

# Development Digest

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## And the Votes Are In!

### Pottawatomie County Home to 2 of the 8 Wonders of Kansas Customs

With more than 12,000 votes cast during the Kansas Sampler Foundation's 8 Wonders of Kansas Customs, Pottawatomie County is now the proud home of two of the 8 wonders. The **OZ Museum in Wamego**, nominated under the category of: Clicking your heels three times and saying "There's No Place Like home" and the **Hoffman Pharmacy in Westmoreland**, nominated under the category of: Ordering a soda fountain treat, join the ranks six other unique customs across Kansas.



"Thank you to all who voted for these attractions. Being named an 8 Wonder of Kansas – Custom is a great honor and we're confident Pottawatomie County and these businesses will see an increase in visitation because of this designation," Julie Roller, Development Associate with the Pottawatomie County Economic Development Corporation said.

Additional winners include:

- Bringing musicians together: For a decade there's been a lively jam session at the Emma Chase Cafe in Cottonwood Falls almost every Friday night at 7:30 p.m.
- Chanting a school fight song: The University of Kansas's (Lawrence) Rock Chalk Jayhawk cheer is one of the best in the nation. Learn about the chant in the student union.
- Commemorating Veterans Day: An Emporia man helped change Armistice Day into Veterans Day and made Emporia the Founding City of Veterans Day.
- Displaying an ethnic handicraft: Traditional and pop-art Dala Horses can be seen throughout Lindsborg.
- Riding a carousel: Ride -- and learn about -- the famous C.W. Parker carousels in Abilene and Leavenworth.
- Using natural material for fencing: Learn the story of these hardy fence posts at the Post Rock Museum in Lacrosse and see them throughout the Smoky Hills.

For more information about the 8 Wonders of Kansas Customs, please visit: [www.8wonders.org](http://www.8wonders.org).

## Community Updates:

### Onaga



The Tri-Cities Economic Development Corporation hosted the PCEDC September Board Meeting in Onaga. Representatives from Onaga, Weaton and Havensville attended the meeting to learn more about the Corporation and ask questions about future projects.

### St. George

Unified School District 323's Rock Creek Junior/Senior High School in St. George was among the five Kansas schools that were recognized by the U.S. Secretary of Education as 2009 National Blue Ribbon Schools.

# From the Director's Desk

By Bob Cole, Executive Director, PCEDC

## BUY LOCAL?

Recently we have been helping the City of Wamego and its appointed Steering Committee work on a "Vision Wamego" project to establish community and economic action goals and objectives for the next 3 – 6 years.

During the course of this project it has been pointed out that retail sales leakage from Wamego and many small communities in Pottawatomie County is substantial. What are the causes? Certainly the recent economic slump has not helped. However regional shopping hubs and the internet are two prime alternatives to shopping with locally owned businesses.

Over time, the trend of lost local retail sales, which is very widespread, especially in "exurban" and "agurban" communities that lie in relatively close proximity to regional hubs, can turn into a spiraling "black hole" of lost local business, lost local ownership, lost local tax base and lost local employment. Without action, the trend can lead to very substantial lost opportunities for local consumers as well.

Local businesses in other small communities in our

county have experienced recent substantial downturns in business volume as a result of increased direct competition from larger retailers in regional hubs.

What can be done to stem the downturn in local retail sales volume?

First and foremost - those of us living in our communities can - to the greatest extent possible – BUY LOCAL! I hope you will join me in a concerted effort from this point forward to buy local whenever it is possible for you to do so. You will be helping support local business, local ownership, local employment, your local tax base and thereby helping keep your community and business community viable.

SERVICE! Several retail businesses in our communities continue to thrive, not because they are necessarily price competitive with regional competitors, but because they provide excellent service to their customers. This may include staying open in the evening and weekends to make their business convenient to use, reaching out to customers with imaginative advertising,



asking and responding to customer suggestions about products and service, making an extra effort to stock goods that customers need, going out of their way to thank customers for their business, making sure their staff are well-trained, helpful and courteous, and maintaining squeaky-clean facilities.

It is a real pleasure to enter a locally owned business, be greeted by your first name, be sincerely asked how you're doing, be offered every consideration in terms of product and service and be made to understand that the owner and staff really appreciate your business.

Between committed customers (US!) and thoughtful, responsive and appreciative local business owners we can maintain local retail viability in our communities.

I hope you will join us in an effort to "BUY LOCAL" to the greatest extent possible over the next months and years.

# Rural Kansas: Come and Get It!

## PCEDC Helps Increase Olsburg's Web Presence 100%

As part of the "Rural Kansas: Come and Get It" initiative launched by the Kansas Sampler Foundation, Julie Roller, Development Associate with the Pottawatomie County Economic Development Corporation attended the two-day training in Fredonia to help Olsburg gain a web presence.

The two-day class featured learning the Explorer mindset, researching community Explorer assets, social networking photography and website maintenance.

"There is a great deal to see and do in rural communities if people know how to explore. The Rural Kansas: Come and Get It website will not only tell what there is to see and do in towns of every size, but it will help people know how to explore. The social networking will be used as a tool to encourage the world to "get" or understand our rural culture.

While still a work in progress, PCEDC has helped increase Olsburg's web presence by 100%.

The Rural Kansas: Come and Get It initiative is funded by a \$50,000 grant from the Kansas Department of Commerce Travel and Tourism Division. The classes are free and are specifically for volunteer-led communities, however communities of any size may participate.



## Community Updates:

### Olsburg

To learn more about Olsburg, please visit:

#### Website:

[www.getolsburg.com](http://www.getolsburg.com)

#### Facebook:

GetOlsburg fan page

#### Blog:

[www.getolsburg.blogspot.com](http://www.getolsburg.blogspot.com)

#### Twitter:

[www.twitter.com/getolsburg](http://www.twitter.com/getolsburg)

### Wamego

#### Chamber After Hours

Thursday, December 3

5:00 - 7:00 p.m.

Kaw Valley State Bank

Thank you to all who participated in the Vision Wamego online survey. Survey results are available on our website: [www.ecodevo.com/visionwamego.asp](http://www.ecodevo.com/visionwamego.asp)

Wamego residents, business and property owners are invited to an open house from 6 to 8 p.m. December 2 at the Wamego Senior Center, 501 Ash Street, to review and comment on a draft Vision Wamego plan.

## Did You Know?

### Olsburg was Once Home to a Racetrack

In the 1880's Olsburg has a horse racetrack located just northwest of town in what is current pasture west of Alan & Gloria Logber's home - just south of where the LK&W railroad left town. At one time, there was a sidewalk that went out the track from downtown Olsburg.

In the Olsburg News-Letter on March 31, 1887, there was a story about a horse race of 80 rods to be held April 9, 1887 with a purse of \$10, divided into \$5, \$3 and \$2. In 1888 they had a novelty race with a \$40 purse. These horses started that race: Fes McDonald's gray mare, George W. Shei's CanDance and Barnett's Bob. CanDance won the close contests on the homestretch. There is little left to even tell that the track ever existed. When one knows what to look for, there is a faint outline, reminiscent of the evidence that Olsburg had a railroad... once upon a time...

*\*Thanks to the Olsburg Community Pride, Inc. Newsletter for sharing this information!*



In November, Bobbi Prinz and Trudie Hoffman, Michelle Crisler (Wamego) and Julie Roller attended the Kansas Sampler Festival orientation in Leavenworth - home of one of the 8 Wonders of Kansas –Customs, the C.W. Parker Carousel. PCEDC is currently organizing efforts to take advantage of the festival's proximity to Pottawatomie County. For more information on how to market your business or attraction at this event, please contact: Julie Roller.

## Elna's Bed and Breakfast Now Open!

Elna's B&B is nestled in the small town of Westmoreland, Kansas. This charming house, built from a 1960's Better Homes and Garden design, is centrally located to many area attractions and historic sites.

Elna Moore lived her entire life in the Westmoreland area and dedicated herself to improving the quality of life in the community. It was her wish to convert her home into a bed and breakfast and invite travelers to experience the town she loved.

Elna's B&B was opened in the fall of 2009 by her family to carry on her legacy.

### **Breakfast Features:**

Continental breakfast at the house or be our guest for a hot breakfast a traditional small town café.

### **Amenities:**

Smoke free environment, complementary beverages and snacks, tv/vcr in Common Area, Wireless Internet Access, Refrigerator, Microwave, Screen in Porch and Sitting/Reading Room.

### **Room Descriptions:**

Room #1 offers two twin-size beds with an adjoining full private bath. This room is perfect for your family's travel needs.

The largest of the three available rooms, Room #2 offers a queen-size bed and in-room bath with shower. This comfortable room gives visitors a charming getaway experience.

Room #3 offers a queen-size bed with its own adjoining private bath with shower. Located in the west end of the house, this room provides visitors with a quiet, relaxing stay.

### **Westmoreland:**

Oregon Trail Park  
World's Second Largest Hand Dug Well  
Rock Creek Valley Museum  
Pottawatomie County Seat

### **Area Attractions:**

22 miles from Manhattan: home of Kansas State University  
15 miles from Wamego: OZ Museum, Columbian Theatre

### **Recreation Opportunities:**

Tuttle Creek Lake  
Pottawatomie County Fishing Lake  
Hunting - deer, turkey, pheasant and quail.

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*P.O. Box 324/108 N. Cochran • Westmoreland, KS 66549  
(785) 457-3483 • ElnasBandB@gmail.com*

# Business Enhancement Grants Available for Simply Kansas Members



*Find out who can join and how you can take advantage of this 1:1 matching grant program to enhance, develop or market your business.*

Are you a:

- Grower/producer
- Artisan/crafter
- Vendor/retailer
- Manufacturer/processor
- Agtourism operator



If so, you may be eligible to apply for a Business Enhancement Grant. However, in order to take advantage of this grant program, you must be a Simply Kansas member for six months prior to applying - so join now and start planning for next year!

Member benefits:

- Listing in the Simply Kansas online product directory, available to buyers worldwide.
- Use of the Simply Kansas log on packaging and marketing materials, and website to help consumers quickly identify your product as Kansas-made
- Marketing and technical assistance for your company
- Ability to list company events on the Simply Kansas Calendar of Event — Do you have a pumpkin patch, corn maze or other event? If so, list it here!
- Simply Kansas point-of-purchase materials are available for purchase
- Simply Kansas quarterly newsletter

To join, please visit: <http://www.simplykansas.com/Pages/SimplyKansasHome.aspx>

Business Enhancement Grants may be used for: business consulting fees, marketing consulting fees, website development or expansion, brochure or catalog development, tradeshow displays, signage and/or decorations, or other business enhancement expenses deemed appropriate by the Department of Commerce Rural Development Staff.

Grant deadlines are July 1, October 1, January 1 and April 1. Companies are eligible to apply for a maximum of \$2,500 per fiscal year and require a dollar-for-dollar cash match.

For more information, please contact Julie Roller, 785.456.9776 or [Julie@ecodevo.com](mailto:Julie@ecodevo.com).

Community Updates:

St. Marys

Chamber After Hours  
Thursday, November 19  
6:00 p.m.

Florence Adams  
529 W. Bertrand

Want your community/event/attract/businesses highlighted?

Please send all community updates to: Julie Roller  
[Julie@ecodevo.com](mailto:Julie@ecodevo.com)

# Times Change, but Store Remains

*By Karen Ridder, Topeka Capitol-Journal Freelance Writer*

WHEATON -- For 113 years, Kufahl Hardware Co. has been there for residents in and around Wheaton.

Today, it's about all that stands in the business district of the town of fewer than 100 people in northern Pottawatomie County.

Kufahl Hardware has provided everything from funeral services to furniture over the years. It is the kind of business that was common to small towns several decades ago, but today there are few like it -- perhaps none still run by the family that opened it.

"There are a lot of them gone. But we're still here," Lonnie Kufahl said.

The Kufahl name has been above the door at 318 Front St. since 1896. The first Kufahl partnered with a Wilson, whose name is still barely discernible at the top of the building. In 1902, three Kufahl brothers, Ferdinand, Herman and Robert, bought Wilson out. That was the grandfather and two great uncles of the Kufahl siblings who run the store today.

Though Kufahl Hardware has always been in the same building, specializing in heating, plumbing and light construction services, it has offered a staggering array of products and services through the years.

"We used to have furniture," Lonnie Kufahl said. "I used to help lay linoleum. We sold a lot of appliances. We sold lawn mowers. There wasn't anything we didn't do."

Kufahl Hardware's strength has been this flexibility of service that has allowed it to survive long after others have come and gone. Over the years, it has been a place where customers could stop in to buy a bolt or a spare part to keep their well running, drop off their mail and buy a sandwich before filling their tank with gas.

The original Kufahl brothers had a mortuary in the upper level of the store shortly after purchasing it in 1902. It was there for nearly 50 years, until it was moved to a separate building. The store was across the street from the town's grain elevator. When the train was still going through Wheaton, farmers would often trade grain for goods.

And of course, people also stopped for the conversation and company.

"A number of years ago, it served as a place on Saturday night where a group of six to eight men would come and play cards," said Randy Kufahl, Lonnie's brother.

Lonnie and Randy credit the store's longevity to their father, Vernon, who died earlier this year. Vernon Kufahl started working in the family store after returning from World War II. At that time, the Kufahls were putting up windmills and water systems. After spending several years doing these installations, Vernon also went to school in Kansas City to become a mortician and carry on the funeral direction side of the business.

In 1978, Vernon purchased the full stock holdings of the company. He worked six days a week for decades.

"The biggest thing I think that the people in this community miss with him being gone is the overall knowledge that he had in so many areas, for plumbing and just fixing things," Randy said.

Lonnie said most of the people who come through his doors are longtime customers, but he gets some who stop by to reminisce.

"That happens quite a bit, especially in the summer," he said. "They used to be from around here. Then they moved away. They come in just to walk through. They say, 'Boy, this is neat.'"

Many customers who knew Vernon have also stopped by in recent months to say how important the store has been to them.

"A lot of people tell us that they were able to stay in this town because they could buy a lot of the basic hardware and things they need," Randy said. "We've had a lot of people tell us that they hope that it would never close."

The current Kufahl brothers say they also hope the store never closes.

Lonnie Kufahl tries to have the doors open Saturdays and until about 9:30 a.m. weekdays, until he has to go off and earn his living in construction.



*CONTINUED ON NEXT PAGE*

The brothers admit it's hard to keep going with the competition of big box stores and a smaller Wheaton population. But many customers know they can find certain unique items, like a part for their well or a particular rat trap, only at Kufahl Hardware. So, while they realize the challenges for the future, they are also looking to the past for inspiration.

"You had to diversify. Maybe that's what we're going to have to do again," Lonnie said.

**Source: Topeka Capitol-Journal, November 14, 2009**

**[http://cjonline.com/life/2009-11-14/times\\_change](http://cjonline.com/life/2009-11-14/times_change)**

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## Community Leader Recognized

### ***Sunflower Foundation Announces 2010 Advocacy Fellows***

Nonprofit leaders from 15 organizations across the state have been named to the second class of the Sunflower Foundation Advocacy Fellowship including: Deb Kiker, Clinic Administrator, Community Health Ministries in Wamego.

Like the inaugural class in 2009, the 2010 Advocacy Fellows represent diverse issues, communities and constituents across Kansas. These nonprofit leaders were selected because of their leadership and commitment to advocacy on behalf of those they serve.

The Advocacy Fellowship program is part of the foundation's commitment to building capacity for effective advocacy and is designed to provide education and training opportunities on advocacy fundamentals, legislative and grassroots advocacy, coalition building, media and messaging. The vision behind the Fellowship is to increase participation by nonprofit health and human service organizations in public policy at the local, state and national level. Click here to learn more about the foundation's Advocacy Fellowship program.

Since 2006, Deb Kiker has served as the clinic administrator for the Community Health Ministry in Wamego. This rural safety net clinic serves as a medical home for nearly 5,000 people each year. The organization also meets social, housing, dental and mental health needs.

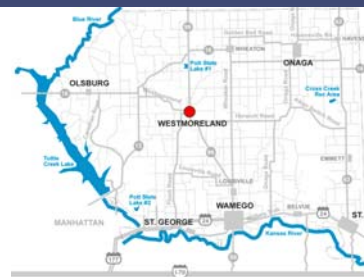
Kiker's nursing career spans more than 25 years of care and management in area hospitals, home health and hospice agencies. She has also served as a member of clinical faculty at Wichita State University, Butler Community College and Tabor College.

Kiker holds her bachelor's and master's degrees in nursing from Newman University.

## Flint Hills Horse Trails

Dr. Tom Warner of Kansas State University recently hosted a meeting to discuss the establishment of a private horse trail system in the Kansas Flint Hills.

For more information on the opportunities this horse trail could provide for land owners, small business owners, entrepreneurs and horse enthusiasts, please contact Dr. Warner at: [twarner@ksu.edu](mailto:twarner@ksu.edu) or (785) 539-7565.



## Board of Directors

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**Mission:** to enhance the economic well-being and quality of life of the citizens of Pottawatomie County, so that it can continue to evolve as one of the best places in America.

