

Clubs raise money with snack machines

By Kathryn Burke
The Goodland Star-News
Asugary, caffeinated Coke, some Cheetos or chocolate covered M&Ms?

Those are the choices facing Goodland High School students at vending machines on campus.

And while sugary, high-calorie snacks are under attack from nutrition experts nationwide, the machines add up to profits for high school clubs, bringing in over \$3,300 last year.

A national debate over allowing students access to vending machines has sparked some to question the policy of schools here.

Some point to the machines as the cause of overweight adolescents. A surgeon general's report said in 1999, 13 percent of children age 6 to 11 and 14 percent of adolescents 12 to 19 in the U.S. were overweight.

This year in Kansas House, a bill was proposed to require that all food offerings in school vending machines be "healthy alternatives."

These would not include food of minimal nutritional value as defined by the U.S. Department of Agriculture under the National School Lunch Program.

The Senate produced a bill that would request the Department of Education and others to study the state's public schools and report to the Legislature.

A survey by the Centers for Disease Control and Prevention School Health Policies and Programs Study in 2000 said 98.2 percent of high schools had either a vending machine or a school store, canteen or snack bar.

At a school board meeting Monday, May 9, Principal Harvey Swager outlined the sales for each club after board members requested the figures.

Swager said at Goodland High, the "split" for seven pop machines last year brought in \$978 for Science Olympiad, \$1,217 for the student marketing organization, DECA, and \$1,133 for the Student Council.

"There's big money there," said Swager.

Proceeds from the one candy vending machine on campus added up to \$1,412 for DECA.

Richard Schwasinger, DECA sponsor, said the group used to run the DECA Hut, a booth that sold



Junior Daniel Schields fed a dollar bill into a vending machine at the high school, pushed the button and walked off with a snack after lunch Wednesday. Photo by Kathryn Burke/The Goodland Star-News

items similar to the vending menu.

The candy machine sells Chex mix, Nutri-Grain bars, chips, chocolate brownies and more.

The pop machines sell Coke products, but includes choices like water, lemonade and both regular and diet soda.

The club started contracting with an outside vendor, he said, but since they can make more money with a machine they own, DECA bought

the candy machine.

The \$3,000 machine is filled with items the club buys.

Schwasinger said after running concession stands for years, he has a pretty good idea of what students want.

Money from the soda and candy machines go to help pay for trips to DECA national competitions, he said. The machines profits and losses are incorporated into DECA marketing lessons, too.

Swager told the board this year DECA raised \$10,208 on concessions and with the machines, but spent \$14,159. Science Olympiad made \$978 on the machines and spent \$6,290, and the board contributed the extra money. Student Council made \$1,133, but spent \$5,824. Swager said American Field Service, the foreign exchange student group, and DECA shared profits for the basketball concession stand.

Students like school machines

Goodland High School Students are generally in favor of having pop and snacks in school vending machines, though some suggested adding healthier choices.

"I think it's a good idea (to have machines)," said freshman Adrienne West, "but maybe we should get drinks like juice and stuff."

West said she doesn't buy much from the machines, drinking on average one soda per week.

Sophomore Tiffanie Schlink said she goes to the machines because she doesn't like school lunches. She said she drinks one soda a day.

For lunch on Wednesday, she had a bag of Fruit Gushers, a fruit snack, topped off with a Cherry Coca-Cola.

Junior Kali Reitcheck had a bag of cookies for lunch Wednesday because, she said, she didn't have time to eat.

"I like it," she said of the machines, adding she will sometimes pick up a Honey Bunn or Pop Tart if she misses breakfast.

"It's pretty handy," she said. Other students said they use the machine to supplement to their school lunches.

Junior Brady Nelson headed a long line of junior boys looking for a sugar fix after lunch.

He said he buys snacks out of the machine every day.

He is always still hungry after lunch, Nelson said, and needs his regular bag of Cheetos and a Twix to feel full.

"They need bigger servings," he said of school lunches.

"On hot days," said freshman Andrea Wolak, "it's good to go get something cool to drink."

She added that she thinks the machines are a waste of money and don't have the most nutritious choices.

"It's kind of unhealthy," she said.

"I like the pop machine," said sophomore Brhandi Baker, who buys a drink whenever she has money.

"It's cool, I guess," said freshman Gary Searle as he walked off with a Dr. Pepper.

"I like it," said sophomore Liz Morris, who buys a pop a few times a week.

"It's awesome," said freshman Matthew Hamilton, who regularly feeds quarters into the machine for bags of Skittles candy, "cause I can eat whenever I want to."

Sophomore M'Quetta Brazle buys a Sprite about once a week from the machine and freshman Jordan Roene regularly buys gum.

Sophomore Nathan Linin said he doesn't use the machines at all.

"I don't drink pop," he said. "It's bad for you."

School secretary Sonya Vandiver said the machines are on in the morning and then shut down from 10:30 a.m. to noon.

She said teachers don't want students eating or drinking during seminar period.

Sarah Short, family and consumer science teacher, shook her head when asked about the pop and candy machines, saying some students spend too much money on junk food.

She said she tries to teach students to stay away from unhealthy foods.

"I teach nutrition," she said.

The school cafeteria makes a lunch every day, with items including pizza, tater tots, corn dogs, tacos, chicken nuggets, mashed potatoes, spaghetti and more.

The vending machine and one of the Coke machines are about 100 feet from the cafeteria.

Tickets to country show go as prize for area logo contest

By Sharon Corcoran
The Goodland Star-News

The Sherman County Convention and Visitors Bureau voted unanimously Thursday to sponsor the Tracy Lawrence concert at the Chamber of Commerce's Freedom Fest.

The \$400 blue ribbon sponsorship package comes with two concert tickets.

The board agreed to give the tickets to the winner or winners of the Goodland logo/slogan contest, that the bureau, the Chamber of Commerce and the Sherman County Economic Development Council are sponsoring.

Bureau board members said they wanted to support the Chamber's efforts to bring people to Goodland.

"Someone's finally looking at the big picture," said Arlo Hansen, manager at Goodland Sinclair. "It's good for the town to get someone like Tracy Lawrence here."

"I certainly don't have a problem promoting anything that helps us," said Lincoln Wilson, owner of the Howard Johnson Hotel, "that fills hotel rooms and promotes the city."

After approving the sponsorship, which also includes the bureau's name on billboards, television and radio advertising and posters, board members wondered whether they should give the tickets away in a drawing.

Brenda McCants, Slogan and Logo Committee chair, suggested making them part of the contest prize.

The idea of the contest is to

choose a logo and slogan to brand the area, provide continuity among all promotion efforts and to design a logo and tag line that capture "the spirit of the area," McCants said.

The slogan has been "Goodland — We are Waiting for You," but the committee thinks it is time for a change.

When people see the logo, they will just think "Goodland, Sherman County," McCants said.

The committee says it wants to involve as many as possible in the logo and tagline campaign by opening the contest for area wide participation, but entries are due by Monday.

The idea is to have the slogan and logo be something comparable to the new state branding image, McCants said.

It can be tweaked by each agency, she said, but still focus on the unified Goodland and Sherman County image.

Entries need to be submitted on paper or on computer media with hard copy attached to Box 126, Goodland, Kan. 67735.

A selection committee will judge all entries, without knowing whose they are, and the design will be approved by a review board.

The winning entry and designer will be announced on Wednesday, June 8.

The committee wants a logo which can be adapted to several formats including print materials, web pages and promotional items.

It should incorporate a flexible color scheme, and reproduce clearly in black and white.

The logo should maintain its appearance well at various sizes. It should incorporate the name "Goodland" somewhere in the design.

The group says criteria for selection will include creativity, originality of design, artistic quality and clarity, adaptability and the community image conveyed by the design.

The logo and tagline can be submitted together or separately.

The winning entry and designer

will receive \$100 and the two concert tickets. The committee may split the award and give half to a winning logo and half to a winning tagline if they are from different entries.

All designs submitted will become the property of the committee and may be retained for exhibition and publication. Entries will not be returned. For officials rules or information, contact Donna Price, director of the visitors bureau, or McCants.

Farmers face late fee for federal program

Farmers who have not signed up for the U.S. Farm Service Agency's 2005 Direct and Counter-cyclical Program need to sign a contract before Wednesday, June 1, to avoid a \$100 late filing fee.

"About 96 percent of our producers have signed their 2005 contracts," said Dennis R. Mote, the agency's county executive director. "We are concentrating on getting that last 4 percent into the office before the June 1 cutoff."

Farmers and ranchers submitting contracts after the deadline with have to pay a late filing fee for each farm.

When they sign their contracts, Mote said, they have the option of selecting whether and when to receive the payments.

Under the Department of Agriculture program, all farmers receive a direct payment based on their historic crop acreage base and yield for eligible commodities.

Completing the contract paperwork is not complicated, Mote said, but it can take time.

If farmers call the office at 899-3070 and set up an appointment, he said, they can avoid late fees and the last-minute rush.

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