts no responsibility for editorial content submitted to Chamber Visions.

SPOTLIGHT ON BUSINESS

Full-Time General Surgeon Begins McCook Practice in August

Community Hospital is pleased to be adding a second full-time general surgeon to our medical staff. Brenda Kopriva, M.D., who begins her practice in McCook in August, just completed her five-year general surgery residency in Wichita, Kansas.



Community Hospital's new general surgeon chose McCook to practice general surgery as a way to be closer to family, farming and her rural roots.

She and her husband, Jim, whom she met in her first year of residency, both grew up on family farms in Kansas. Dr. Kopriva was born and raised in Ness City while Jim is from Atwood. After working as an engineer at AGCO Corporation in Hesston, Kansas while Brenda was in residency, Jim is excited to join his father and brother in farming. Raising their six-month-old son, Nathan, around family is a high priority. "This is where we fit and where we wanted to raise a family, plus, we wanted Nathan to grow up around grandparents," she said.

As early as fourth grade, her answer to, "What do you want to be when you grow up," was "I want to be a doctor." It may come as no surprise that she got interested in medicine by working with the veterinarians on their farm.

Going into surgery wasn't a field she was considering at first, "but I did my rotation and absolutely loved it! I love making a difference, changing something and seeing it change," she said, as opposed to treating someone's blood pressure and waiting to see if it worked. "I like using my hands, seeing a problem and fixing it."

General surgery also offers the diversity that other specialties don't provide. "I like the challenge of not knowing what you are going to do; that each day is a little different," she explained. The field of general surgery entails endoscopy, laparoscopic procedures, intra-abdominal procedures, breast surgery, hernias and limited head and neck procedures.

Dr. Kopriva is looking forward to working in McCook and working at a hospital which serves the whole community and area. "The only thing I know is my training (residency in Wichita) where there were several hospitals and several surgery centers—and it's really split. I think it will be more patient centered care for the community. I like that idea."

She is also very excited about the surgery wing currently being built in the Phase 2 building project. “The new surgery wing will offer cutting edge technology which is pretty exciting to work with. It cuts time and makes everything more efficient and also improves safety.”

The new surgery wing offers an additional endoscopy room, three surgical suites with space for a fourth suite available for future expansion, new OR beds, new high definition scopes and other high definition equipment, equipment booms, Stryker LED lights and complete Stryker equipment integration.

Dr. Kopriva graduated from Kansas State University in Manhattan, Kansas in 2002 and the University of Kansas School of Medicine in Kansas City in 2006. She completed her general surgery residency at the University of Kansas School of Medicine in Wichita, Kansas in May.

Appointments can be made with Dr. Kopriva by calling Community Hospital Surgical and Orthopedic Clinic at 308-344-8376.

In addition to Dr. Kopriva, Walter Eskildsen, M.D., associated with Surgical Associates in McCook, also provides general surgery services at Community Hospital.

Candy Crosby, Public Relations Coordinator

KRVN-On the Air for 60 Years

KRVN is proud to celebrate their 60th anniversary this year. KRVN-AM is widely known as the favorite station of farmers and ranchers to tune in to for market updates, grain reports, auctions, ag news, weather and sports.

The construction of a farmer-rancher owned radio station in Nebraska was triggered by several events that took place in 1947 and 1948. One being that Nebraska suffered one of its worst blizzards ever. Radio coverage in the western part of the state was insufficient and weather information provided by existing stations was inaccurate. Many people and thousands of animals perished as a result. Had adequate information been available, farmers and ranchers could have braced themselves for the storm and made arrangements for their livestock.

In the spring of 1947, the St. Joseph radio station discontinued its grain market broadcasts. This left farmers scrambling for current market information.

In 1949, the Nebraska Rural Radio Association applied to operate at 1010 AM on the dial with 25,000 watts of power during daytime hours using a directional antenna. In 1951, KRVN AM was a reality. In 1972, KRVN's power was increased to 50,000 watts at 880 on the AM dial, where it remains today.

Since that time, additional stations have been added – KRVN FM - The River, also in Lexington. Sister stations, KNEB AM/FM in Scottsbluff, and KTIC AM/KWPN FM in Westpoint, later joined the station group as well, allowing excellent coverage across the state.

In 1996 KRVN radio went on line with its own website at www.krvn.com - just another way of bringing up-to-the minute information to farmers and ranchers.

Chris Hansen of McCook joined the KRVN sales staff in 2008 as the area sales representative for Southwest Nebraska, Northwestern Kansas and Northeastern Colorado. With 17 years of radio advertising experience, she has enjoyed helping her customers develop marketing solutions to grow their business.

The ag economy is vital in keeping our rural areas thriving and KRVN is looking forward to being a part of serving the agriculture industry's needs for the next 60 years.

Chris Hansen

Dr. Chris Nix – 30 Years of Service to McCook

Southwest Nebraska Dental Center was founded by Dr. Chris Nix in 1981 and is proud to have served the McCook and surrounding area for the past 30 years. Dr. Nix expanded to two offices with the addition of his Imperial Nebraska practice in 2005. Dr Nix is a 1974 graduate of the University of Nebraska and received his Doctor of Dental Surgery degree from the University of Nebraska Medical Center College of Dentistry in 1978.

Dr Nix enjoys all aspects of general dentistry but has accomplished himself in cosmetic dentistry, surgical implants, Laser gum therapy, Conscious Oral Sedation for anxious patients, and one-appointment Cad-Cam CEREC crowns.

Dr. Nix has always been committed to providing the latest in dental techniques and technology for his patients and has just installed the only 3-Dimensional Scan X-Ray in this area of the state. This 3D Scan X-Ray will allow patients to see their face, jaws and teeth in a 3-Dimensional view, rather than the old 2-Dimensional view of traditional x-ray. This provides Dr. Nix the ability to see areas of the mouth that couldn't be seen before and improve dramatically the diagnostic capability of problem areas of the teeth and jaws.

Dr Nix also is honored to serve as a Mentor at the prestigious Scottsdale Center for Dentistry, where he helps teach fellow dentists. Routinely taking 100 hours of continuing education annually allows Dr. Nix to maintain the highest quality in dental patient services.

Dr. Nix is proud to introduce Dr. Kaitlin Haag, a McCook native, as a new partner in Southwest Nebraska Dental Center. The entire SWNDC dental team is excited to have Dr. Haag join us in serving our patients. Dr. Haag is now seeing patients in both the McCook and Imperial offices.

It has been a privilege to serve the McCook area for the last 30 years and all of the doctors and staff of Southwest Nebraska Dental Center look forward to the future. Will you please join Dr. Nix, Dr. Haag and all Southwest Nebraska Dental Center staff at our 30-year celebration on August 25, 2011. We will begin at 5:30 pm at our McCook office.

Jeannie Kotschwar

McPherron, Skiles & Loop, CPAs, P.C.

Much has changed since the company was founded in 1979 by William Ramaekers of North Platte and Darryl Moore of McCook. The company has expanded to serve Southwest Nebraska communities with offices in McCook, North Platte, Imperial, Grant and now Benkelman. The firm now employs 21 people and is looking to add 2 or 3 people by next tax season. Doug Skiles and Jason Loop are the shareholders in McCook, and Vicki McPherron is in North Platte.

Technology has changed greatly. The company began with a used Burroughs B80 mainframe computer which it purchased for \$40,000 in 1979. The B80 had a total memory of 7k, and the computer and its dedicated air conditioner took up a room by themselves. The first microcomputer used was an Apple III in 1983. Now, MSL has at least 2 dozen computers, of which 90% are notebooks with dual monitors. Because of rapidly advancing software, 5 to 8 computers are replaced every year. Although paper copies are produced for our clients, most of our data is electronically stored.

The industry itself has changed drastically also. When the firm began, very few clients had computers. So, financial statement preparation was a major service. Now, most clients have their own computers, and MSL provides assistance to many of them in preparing their own financials. The firm also provides a wide array of tax and accounting services for individuals, corporations, partnerships, LLCs, trusts and estates, business, farm and ranch and non-profit entities.

Between changes in technology, accounting standards and tax law, 98% of what we knew 32 years ago is obsolete. Our clients are more mobile and diversified than ever before. In an average year, we will prepare tax returns for 24-26 different states. We now provide more advisory services today than in the past. About the only trend in the industry that we have not followed is that of selling securities. We feel that it is a conflict of interest to be both accountant and broker, and it is difficult enough to maintain expertise in one industry, let alone two.

The shareholders have not, however, changed their commitment to quality. We don't look at our relationships as a 'one and done' tax return preparation. We like to measure our relationships by decades and generations.

Doug Skiles

GUEST EDITOR

MNB Hot Summer Nights 2011 Concert Series

During the month of August, the MNB Hot Summer Nights concert series returns to the stage as McCook National Bank has scheduled two concerts in McCook for 2011.

Friday, August 5th, is the first concert with the Bel Airs taking the stage in Norris Park. "Fronted by brothers Dick and Dave Pruitt on bass and electric guitars, with Michael Cherry on drums, the Bel Airs play a danceable mix with an authentic but eclectic bluesy-country-soul-and-rock-n-roll sound influenced by the likes of Wilson Pickett, Slim Harpo, Howlin' Wolf and Johnny Cash." (www.belairs.com)

The concert series returns to Norris Park a week later when The Bobby Layne Orchestra performs for the second concert of 2011 on Friday, August 12th. "Bobby Layne & his Orchestra perform about 200 nights every year, traveling throughout the U.S. (including Hawaii), Canada and the Caribbean. Their music bridges the generations from the 1930's to the present: **swing, tangos, sambas, waltzes, show tunes and a bit of rock**. For dancers and listeners alike, the Bobby Layne Orchestra with featured vocalist Trudy DuMay delivers an entertainment experience you won't forget." (www.bobbylayne.com)

Thanks to the hard work of the MNB Hot Summer Nights committee, we've got two great concerts planned for this summer. The committee is made up of MNB employees, Mark Graff, Peggy Been and Scott Barger, as well as, Dale Dueland, Lonnie Weyeneth, Russ Ankersen, Matt and Walt Sehnert. All concerts start at 7:00 p.m. and are free to the public, so be sure to bring out your lawn chair or blanket and come enjoy some great music with us! We hope to see you there!

Scott Barger
McCook National Bank

RETAIL DETAILS

Think, Shop, Buy, Local

A community needs to realize "THIS IS OUR HOME" and our way of life depends on the support of independent, locally owned businesses. Let's transform our community into a retail destination, draw traffic and encourage sales. Buying local is the right choice for our schools, our families and for our community. Local stores employ our neighbors, pay taxes that support our schools and improve our roads, and contribute to local non-profit groups. As consumers, we can pledge to "Think, Shop, Buy Local" and commit to patronizing businesses near where we live and work.

Keep our community strong. Invest in our locally owned businesses and keep our money in town! Together we can strengthen relationships that improve our quality of life. So next time before you make a purchase, Think, Shop, Buy Local.

- **Spend \$100 locally, \$62 stays right in your community**
- **Spend that same \$100 in a national chain, only \$42 stays in your community**
- **Spend that same \$100 on-line, \$0 is returned to your community**

THE IMPORTANCE OF BUYING LOCAL:

Shopping local creates jobs. Shops in your town create local employment and self-employment. These people in turn spend in the local economy.

Local independent shops invest more in your communities. Local businesses are proportionally more generous in their support of local charities, schools, and community events. So supporting local shops means a financial contribution to your community.

Local shops sell great products at affordable prices. Some people get out of the habit of shopping locally and are then surprised by the range of products available. Shopping locally saves you time and money. You travel less, saving on time and fuel.

Shopping locally retains your communities. People don't like losing shops and services in small towns but don't equate this with how they spend their money.

Shopping locally retains your distinctiveness. Independent shops create distinctive shopping experiences and stock different products. Local businesses respond more quickly to the needs of local customers, stocking products to meet changing population needs.

Shopping locally saves the environment. Local shops often stock a high percentage of locally sourced goods that do not require long-distance transportation, helping to reduce our global footprint.

Local shops are for everyone. Most people can get to their local shops easily. This is especially important for the elderly, young people and others who rely on public transportation.

Local shops value you more. Evidence from numerous surveys show people receive better customer care and service locally. These businesses survive by their reputation and repeat business, which means you get a higher standard of service.

Shopping local saves services. Private and public sector services cluster around shops. As shops disappear so do hairdressers, banks, restaurants and other businesses.

*Barbara Wold
International Speaker
Author and Business Strategist*

MEMBER NEWS

Lifetime Eyecare Third-Quarter Honor Business



Photo courtesy of McCook Daily Gazette

Honor Business Lifetime Eyecare was presented the third-quarter Honor Business Award by the McCook Area Chamber of Commerce on July 18. Holding the banner, from left, Dirk Gray O.D. and Robert Stamm O.D., surrounded by their staff and Chamber members.

Ribbon Cutting for Hometown Family Radio Group



Photo courtesy of McCook Daily Gazette

Hometown Family Radio Group hosted a ribbon cutting ceremony on July 13, in honor of the launch of their newest radio station, The Zone 93.9. The new format of the now “Top-40 hits” station launched in June.

CHAMBER STATS

Office

	Calls	Walk-In	Tourism Packets Mailed or Distributed	Relocation Packets Mailed	Misc. Packets Mailed
2011					
Jan	346	221	25	18	3
Feb	464	216	16	9	2
Mar	487	173	21	11	3
Apr	596	190	15	4	3
May	490	231	15	5	3
June	467	198	17	5	2
YTD	2,850	1,229	109	52	16

Website

Rolling 12 Mo Hits

Specific Website Page Total Hits

Month	Total Website Hits	Business Spotlight	Business Directory Search	Member Directory Search	Community Calendar	Chamber Calendar	Chamber Newsletter
July '10	4,416	205	346	96	93	107	341
Aug	3,826	180	311	173	73	105	297
Sept	4,396	215	277	96	101	142	374
Oct	3,454	170	289	89	59	95	292
Nov	3,935	214	371	190	45	95	358
Dec	3,165	245	323	72	56	79	314
Jan '11	4,577	126	324	300	28	58	328
Feb	3,785	224	222	149	40	78	284
Mar	4,723	341	313	191	35	81	408
April	4,489	213	424	158	41	73	315
May	4,488	131	440	143	55	57	273
June	5,038	205	745	132	55	97	371
Totals	50,292	2,469	4,385	1,789	681	1,067	3,955



