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NEWS RELEASE

April 30, 2020
FOR IMMEDIATE RELEASE

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Emporia, Lyon County Launch Road to Recovery

Partners from across Emporia and Lyon County are joining forces to strengthen the local economy in the wake of the COVID-19 crisis and beyond. Seven teams and two subsets will address specific industries and sectors working to identify, and help craft solutions that can assist businesses, organizations and institutions in the Emporia and Lyon County area to emerge from the current COVID-19 crisis, and successfully navigate the new economic and social conditions of our region.

The steering committee invites community participation in the process, by offering feedback through a questionnaire on the Chamber website or by joining a team. Chair Kala Maxfield explains “Our goal is to identify best practices and responses with proven success; solutions for known challenges and pain points; and future opportunities across multiple economic sectors.”

Over the next two weeks we will begin to collect data and identify best practices that have been used, not only in the Emporia and Lyon County area, but across the world. This information will guide the development of A blueprint for long-term success that can be used to restore our community and business economy. The focus will be on establishing a dynamic plan that can allow for new challenges and adjust as needed through our pandemic response.

“Our hope is that this local effort will support the state wide re-opening plan as outlined by Governor Kelly.” Said Scott Briggs, Lyon County Commissioner. “Our local efforts need to be in collaboration so that we can ensure the best possible success for our community and region moving forward.”

Road to Recovery is led by the Emporia Area Chamber of Commerce and Ignite Emporia with the support of the following community partners: City of Emporia, Lyon County, Emporia State University, Flint Hills Technical College, Regional Development Association, United Way of the Flint Hills, Emporia Main Street, Hispanics of Today and Tomorrow, and the Lyon County Health Department.

The following individuals have agreed to help lead the process.

Steering Team:

Kala Maxfield, Chair Emporia Area Chamber of Commerce

Jim Witt, City of Emporia

Scott Briggs, Lyon County Commission

Dr. Jim Williams, Emporia State University

Jerid Fell, Lyon County Emergency Management

Kent Heermann, RDA

Mark Schreiber, State Representative

Don Hill, Retired businessman and State Representative

Rob Gilligan, Ignite Emporia

Jeanine McKenna, Project Manager

Teams and team leaders:

- Reviving Small Businesses: Co-Chairs Casey Woods, Emporia Main Street and Kim Redeker, The Sweet Granada
- Protecting the Arts and Creative Economy: Dawn Young, Emporia Arts Center and Kaila Mock, Trox Gallery & Gifts
- Restarting the Hospitality & Tourism Industry: Greg Jordan, Lyon County History Center and Doug Bjerkaas, Dynamic Discs
- Assessing Key Industries: Kent Heermann, RDA and Jim Kessler, Retired Businessman and RDA Chairman
 - Subset Food and Agricultural Industries: Greg Margeson, Cargill and Nic Roth, PrairieLand Partners
 - Subset Fabrication & Distribution Industries: Mike Williams, Hopkins Manufacturing and Kim Pember, Glendo Corporation
- Leveraging Strengths of Anchor Institutions: Mike Argabright, Superintendent USD 252 and Lisa Kirmer, Flint Hills Technical College
- Preparing Vital Infrastructure: Jim Ubert, City of Emporia and Dan Williams, Lyon County
- Rebuilding Nonprofit, Faith and Community Organizations: Mickey Edwards and Bianey Dorantes, HOTT
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For more information visit the Emporia Area Chamber of Commerce website,

www.emporiachamber.org

The Emporia Area Chamber of Commerce is a non-profit organization of 450 area businesses that join forces to accomplish collectively what no one business could do individually. The mission of the Chamber is to be proactive in creating an environment for business and community success. The organization is currently focusing on business advocacy and development, and leadership and membership development. - # # # -