

Communications consultant helps clients

By Ron Wilson

*Director
Huck Boyd National Institute
for Rural Development
at Kansas State University*

How does a person generate a large turnout at a community meeting? Door prizes? Free food? Maybe a suggestion of a proposed toxic waste dump in your backyard? Today we'll learn about an initiative which successfully utilized social media to stimulate a large turnout to help with a community project, thanks to a technology communications consultant in rural Kansas.

Cody Heitschmidt is a digital communications consultant who helps clients with 21st century communications. He is a native of Hutchinson. After a stint at Hutchinson Community College, Cody joined the Marines, was

stationed in California and was deployed all over Asia. He married his high school sweetheart, Tamara, and she moved to California as well.

When their daughter was born, Cody and Tamara moved back to Kansas. They settled near Hutchinson at the rural community of Nickerson, population 1,187 people. Now, that's rural.

"It was the greatest move I ever made," Cody said. "I'm big on family. We came back to where all my new daughter's family were located."

Having grandparents around proved to be a blessing in many ways. "Now I have a 15-year-old girl and a 12-year-old boy and I've never paid a babysitter," he said.

Cody started a hunting and outfitting service while Tamara was learning web design. When they ap-

plied their ideas about web design to his outfitting business, the response was remarkable. Their pioneering work on search engine optimization brought calls from all over. But after their son was born, Cody decided to sell the outfitting service and concentrate on his wife's website business. She had founded an information technology company known as LogicMaze.

"Her business had grown to the point that it needed about one-and-a-half employees," Cody said. "She was the one and I was the half." They built the business to seven employees and sold it in 2008.

Others were interested in Cody's experience in information technology, so he became a digital communications consultant. "I do all the way from big corporations to very, very small businesses,"

Cody said. He assists with what is referred to as 21st century marketing. In practice, this means helping individuals, schools and businesses understand how to use Facebook, Twitter, Google Plus and more. With his help, Cody has seen clients build their business ten-fold with the assistance of social media.

In 2009, he was brought in to help the Educational Services and Staff Development Association of Central Kansas. When the staff recognized that schools themselves could benefit from Cody's expertise, they started offering sessions about 21st century marketing to the schools. A school superintendent from Erie was one of the participants. He decided to hire Cody to come work directly with his school.

When Cody went to Erie to talk about 21st century market-

ing, among the listeners were the school's project-based learning teachers and the local economic development staff. They were eager to pick up on these ideas. Meanwhile, the city parks department had received a small grant for park renovation but was having a hard time finding people to work on it. Cody suggested creating a Facebook group of people to be notified of the project.

City staff scheduled a work day at the park and posted on Facebook that volunteers were invited to come help. To the surprise of the community, more than 90 people showed up with tools and heavy equipment. That would represent more than ten percent of the working population of the community, which demonstrates the power of social media and 21st century marketing.

Meanwhile, the project-based learning teachers found ways that kids could learn from working on this initiative.

"I had been preaching and contending that it would work," Cody said. "They put it to use and re-kindled that volunteer spirit, like the way America used to be. It was exciting. Now they're constantly contacting me to see what they can do next." For more information, see www.codytalks.com.

How does one stimulate a big turnout at a community meeting? Social media can help. Cody Heitschmidt is making a difference by helping people benefit their communities by using these tools of technology.

matters of record

Real Estate

The following real estate transactions have been reported by the Sherman County register of deeds.

Stacey Lea Becker and Ty Becker to Terry W. Busse and Barbara J. Busse, the NW/4 of Sec.14, T7S, R39W, except and reserving unto Grantor 1/2 of all oil, gas and other minerals and royalties.

CBS Partnership acting by and through its duly authorized partners: Stephen West, Amy West, Darrell Schrader and Judy Schrader, to Darrell L. Schrader and Judith D. Schrader, Lots 6 and 7, Block 9, Sharp's Addition to City of Goodland.

John F. Koons and Marley L. Koons, to Ronnie J. Reed and Debbie S. Reed, Lots 1 and 2, Block 9, Third Addition to City

of Goodland.

Geoffrey D. Peter conveys and warrants to Geoffrey D. Peter, Trustee of the Geoffrey Dale Peter Revocable Trust dated May 2, 2008, the NE/4 of Sec.3, T6S, R40W.

Lana Branch and Chris Branch to Douglas A. Peck and Cheryl S. Peck, Lots 13 and 14, Block 62, Original Town of Goodland.

Wayne Luckert and Stephen West, Trustees of the Theresa C. Luckert Trust dated November 15, 2011, to Janet Ewing Trust dated June 27, 2011, the W/2 of Sec.11, T10S, R37W; all of Sec.22, T9S, R37W.

Wayne Luckert and Janet Ewing, Trustees of the Charles R. Luckert Trust dated November 15, 2011, to Janet Ewing Trust dated June 27, 2011, the SE/4 of Sec.25,

T9S, R37W.

Jered A. Cohoon and Kamilla Cohoon to Jerome Pribil, the W70' of Lots 25 and 26, Block 2, CK&N Addition to City of Goodland.

Brent Linin and Max Linin, Trustees of the Esther B. Linin Revocable Trust dated July 17, 1985, to Judy Linin Trust dated March 30, 2011, the SW/4 of Sec.25, T8S, R40W.

Brent Linin and Max Linin, Trustees of the Esther B. Linin Revocable Trust dated July 17, 1985, to Brent Linin Trust dated March 30, 2011, the NW/4 and SE/4 of Sec.25, T8S, R40W.

Kenneth R. Williams to Taylor D. Brack, the N/2 of Sec.216, T10S, R40W.

Gary Novotny to Taylor D. Brack, the N/2 of Sec.26, T10S, R40W.

Josephina Seip to Mark D. Ban-

tam, Lot 1, Block 9, Rosewood Addition to City of Goodland.

Timothy D. Livengood and Connie Livengood to the Thomas G. Livengood Trust dated August 22, 2006, the NW/4 of Sec.13, T10S, R42W.

Security Credit Company, Inc. conveys and warrants to Uptown Management Company, LLC, a tract of land SW/4 of Sec.20, T8S, R39W.

Roland Isernhagen, Successor Trustee of the Walter and Rose Isernhagen Revocable Trust dated 2/22/1993, to Dwight D. Chipperfield and Judith A. Chipperfield, 6 tracts of land in SE/4 of Sec.16, T8S, R40W.

Joyce Lee Isernhagen Wanamaker, Successor Trustee of the Walter and Rose Isernhagen Revocable

Trust dated 2/22/1993, to Dwight D. Chipperfield and Judith A. Chipperfield, 6 tracts of land in SE/4 of Sec.16, T8S, R40W.

Larry Enfield and Jane Enfield quit claim to Jared Enfield and Larry Enfield, a tract of land in NW/4 of Sec.7, T8S, R39W.

Dylan K. Warden and Courtney J. Warden convey and warrant to Lana Branch, Lots 20, 21, 22, Block 2, CK&N Addition to City of Goodland.

J. Richard Caldwell, Trustee of the J. Richard Caldwell Trust dated November 6, 2003, to Paul A. Kaiser and Michelle L. Kaiser, all of Lots 9, 10, 11 and 12, Block 12, Third Addition to City of Goodland.

David B. Molstad, Trustee of the David B. Molstad Revocable Trust dated May 26, 2005, to Vernon D.

Kelln, the W/2 of NW/4 of Sec.9, T10S, R40W.

David B. Molstad, Trustee of the David B. Molstad Revocable Trust dated May 26, 2005, to Dennis W. Biiman and Karen A. Bittman, the E/2 of NW/4 of Sec.9, T10S, R40W, except title to 1/4 interest in all oil, gas and mineral rights underlying NW/4 of Sec.9, T10S, R40W.

Gilbert Thomas and Kathy Thomas, Loren Thomas and Juanita Thomas, by and through Gilbert Thomas, convey and warrant to Walter E. Darnell, Jr., all of Lots 21 and 22, and S/2 of Lot 23, Block 9, CK&N Addition to Town of Goodland.

Gregory W. Michael and Jennifer Lynn Michael, to Ryan Edmundson and Jillian Nicole Stamp, a tract in NE/4 of Sec.25, T8S, R37W.

Cell phones can relay sales information to computer

Do you need an affordable way to enter sales information into your QuickBooks file while you're out of the office? Do you have an iPhone or Android? If yes, QuickBooks Mobile may be the solution for you.

With QuickBooks Mobile you can add customers and create invoices, sales receipts, and even estimates. E-mail the form to your customer right then and there from your phone.

And the best part is that it all syncs



jamie morphey

• business tips

wonderfully with your company file back in the office. No more stack of invoicing to do once you get back to your computer.

To learn more or sign up, go to intuit.com/mobile.

This tip was brought to you by Western Kansas Business Consulting sponsored in part by Sherman County. We offer free and confidential business consulting to Kearny, Scott, Sherman, and Wichita counties. For more information or to set up an appointment, contact Jamie Morphey at (620) 874-0771 or e-mail wkbc@wbsnet.org.

Expectant parents need to stretch finances

Expectant parents typically need to stretch their finances, though there are temptations to spend unnecessarily.

If shopping for a crib in a furniture store or baby department, new parents may be pressured into buying a more expensive crib, matching changing table and youth dresser a child will outgrow within a few years, said Jamie Rathbun, Kansas State Extension agent in Ellsworth County.

Do your homework, and look

for a crib check-rated for safety, said Rathbun, who encourages parents to consider a good used crib and changing table that meet safety standards or borrow from a friend who no longer needs them.

Investing in a good used dresser a child will be able to use as he or she grows also can free up funds for essential items, such as a car seat.

"Put the money where it matters," said Rathbun, who advises new parents to skip unnecessary

extras to buy the safest possible car seat.

When expecting, Rathbun researched consumer evaluations and chose to invest in a check rated car seat. At the time, she couldn't have imaged that she and her six-month-old daughter would be involved in a roll-over accident. Both were securely buckled in and came through the accident unharmed.

Stop throwing away your money!

ADVERTISE WITH US!

The Goodland Star-News
1205 Main, Goodland, KS
(785) 899-2338

The Country Advocate
155 W. Fifth Colby, KS
(785) 462-3963

COLBY FREE PRESS
155 W. Fifth Colby, KS
(785) 462-3963

Bird City Times
Box 220, Bird City, KS
(785) 734-2659

The Country Advocate is DIRECTLY MAILED
to nearly 20,000 households in Northwest Kansas, Eastern Colorado and Southwestern Nebraska.

THE OBERLIN HERALD
170 S. Penn Ave., Oberlin, KS
(785) 475-2206

The Saint Francis Herald
Box 1050, St. Francis, KS
(785) 332-3162

We'll help you sell your stuff! Call us today!

CORRECTION

In our Graduation section in today's paper, we have an error in Ryder Kling's senior profile.

This is the corrected version for scrapbook purposes, etc..

The Goodland Star-News regrets this error.

Ryder Kling
Parent's Names: Roxann and Rodney Kling
Favorite High School memory: Too many to name just one.
Plans after graduation: NWWTC to study Diesel Technology, become a diesel mechanic.
In ten years: Hopefully be married and taking over the family farm.

The INSURANCE AGENCY Inc.
1020 Main St., Goodland • (785) 899-5011

*Our annual scholarship winners are
Brendan Fulcher and Cassandra Battistoni!*

Congratulations!

They each will receive a \$405 scholarship!

The Goodland Star-News

Brendan Fulcher

Cassandra Battistoni