

Secretary of State speaks

By Karen Krien

Ron Thornburg, Kansas Secretary of State, was the speaker at the annual St. Francis Area Chamber of Commerce meeting on Jan. 14.

Secretary Thornburg's first words was "It is important to get back and look at what's real."

He had been sworn in for another term the day before coming to St. Francis and, while this was a moving experience, he said that he truly enjoyed being in St. Francis but knew that small communities like St. Francis were struggling and making cuts and sacrifices. He also pointed out that, while the governor said that she was not going to make cuts to education he said that the state's budget is already \$300 to \$400 billion in the hole. Of the budget, 52 percent goes to educating kindergarten through 12th grade; 15 percent was budgeted to higher education and 15 percent to welfare. That left 18 percent to make cuts with and that sure wasn't going to solve the deficit problem.

"I don't think it (budget cuts) can be made without some compromise," he said. "Now some tough decisions will need to be made."

He said that he knew that there was a slow erosion attack on rural America and that it will be a challenge to keep the small-town ways of life.

He commended the board and city council on improvements and encouraged those present to elect good leaders to county and community positions as well as to church and organization boards, noting that if these leaders are not in place, bad things can happen.

"It is important to understand why we live in rural America and why we do not want to consolidate schools. In the cities, leaders do not understand how schools are important to each community — there is a sense of pride to have a school in your town," he said. "It's not about economy — it's about schools, about community and about the people who live there."

Highlights and awards

Shawna Blanka, Chamber president, gave the highlights of events sponsored by the Chamber throughout the year. There were several new activities including the Garden Tour and the Community Garage Sale which was held in conjunction with the car show. She said that the signs located on either side of St. Francis were showing wear and needed replacing. The Sign Committee had held a drawing during Christmas which had brought in some money for the signs and the proceeds from the Garden Tour had also brought in a little but there were still many dollars to be raised before they could be replaced.

The Christmas promotion had gone well and several new things had been tried. They had not held the traditional Treasure Hunt but next year, the Treasure Hunt may be tried again for the opening night of Christmas. New next year will be a Christmas Parade which will be held at night with lighted floats. The new Christmas Committee will meet early in the year



SECRETARY OF STATE Ron Thornburg encouraged residents to elect good city and county leaders.



TOBE ZWYGARDT (left) receives a lifelong membership plaque from Roger Jensen, board member.

and more details will be available.

Recognitions

There were several recognitions and plaques given. The St. Francis Volunteer Firemen were recognized for the outstanding efforts by providing the barrel train which turned into an "Elf Train" at Christmas. The volunteers also show up at the Christmas in July promotion with water contests to help cool off contestants.

The St. Francis Equity was commended for its continued support of Chamber and was presented the "St. Francis Business of the Year" award.

A lifelong membership and plaque was awarded to Tobe Zwegardt who gives tours around the county, knows all of the landmarks and is Cheyenne County's own historian.

Board members elected

There were four board positions up for election. Carla Lampe and Randy Dinkel were elected to serve three-year terms; Eric Hook, a two-year term and Roger Jensen, a one-year term.



YEAR IN REVIEW was presented by Shawna Blanka, president.

Herald staff photos by Karen Krien

Former sport editor pleads guilty in municipal court

By Tom Betz

Doug Stephens, former sports editor of *The Goodland Daily News*, has returned to Goodland and his family.

Stephens plead guilty to misuse of a company credit card in municipal court on Monday, Jan. 8.

Stephens, who disappeared on Oct. 21, plead not guilty to a second charge of stealing the credit card. That charge was set for trial at 9 a.m. on Wednesday, Jan. 22.

In pleading guilty, Stephens said he had used the card for personal purchases on Oct. 20, the day before he disappeared totaling \$331.

Municipal Judge Mac McGinley found Stephens guilty on the misuse charge and fined him \$100 plus court costs of \$36 and ordered him to pay restitution for the charges.

Stephens returned to Goodland about Christmas and was served with the city summons at the end of December.

About the time he returned, the Casa Grande, Ariz., police called *The Daily News* office and the Goodland Police Department to say that they had found Stephens' wallet and checkbook.

Superintendents cleared

At the time Stephens disappeared, *The Daily News* was investigating questions about a story in "The Graying Plains" special section published in September.

In the section, Stephens wrote a story about the effects of the changing population on the school districts of northwest Kansas, and was supposed to have interviewed the superintendents.

Questions rose when at least two of the superintendents quoted in the article said they did not remember ever talking to Stephens. Superintendent Carl Werner of St. Francis said he did not feel the comments reflected his opinion. The other, Kelly Glodt of Oberlin, said they were basically accurate, but he could not recall ever talking to Stephens. Company phone records showed no calls to either office by Stephens.

After checking call records and talking to the superintendents, Editor Tom Betz said he had concluded that much of the article was a compilation of the interviews that Stephens did complete, but that some opinions had been attributed to superintendents without his ever talking to those persons.

Asked about the story, Stephens said he could not remember what had happened, but though he had not "made up" any of the material. He thought it was possible the material attributed to Werner had actually come from another person.

"We are disturbed about how this happened," Betz said, "and apolo-

gize for misquoting those who had not been interviewed.

"In our business, this is really worse than the misuse of the company credit card. When we were finally able to ask Stephens about the story he was unable to give us a satisfactory answer. It is the kind of action that would be grounds for firing."

Club Clip

Tuesday Club

The Tuesday Club met Tuesday evening, Jan. 14, at the lovely, seasonably decorated, home of Laura Pugh. There were 14 members present. The business meeting was conducted by Mary Lee Frewen, president.

The program was given by Wilma Lampe and was entitled "From Sea to Shining Sea." It depicted America's 10 best historic landmarks that bear proud witness to our nation's enduring freedoms as chosen by the editors of *U.S.A. Weekend* magazine. A short story was given on each of the 10 chosen landmarks, telling why they were chosen and how they affected the evolution of our democracy. Listed number one was Ellis Island, where today one in every three Americans can claim an ancestor who passed through it's doors; number 10 was Walden Pond in Massachusetts, where Henry David Thoreau walked into the woods for a two-year experiment with nature and this spawned our National Park system as we know it today.

The hostess served delicious refreshments and the Club Collect was recited to close the meeting, with a fun period of visitation to follow.

Occasion

Birthday club meets

The birthday club met for the January luncheon at noon on Thursday, Jan. 16 at Park Hill.

Those attending included Darlene Merklin, Deloris Knorr, Sharon Penton, DeEtta Knorr, Lois Leydig, RoseMary Bierig, Arlene Walz, Reva Pownell and Betty Jean Winston.



Republican River lawsuit near settlement

On Dec. 15, the Kansas filed lawsuit against Nebraska and Colorado over water usage from Republican River (under the 1943 Republican River Compact) took a significant step toward a negotiated settlement with the signing by all three states of a settlement document.

This document still has to be approved by U.S. Supreme Court Special Master, the Honorable Vincent McKusick, who has been handling this case thus far. Finally it must go to the Supreme Court itself with the Honorable McKusick's recommendations.

It will take a while before the full conditions of the settlement can be absorbed and evaluated by anyone other than those who negotiated it.

The settlement is an estimated 400 pages - with a couple of thousand pages of appendices provided on an included CD.

It appears that less change is in store for Kansas water right users because much of the negotiated water rights accounting and reporting is what Kansas has been doing anyway. This is certainly not to say that "no" changes will befall Kansas ground and surface water right holders within the Compact area. If you want more information or would like to sift through the settlement, visit the Colby office of the Northwest Kansas Groundwater Management District No. 4 at 1175 South Range Avenue.

For Return on Investment

The Direct Marketing Association (DMA), in its Economic Impact Study says:

Newspaper advertising 'expenditures to sales ratio' for direct marketing advertising in 2002 is ranked first in efficiency."

Return on Investment

In simpler terms, advertising is an investment. You can extrapolate these ratios to provide an average return on media marketing as such:

- Newspaper returns \$14.13
- Telephone Marketing \$8.96
- Direct Mail returns \$12.97
- Radio returns \$7.10
- Magazine returns \$10.20
- "Other" Media returns \$5.95
- Television returns \$5.87

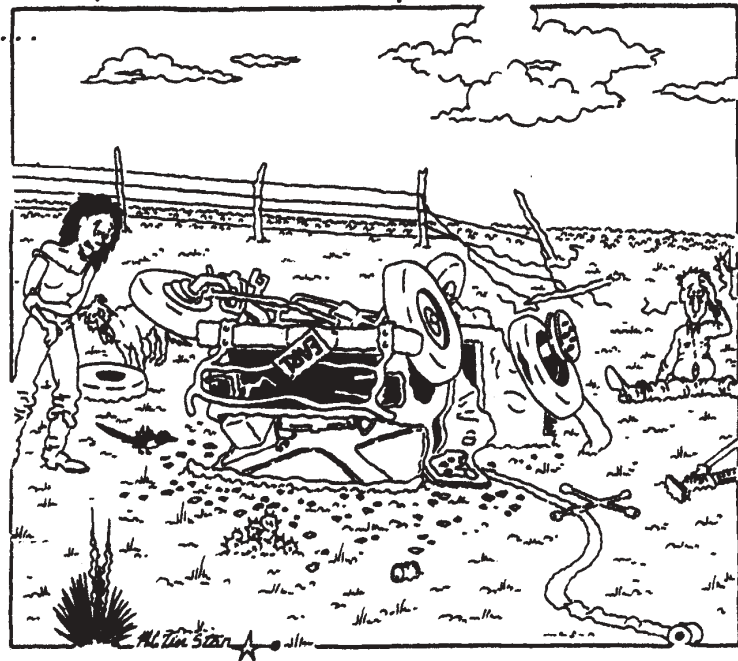


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