

from our viewpoint...

## Another ‘C’ word for good results

Consolidation and change are two ‘C’ words which can leave a bad taste in the mouth, but there is another which produces smiles and success — cooperation.

At the end of every year, there is a time to reflect on what has been good and bad about the previous 12 months, and a chance to look ahead to something better in the next year.

It was good to hear discussions about working together at the Sherman County Economic Development Council meeting last Tuesday evening. A new effort at cooperation between the council, the Goodland Area Chamber of Commerce and the Sherman County Convention and Visitors Bureau is a worthy goal.

We thought council member Steve West put it well when he said there are three organizations trying to go the same direction, all trying to build up business and the job base here, and they need to work together.

As the new year begins, we know each of the organizations will be reorganizing and setting goals for the year. The economic development group needs to hire a new director and set its course for the future.

Each of the organizations has a specific mission, but there is an overlap at the top, where the objective of each is to bring people and business to Sherman County.

Having people from each board attend the other meetings is a good step, and it was good to see members of the visitor’s bureau board and the chamber director at the development council meeting.

Communication is the key to cooperation, and each organization should keep the others informed of what they are doing and look for places where they can help each other.

The development council agreed to stay in the Kansas Rural Economic Development Association, which is made up of most of the counties in the western half of the state. The council has been a member since the Sherman County office was opened, and has had someone at most meetings.

Another worthy organization is the Northwest Kansas Travel Council, which represents the 18 counties of the region. It is probably good for both the visitor’s bureau and the development council to be members.

Studies show that about 80 percent of business relocation decisions can be traced back to a good tourism experience. The travel council sets up booths at several trade shows every year, including those in Kansas City, Wichita and Denver. Having more than one member on the council expands the ability to present the Sherman County story, and the cooperation of the tourism and economic development groups can increase the number of contacts and positive results.

With positive leadership from the visitors bureau, the Chamber and the development council, the new year can be better. There are good people on all three boards, and their cooperative efforts can move all three forward toward the common goal.

The overall mission of the three is to help businesses that are here, and to work to bring more people and businesses to the county. Each one has a separate way to help in this mission, but everything does come back to the main goal of bettering the whole county.

Looking ahead, it should be a great year. Happy New Year! — *Tom Betz*

## The Goodland Star-News

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1994-2001

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## What’s this whining about our annual letter

Boy, am I getting tired of all this whining about Christmas letters.

I’m not talking about those nay sayers who don’t like Christmas letters because they can’t stand to see that their old high school rival is doing better than they are.

I’m talking about my relatives who complained about the contents of the letter Steve and I wrote this year, and some friends and relatives who complained about not getting a letter.

The relative — youngest daughter to be exact — was a fount of complaints about our Christmas letter.

She got one paragraph and it was all wrong, she says.

“Lindsay quit her teaching job in McLouth, Kan., after three years in which she got sort of fond of junior high kids, and enrolled to take a master’s in library science at the University of South Carolina. She’s about an hour from Augusta, (Ga.), dates a guy there and sees her sister a lot.”

The complaints are:

1. We said she quit her job.

Well, she did. She got offered a contract to return for a fourth year and get tenure, but she



**cynthia haynes**

• open season

turned it down. That’s quitting in my book.

Maybe she would prefer we said they fired her?

2. Her father didn’t capitalize library science.

Her father is an editor, and even our Christmas letters get edited according to the Associated Press style book.

Live with it, kid.

3. We didn’t name her boy friend.

This is the biggest burr.

It seems that when she decided to go back to school, one of the reasons she picked Columbia was because she wanted to get better acquainted with a young man named Brad, who works for her sister at Morris Digital Works.

What I know about Brad is minimal. I met him, along with about 20 other young geeks, when we visited Augusta last spring.

On the plus side, her sister likes him and feels

he does good work and he’s a graduate of the University of Missouri. Any Big 12 graduate is OK with me.

On the minus side: I don’t know what his last name is, although I’m sure someone has told me sometime. Plus, he’s allergic to cats.

Youngest daughter has three cats. She’s shipping two of them home to us.

This could be a serious relationship. I’d better learn this boy’s last name.

No mother, I don’t know if he’s Catholic.

The other complaint we’ve received is not sending the letter with every Christmas card.

I send out a lot of cards. I send cards to folks I haven’t seen in 20 years but remember fondly and want to reach out to at least once a year. I send cards to folks in town.

It’s the in-town cards I got in trouble with this year. I ran out of letters. I figured they had seen us every week and knew what we were doing.

Steve says next year, make more letters and include one in each card. Don’t worry if the folks have read our every exploit and pratfall in the paper — maybe they want a synopsis.

All right, I give in. Next year everyone who gets a card gets a letter, and Lindsay has editing rights to her paragraph.

## Hospice provides way to live with dignity

To the Editor:

The commitment of Hospice Service is simple: To provide the best care possible to enable people to live with hope and dignity while coping with loss and terminal illness.

Comfort and compassion are our guiding principles. Since 1995, we have served 78 patients in Sherman County. It has been a privilege to serve these families.

This service could not be possible without the community’s support. Your support comes in many forms. No one outweighs the other. We

## where to write

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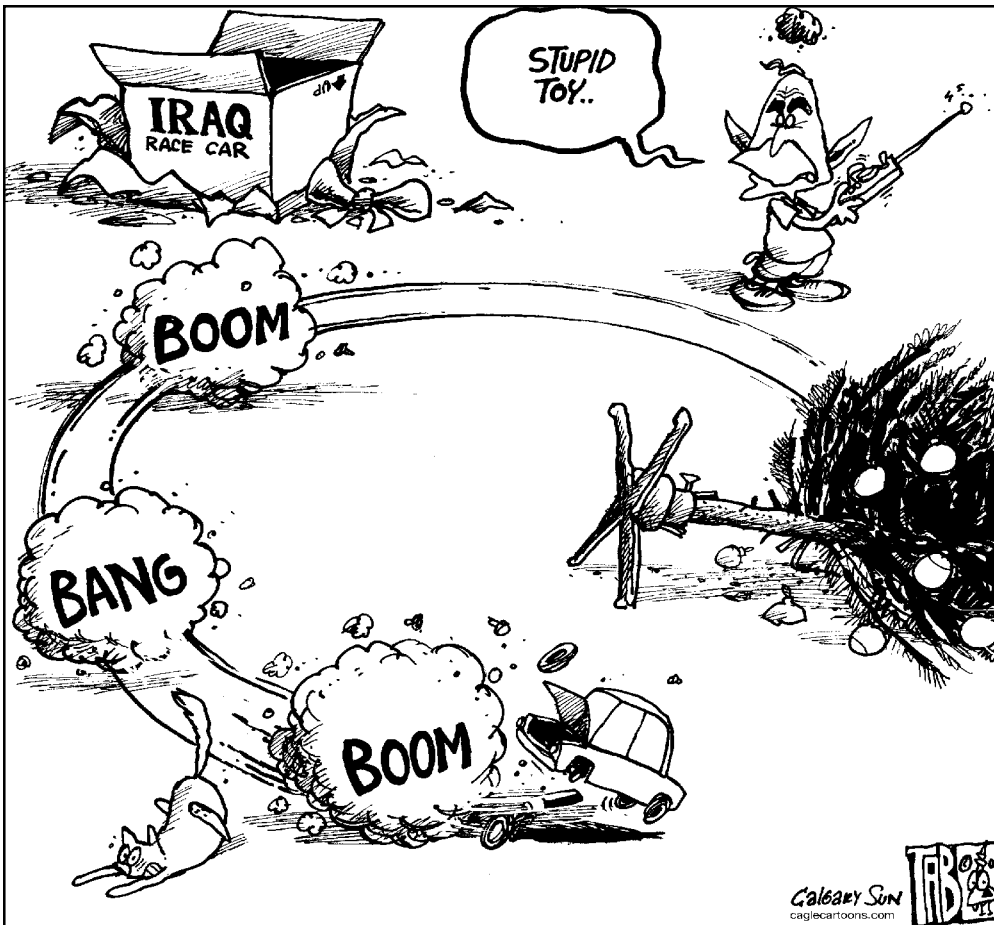
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**from our readers**

• to the editor

want to thank Picnic in the Park Chester Fried Chicken for their support. For almost two years, they have donated drink refill proceeds



### garfield

