



The Wamego Outlook

OztoberFest to feature original artifacts, Munchkins and fun for all ages

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OztoberFest to feature original artifacts, Munchkins and fun for all ages

The first OztoberFest will run from October 14 through October 16, and will kick off with the arrival of original artifacts from "The Wizard of Oz" movie. A dress worn by Judy Garland in the movie, as well as the Wicked Witch's hat and a munchkin's soldier hat and coat will join the other Oz memorabilia in the Oz Museum.

In addition to these original artifacts will be autograph sessions with several of the actors who played Munchkins in the movie. According to Jim Ginavan, executive director Columbian Theatre Foundation and Oz Museum, Clarence Swenson, who played a soldier; Margaret Pellegrini, the Flower Pot Lady and Sleepy Head; and Munchkin Mickey Carroll

will also be featured in cameo roles in the Columbian Theatre's production of "The Wizard of Oz" during the OztoberFest celebration.

Robert Baum, great grandson of L. Frank Baum, the author of the book from which the movie was adapted, will speak in the Oz Museum on Oct. 15 and 16. John Fricke, Emmy-winning documentaries, will also be part of the celebration. Fricke has created the bonus scenes on the new Wizard of Oz DVD.

Craft and food booths, hot-air balloons, games for the kids, and street entertainment will be featured in downtown Wamego throughout the OZtoberFest celebration.

"We always try to have new and exciting things in the Oz Museum and we thought creating a hometown OZtoberFest

was a great way to celebrate the end of summer and beginning of fall," Ginavan said.

Just a few doors north of the Oz Museum, in the Swogger Gallery of the Columbian Theatre, is the "Judy Garland -- Dressing a Legend" costume collection. The collection features over a dozen of Garland's costumes. Along with the gowns, a full-length black mink coat and other accessories, are film clips, photographs and videotape featuring Garland actually wearing the items on exhibit.

The Chamber/Mainstreet Promotion Committee encourages retailers and restaurants to find ways to tie into the Oztober festival events and help drive visitors into their stores. If you would like help in creating a tie-in, give Chad a call at 785-456-7849.

To the world
you might be
one person,
but to one
person you
might be the
world
- Unknown

How to Help Those In Need After Hurricane Katrina

Wamego businesses have stepped up to do their part for Hurricane Katrina Disaster Victims by putting collection jars on their counters to raise money for the American Red Cross.

Shoppers now have the opportunity to give locally to a national cause to help those that are in need. All proceeds will go the American Red Cross. Be sure to write in the memo "funds for Hurricane Katrina" in ensure that 100% of your donation goes to-

wards this specific disaster effort.

If you or your business would like to host a fund raising drive for the victims, please contact the American Red Cross at 785-234-0568 for more information.

Wild On Excellence *Kansas Mainstreet Annual Conference—October 19—21*



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Conference
October 19—21

The Kansas Mainstreet's Annual Conference will be held in Emporia on the 19th through the 21st of October.

This year's conference will be in conjunction with the Kansas Pride conference to give attendees the opportunity to meet new people and learn about new ideas to tackle the tough challenges facing our businesses and community.

This year's conference has

some outstanding presenters speaking on topics that include heritage tourism; is it the right economic diversification for your community, finding new sources of funds for non-profit organizations and using the website to connect to shoppers and visitors.

These topics are sure to provide participants with new and bright ideas to increase traffic in our community and

businesses.

The deadline to register for the entire 3 day conference is \$125 and includes a ticket to the Mainstreet Awards Banquet.

You can also attend just 1 day of informational training for \$50 per day.

If you would like more information about this conference event, please call the Chamber/Mainstreet office at 456-7849.

Kick Up 'Yer Heels at Black Jack Hills



It will be a "root'n—
toot'n good time at Black
Jack Hills

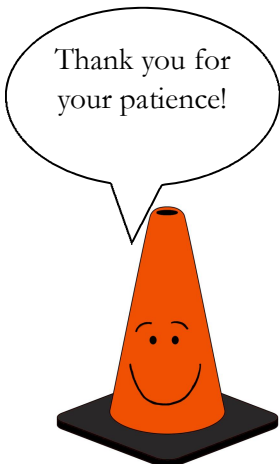
Y'all come join us for the Showdown at Black Jack Hills. That's right, Business After Hours on September 14 starting at 5:30 pm at Black Jack Hills. Get ready to put on 'yer boots and kick up 'yer heels to celebrate the end of summer with your fellow Chamber members. It'll be a chance to "dance with who brung 'ya, to circle the wagons and reap what you sow." (Trust us, these

tired clichés will make sense if you show up!)

This 2005 event is co-sponsored by Black Jack Hills, Complete Music, N Zone Sportswear, The Cary Company, Reese & Novelty, Manhattan Aquarium Company, Copeland Insurance, Copeland-Prudential Realtors, Wamego Chevrolet and Debbie Dugan-Mary Kay.

Y'all come out now 'ya hear! Black Jack Hills is just 10 mi. E. of Manhattan on Hwy. 24. Go all the way to Vineyard Rd. turn S. for 1.5 mi. to the T and look for the signs!

There will be a \$5 fee for this joint Business After Hours.



Thank Heavens The Construction Is Over!

Now that the construction on Lincoln Ave is complete and businesses can return to normal, I would like to take this opportunity to thank a lot of people.

First and foremost, I want to thank each and every business in Wamego. Having traffic slowed and re-routed is never a pleasant experience, but thanks to your

understanding and patience we weathered the storm quite well.

I want to thank the City of Wamego and their employees for an outstanding job of recognizing the impacts that this construction had on businesses and going well out of their way to make sure that the

construction made as little of a negative impact as possible.

I also want to thank the many volunteers on committees and those that organized block parties. Your efforts during these events made the whole process a little more bearable.

THANK YOU!!!

Become An Expectation Controller

It's all about controlling expectations

Most of my career has been devoted to exploring the reasons why people buy, and why they choose to buy from one business over another. What are their buying motivations? I believe that convenience is the top motivator. Convenience beats out price and quality everyday. But that's not what this article is all about. It is about how so many retailers and business people think that customers are shopping with them for one reason, when in reality the customers are there for a totally different reason altogether. I like to call it *mixed motivations*.

How can that happen? Unfortunately, it is happening everyday. In seminars that I conduct for downtown & merchants groups (groups where the folks are reasonably acquainted with each another), I select one of the merchants and ask him or her why their best customers shop in their store? They will always include price, service and selection but when I ask the rest of the audience why they shop in that store, their answers are often completely different. It is a shocking experience. How can a business not know why customers shop with them?

As bad as this may be for a smaller business, it is almost inconceivable that a larger chain with all of their financial resources would ever allow this to happen. Yet, amazingly, it actually happens more with the large chains than Mom & Pop stores. And it happens for a very specific reason. Upper management has a preconceived idea of what the business was or should be. They are too far removed from real customer contact and surrounded by people who are trained to only agree with the boss. Thus, mixed motivations occur.

I was recently involved in a consulting project where a 300-store chain experienced sagging sales. My first question to management was why do your best customers buy from you? They said because they care about their customers and spend the time to give each and every one of them the expertise that the customers expect from us. That seemed a little silly, because if the store gets busy you just won't be able to do that!

As I visited various stores in the chain, I rarely ever saw anyone sitting at the consultation desks at all.

Yet they were spending millions to promote this concept on TV. I suggested a series of focus groups among store managers and key employees. We also did some one-on-one sessions along with market research studies. Expertise ranked number 9. Convenience was number 1. Yet this chain did nothing to address those issues. Again, mixed motivations.

The solution to this problem is simple. **Just ask your customers.** Don't lead them or coach them — let them think about your questions and give you their honest answers. And don't ask just a few customers. Ask as many customers as you can, from as many different walks of life as possible. Because once you know why they buy it makes it extremely easy to design your marketing and advertising efforts to provide what your customers really want. It's simple, effective, powerful and profitable. And most retailers simply aren't doing it

For more information on retail expert Rick Segel, please visit www.ricksegel.com.

Why do Citizens Volunteer for the Kansas BREES?

Kansas Business Retention and Expansion E-Survey (Kansas BREES) is a Business Retention and Expansion (BR&E) survey visitation program. This visitation program will involve local volunteers calling on businesses with a confidential survey to gather information about the firm's development plans, economic concerns, and opinions about the community as a place to do business. Kansas BREES provides training and materials to conduct an effective survey and assists in analyzing the information gathered in order to form a

plan for responding to issues and concerns revealed.

This might sound like a good project for Wamego, but with your time spread so thin between your family and your work, why would you contribute time to Kansas BREES? Citizens and local leaders who have participated cite the following reasons they have been active in them:

- Kansas BREES demonstrates that "we *CARE about business*."
- Kansas BREES is *FUN!*

- Kansas BREES is a *LEARNING* experience.
- Kansas BREES brings the community *TOGETHER*.
- Kansas BREES is *DO-ABLE* and it gets *RESULTS*.

If you are interested in volunteering 2 or 3 hours of your time to help the business community grow, please give Chad a call at 456-7849 or send an email to wchamber@kansas.net

Wamego Chamber of Commerce/Mainstreet

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Check out the CVB's new webpage

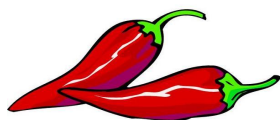
www.visitWamego.com



Ridiculous Days Events a Huge Success

Lemonade and Salsa might be an odd combination, but Wamego's Children's Lemonade Stand and The Best Salsa Contests made a perfect match at this year's Ridiculous Days Sidewalk Sales.

There were 6 contestants in the salsa contest with each of them bringing at least 2 recipes. The wide variety of fresh and spicy salsa made it a real



challenge for the judges.

John Nagel

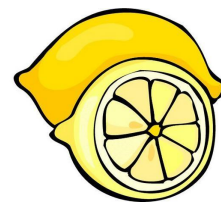
brought home the grand prize of the title of Wamego's Best Salsa as well as a decorative serving tray donated by deLacey's Lane.

Other winners were Cheryl Mallon with the hottest salsa and Deanna Meyer won the Best Flare award for the best decorated table.

9 Lemonade stands lined the street of Lincoln Ave to help raise over \$200 to build a new family shelter at the City Park.

Participants in the Children's Lemonade Stand were asked to decorate their own stand and make their best lemonade to sale to Wamego customers.

Each participant won a certificate and prizes donated by deLacey's Lane and Vanderbilts.



The Community Life committee was also busy serving hot dogs and ice cream to celebrate the completion of the construction project on Lincoln Ave. Thanks to all of the volunteers who helped serve over 200 hot dogs and to the City of Wamego, Dyers Shurfine Foods and McDonalds for the generosity in donating all of the food and supplies.