

student news

**Abby Martin**, daughter of Deb and Tony Martin, graduated from the business technology department at Northwest Kansas Technical College and will go to work for the fiscal control office at the technical college.

**Jill Corcoran**, daughter of Stephanie Corcoran, graduated from the business technology department at Northwest Kansas Technical College and will go to work for Brooke Corporation in Phillipsburg.

Two 2007 Goodland High School graduates received academic scholarships to attend Colby Community College.

**Whitney Archer**, daughter of Danny and Denise Archer of Goodland, plans to enroll in the nursing program.

**Sarah Borneman**, daughter of Bill and Donna Borneman of Edson, will major in accounting.

card shower

**Evelyn Kling** will be celebrating her 97th birthday Friday, June 22. Her family requests a card shower sent to her at 516 E. 6th, Apt. 201, Goodland, Kan. 67735

activities

**Tours of the 1907 Victorian House** at 202 W. 13th are from **1 to 5 p.m. Wednesday through Monday.**

The **High Plains Museum**, 1717 Cherry Ave., is open from **9 a.m. to 5 p.m. Monday through Friday and from 9 a.m. to 4 p.m. Saturday.** A temporary exhibit of women's hats is on display.

The **Carnegie Arts Center** is open from **10 a.m. to 5 p.m. Tuesday through Friday and from 1 to 4 p.m. Saturday, Sunday and Monday** at 120 W. 12th. Photography by Nancy Besa of Overland Park, sister of Annette Fairbanks of Goodland, will be displayed through Sunday, June 30. Her opening reception will be from **1 to 3 p.m. Sunday, June 10.**

The **Goodland Public Library** is holding its **Summer Reading Activities** until the middle of July. Check with the library for daily schedule. For the **Adult Summer Reading Program** Janet Ballagh de Tovar of the Northwest Kansas Library System will be hosting a book talk on Janet Evanovich at **noon, Tuesday**, bring your lunch. Other sessions will be Tuesday, June 19, bring your lunch and 7 p.m., Tuesday, June 26.

**Big Brothers/Big Sisters** of Sherman County is seeking mentors and children to mentor. Call 890-3665.

**Goodland Mothers of Preschoolers (MOPS)** will meet from **6 to 7:30 p.m. the first Monday of the month** at the First Christian Church, Eighth and Arcade.

**Diabetes Support Group** meets at **4 p.m. the last Tuesday** of each month in the large board room at Goodland Regional Medical Center. Patients, family and friends meet each month for a speaker and educational program. Call Sarah Linton at 890-6044.

**Breast Cancer Support Group** meets at **5 p.m. the first Monday** of the month in the dome at Howard Johnson's. Any woman with cancer is welcome. Call Cheryl at 890-5528.

**Emotions Anonymous** meets at **7:30 p.m. Wednesdays** at the Goodland Regional Medical Center board room.

**Aerobics Classes - 5:30 and 7:30 a.m.** aerobics classes are offered **Monday, Wednesday and Friday** at the Goodland Activities Center. Yoga is offered at **8:30 a.m. Wednesday.** Call 890-7242.

**TOPS Meetings -** Take Off Pounds Sensibly meets at **5:30 p.m. Tuesdays** at North Elementary School. Weigh-in is at 5 p.m. A new group may be started and meet at a different time. Call Norma Mullen, area captain, at (785) 689-4362.

**Alcoholics Anonymous S.O.S. Group** holds open meetings at **7 p.m. Monday** at the Trinity Lutheran Church, Seventh and

the calendar

calendar

**Prairie Land Food pick up** will be from **10:30 to 11:30 a.m. Saturday, June 23**, at the Goodland Elks Lodge for the June distribution. Anyone who wants to see what is in the packages can stop in.

**Summer matinees** at the Sherman Theatre begin at **1:30 p.m.** and will be **"Charlotte's Web" Wednesday**; "Flushed Away" Wednesday, June 20; "Over the Hedge" Wednesday, June 27; "Madagascar" Tuesday, July 3; "Night at the Museum" Wednesday, July 11; "Eragon" Wednesday, July 18; "Flicka" Wednesday, July 25; and "How to Eat Fried Worms" Wednesday, Aug. 8. Admission is by season pass or \$3 at the door.

The **First Baptist Church** will have **children's and adults' services at 9:30** and **regular church services at 10:30 a.m. Sundays at Bateman Funeral Home**, 11th and Broadway, while moving from Fifth and Center to 12th and Main.

Jodi Tubbs of the **Kansas Commission on Veterans Affairs** will be in Goodland from **1 to 2:15 p.m. Thursday, June 21**, in the Assembly Room on the third floor of the courthouse to help veterans and dependents with claims. Call the office in Colby any Monday, Wednesday or Friday at (785) 462-3572. Tubbs will be in Goodland on the first and third Thursday of each month.

school calendar

Senter, Burlington. Call Pamela at 719-346-7711 or Dave at 890-2858.

**Goodland Alcoholics Anonymous** meets at **8 p.m. Monday**, a closed meeting with Al-Anon, **Wednesday**, the book meeting, and **Saturday**, an open meeting, at 1013 Center. For Alcoholics Anonymous, call Rob at 890-3023 or Linda at 399-2353. For Al-Anon, call Cheryl at 890-3023.

The "Freedom Today" group of **Narcotics Anonymous** meets at **8 p.m. Tuesdays and 7 p.m. Saturdays** at the Goodland Elks Lodge. Call 890-8369.

**Fibromyalgia and Chronic Myofascial Pain Support Group** meets from **6:30 to 8:30 p.m. the third Wednesday** of every month in the Emergency Medical Services building, 257 15th St., in Burlington. Call Debbie at 719-346-4612.

area events

**June Art Jubilee** will be in 13 downtown Colby businesses for the month. The exhibits will feature artwork from Colby's High Plains Art Club and will change every Friday. Art by students at Colby schools will be displayed at the Prairie Museum of Art and History during June. A **giant basket of gifts** made and signed by art club members will be **given away at 3 p.m. Mountain Time Saturday, June 30**, at the museum.

Third through 12th grade boys and girls **Mid America Youth Basketball tournament** will be **Friday-Sunday, July 6-8**, in Colby. Call (316) 284-0354 or e-mail mayb@mayb.com to **register by Friday, June 15.**

Admission to the **Prairie Museum of Art and History** will be free from **noon to 4 p.m. Mountain Time Sundays** at 1905 S. Franklin in Colby. The museum is also open from 9 a.m. to 5 p.m. Central Time Monday through Friday and 1 to 5 p.m. Saturday.

health department

The Sherman County Health Department at 1622 Broadway is open from 8 a.m. to noon and 1 to 5 p.m. Monday through Friday.

**Monday:** Scheduled appointments. **Tuesday:** WIC in St. Francis. Scheduled appointments. **Wednesday:** Scheduled appointments. **Thursday:** WIC in Goodland. Scheduled appointments. 9:30 a.m. blood pressures at Handy Towners. **Friday:** Scheduled appointments.

Benefits for Seniors, including

Medicare and application for Patients Assistance Drug Program. Blood pressures; infants', children's and adult's immunizations; health assessments for Kan Be Healthy, daycare and school entry; fasting blood sugar and hemoglobin; family planning; and toenail clipping available by appointment. Sharps containers are available free. Call 890-4888.

If you have questions, concerns or complaints about child care, call the health department.

**Water Testing** — The Northwest Local Environmental Protection Group does well evaluations, including testing for bacteria and nitrates. To schedule an evaluation or discuss environmental concerns, call the Health Department at 890-4888.

hospital volunteers

Gift shop hours are 9 a.m. to noon and 1 to 4 p.m.; a.m. and p.m. volunteers are in the gift shop.

**Tuesday:** Virginia Bell, a.m., and Emma VanVleet, courtesy. **Wednesday:** Shirley Hayden, a.m., Avis Alcorn, p.m. and Sutton, courtesy. **Thursday:** Jessie Owens, a.m., Chet Ross, p.m. and VanVleet, courtesy. **Friday:** Debbie Lucas, a.m., and Sutton, courtesy.

cell phone drive

Save a Life-Give a Phone collects used cell phones and refurbishes them to provide 911 access for domestic violence victims locally and nationwide, including all YWCA Domestic Violence Shelters. Phones are also provided to the elderly and others in need of an emergency cell phone. The group has a drop-off point at American Communications, 726 W. Business U.S. 24. Call Jeannie Topliff at 899-2426 or Candice at 866-448-2366.

thrift store

Anyone wanting to donate to the Goodland Churches Thrift Shop should call 899-2007 to arrange to meet by the door in the alley and take donations directly from the car to the warehouse.

The store needs zippered bags like those bedding and curtains are sold in, seal-a-meal bags or any bags that can be heat-sealed, and jewelry gift boxes.

alateen

A former Alateen member and an Al-Anon member have formed an Alateen support group that will meet from 6 to 7 p.m. on Mondays at 1275 W. Sixth in Colby. The group is for relatives and friends of

**Tuesday-Thursday:** Junior Cowboy Basketball Camp 8 a.m.

**Friday, Saturday and Sunday:** Goodland Mid America Youth Basketball Tournament.

senior center menu

**Monday:** Chicken and noodles, mashed potatoes, beets, bread and rosy pears. **Tuesday:** Baked fish, coleslaw, green beans, cornbread and ambrosia fruit salad. **Wednesday:** Porcupine meat balls, au gratin potatoes, broccoli salad, bread and cantaloupe. **Thursday:** Roast turkey, candied sweet potatoes, mixed fruit with cherries, bread and birthday cake. **Friday:** Cook's choice entree, gold rush casserole, mixed vegetables, bread and applesauce gelatin.

alcoholics and is open to anyone 19 years old or under. Call 785-462-8152 or 462-6101.

tiny-k

Tiny-k Early Intervention Services, formerly the Early Intervention Networks, promotes development among infants and toddlers with special needs. The Northwest Kansas Educational Service Center in Oakley provides these services free of charge to children in this area.

Services include speech, developmental, vision and hearing screenings to all children and physical/occupational therapy and developmental training to children who qualify. Call 785-672-3125, ext. 115.

preschool

Sherman County Head Start is a free preschool for eligible 3 and 4 year olds.

The federally funded program is targeted to families who meet certain economic guidelines and provides hearing, vision, dental and educational screenings.

Nutritious meals are served, and parents are encouraged to get involved in their children's education. Families interested in having their child in the program should call Julie Dautel or Carrie Starns at 899-2552 or go to Sherman County Head Start, 823 W. 11th.

crimestoppers

If you have information about any crime, call the Goodland Area Crime Stoppers "Look Line" at 899-5665. Your call will be confidential and you will not be asked your name. If the information results in the arrest and/or conviction of those involved, you could be eligible for a reward of up to \$1,000. Goodland Area Crime Stoppers is a nonprofit organization formed by citizens against crime.

family shelter

The Northwest Kansas Family Shelter in Hays has changed its name to Northwest Kansas Domestic and Sexual Violence Services and provides help day or night to victims of domestic violence and sexual assault.

Weekly support groups are available in Hays. **Support group for women's** domestic violence victims/survivors is from **3:30 to 4:30 p.m. Central Time on Wednesdays**; a **men's** domestic violence victims/survivors support group from **noon to 1 p.m. Central Time Tuesdays**; and a **youth support**

Goodland; Paul Steele, secretary from Colby; Kurt Vollersten of Oberlin; and Mike Day of St. Francis, co-chairs of student recruitment.

To make reservations, call (800) 584-2957.

Couple plans August wedding

Amy Anderson of Goodland and Dean Herl of Colby plan to marry Saturday, Aug. 11, 2007 at the First United Methodist Church in Goodland with Pastor John Courmerilh officiating.

The bride to be graduated from Goodland High School in 2004 and is a senior majoring in accounting and finance at Kansas State University. Her parents are DeWayne Anderson and Rose Koggie, both of Goodland. Her grandparents are Ruby Anderson and the late Mac Anderson and the late Frank and Sally Baalman of Grinnell.

The prospective groom graduated for Colby High School in 2002 and is a senior majoring in industrial and manufacturing systems engineering at Kansas State University.



Anderson and Herl

His parents are Dennis and Brenda Herl of Colby. His grandparents are Leonard and JoAnne Unruh of Sharon Springs, Lee Herl of Hoxie and Carolita Herl of Colby.

Pair to hold wedding in August

Gloria Douglas and Cory Cummings both of Goodland plan to marry Saturday, Aug. 11, 2007 at Our Lady of Perpetual Help Catholic Church with Father Norbert Dlabal performing the ceremony.

The bride to be graduated from Goodland High School in 1992 and Northwest Kansas Technical College in 2003 in cosmetology. Her parents are Joan and the late Ray Lamb, both of Goodland. Her grandparents are the late Dr. Russell Taylor, the late Cora Taylor, Ada Taylor, Helen Lamb and Clarence Lamb. She works as the assistant manager at the Sugar Hills Country Club.

The prospective groom graduated from Olympic High School of Charlotte, N.C. and Elizabeth City State University of Elizabeth City, N.C. in criminal justice. His parents are Roy Cummings of Goodland formerly of Brewster and Debra Benham of Silt, Colo. His grandpar-



Cummings and Douglas

ents are Wade and Mary Cummings of Goodland and the late Glenn and Agnes Aanonsen of Silt, Colo. He works at the Kit Carson Correctional Center in Burlington.

The couple will make their home in Goodland.

Are your marketing efforts paying off?

Are your marketing efforts not getting the results you expected? Before throwing in the towel in frustration consider that you may be making one of these common fatal marketing errors:

Putting all your eggs in one basket — The most effective marketing programs use various tools. Newspaper ads, press releases, articles, public relations, etc. work together to bring your desired result. Letting up when times are good — Marketing is a continual job. Maybe you've seen this scenario in your own business: You place an ad or have an article in the paper. Sales spike. You're busy enough, so you don't do anything the next week. Sales slump. You place an ad the next week. Sales spike. You do nothing. Sales slump. You place an ad the next week. etc. If you want consistent sales, you need to market consistently.

Putting your needs before your customers, needs — Instead of thinking "What can my customers do for me?" think "What can I do for my customers?" Recognize their



jamie morphew

- business tips

needs and desires, then offer them the means to solve or satisfy them. You help them, and they'll help you.

If you're guilty of committing one or more of these errors, re-evaluate and make the necessary adjustments to your marketing efforts. Marketing can be expensive, but the returns of the right marketing far outweigh the cost.

*These tips are brought to you by Western Kansas Business Consulting, a joint effort of five Kansas counties to boost business success, formerly known as Western Kansas Enterprise Facilitation Consortium. We offer free and confidential business consulting in Kearny, Lane, Scott, Sherman and Wichita counties. For information or to set up an appointment, contact Jamie Morphey, business consultant, at (620) 874-0771 or e-mail wkbc@wbsnet.org.*

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