

# RANDOLPH COMMUNITY NEWSLETTER

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NOVEMBER 2009

## From the Director's Desk

Living in a small town has its benefits. A feeling of being able to raise our children in a safe place, knowing everyone in town, small class sizes at the school, etc.

Often, though, we take some of our small town amenities for granted, such as the school, the local gas station, the grocery store, etc. But as we all know, when you live in a small town, sometimes those amenities can disappear. When it's a business, this can be because no one wants to take over when the previous owner leaves the business in some way.

Just as decreasing enrollment at the school can cause the school to close, having no one to take over a business can have an impact also. If that business happens to be the local gas station or grocery store, that can cause a huge impact on a small community.

The October 2009 Center For Rural Affairs newsletter included an article called "Sustaining Small Town Grocery Stores". I would like to share part of that article with you.

"If you live in a rural community, you understand that the grocery store is arguably one of the most important businesses in town.

The store means more than just ready access to food. Rural grocery stores are small businesses, providing jobs and generating tax revenue that support the community.

Without a local store, the payroll and tax revenue that your food purchases generate go elsewhere. When you have to leave town to buy groceries, it's easier to pick up hardware, fill prescriptions and buy clothes at the same time. Thus, the loss of a grocery store affects other businesses in a town as well.

Having a grocery store also helps attract new residents to a town. Similar to a school, post office, restaurant, and churches, a grocery store makes a community a more attractive place to live. Grocery stores can also be social places where you run into neighbors in the produce aisle, introduce yourself to someone new in town, or catch up on local news with the cashier.

Not all small towns are as lucky as we are, and without a local grocery store, residents miss out on these benefits. The lack of a grocery store also means residents have less access to healthy fresh fruits and vegetables, and the elderly and others without reliable transportation buy their

by: Denise Olsen

food at convenience stores with more limited selections or go for

longer periods of time between visits to the store.

An increasing number of creative solutions are emerging to meet these challenges. The best examples begin within the community and help residents identify a solution that works for their own community. Below we highlighted several models that some of these communities are using to keep the grocery store open in their town.

## Local Ownership:

When city leaders in Stapleton, Nebraska, found that 95 percent of respondents to a survey wanted a grocery store in town, a local resident stepped up to the challenge.

With the help of two local investors, the plan for a new store was underway. Many rural grocery stores are already owned by local business people who understand the importance of their store to the community. Communities that are losing a store owned by an outside

See "From the Director's Desk" Page 2

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*"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."*

*John F. Kennedy*

## From the Director's Desk

Investor or regional chain should look inward for someone from the community willing to operate the store.

With the help of two local investors, the plan for a new store was underway. Many rural grocery stores are already owned by local business people who understand the importance of their store to the community. Communities that are losing a store owned by an outside investor or regional chain should look inward for someone from the community willing to operate the store.

### Cooperative Ownership:

A half hour was too far to drive to buy groceries for residents of Walsh, Colorado, so this town of 723 people decided to solve the problem themselves. Over 300 of them pooled their money to re-open the grocery store. A \$160,000 interest-free loan helped restock the shelves, and they were in business. One secret to their success is community engagement—residents know that the success of this cooperative venture depends on residents spending their grocery money in Walsh, and the store can be more responsive to the needs of the community because its members are co-owners.

### Youth Affiliated:

About 10 years ago, the Nebraska Sandhills community of Arthur, Nebraska, lost their grocery store. With residents forced to drive 40 miles for groceries and some elderly residents relying on neighbors for delivery, community leaders decided to act. In cooperation

with an extra-curricular entrepreneurial business development program with high school students. Eight students undertook market research, identified support, rented a building, and, by the end of the year, opened the Wolf Den grocery store (the school mascot is a wolf). The grocery store in this town of just 144 people remains open to this day.”

Randolph can be thankful, that at this time, there is a grocery store in town that the community can go to, and not have to drive somewhere else for groceries.

Having a grocery store in town also makes it much more convenient if you run out of milk and need to get some. If your town doesn't have a convenience

store, you will have to go out of town to get

the milk if you cannot wait until the store is open the next day.

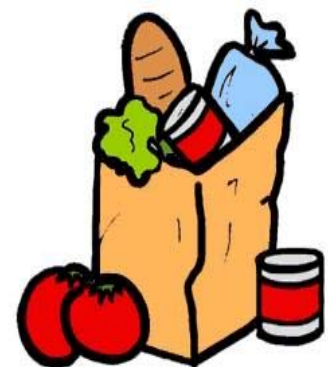
A little closer to Randolph, Coleridge went through this a few years ago. The owner of the grocery store was ready to retire. But not only was the owner ready to retire, the town desperately needed a new building for the grocery store. Since the town did not want to lose the store, people in the town stepped up.

A young entrepreneur, who had grown up in Coleridge, stepped up and made the grocery store a Limited Liability Corporation (LLC) under the old owner's name, and invited community members to invest in business shares. A new store was built as a result of 43 families' investments. The new store has experienced a 35% increase in business.

When we live in a small town, and we want to keep our amenities, sometimes we have to think outside the box to make that happen. As you can see by these communities, they decided a grocery store was as important as any other business in the town, and chose to be proactive.

These towns are now keeping their tax revenue in their local communities instead of it going to another community. Buying local really does make a difference. I can honestly say that I use the store more in Coleridge since they have gotten the new store. With the addition of the new store, the owner was also able to expand what he sold. Making some things that were not carried in the store before now available. Let's all work together to keep our small towns thriving!

*“Feeling gratitude and not expressing it is like wrapping a present and giving it.”*  
~William Arthur Ward



## Get Your Business Online

In today's global business world, it is very important for business to have a website. Whether you are a small family business or a huge corporation, having a website gets your business noticed.

Recently I came across a website, in a recent *Entrepreneur Magazine*, that offers you the ability to build

your own website for your business at a minimal cost. I wanted to bring this to your attention, so if you have been thinking about creating a website, you can check this site out. The website is [www.1and1.com](http://www.1and1.com).

They offer a 30 day free trial, and then after that you pay \$9.99 a month, which comes out to about

\$120 a year. A fraction of what it would cost if you went with some other web host to do your business website.

If you have been interested in creating a website for your business, check them out. This may be what you have been looking for.

## Should I Start My Own Business?

Many people often ask themselves this question. But with the question of "Should I Start My Own Business?", come many other questions. Questions such as: "What kind of business do I want to start?" "How much will it cost for me to start this business?" "Where am I going to get the money to start this business?" and many others.

One place to get help if you want to start a small business is the Center For Rural Affairs microenterprise development program for rural Nebraska called The Rural Enterprise Assistance Project (REAP).

Jeff Reynolds, the Program Director for REAP, recently wrote and article for the Center For Rural Affairs newsletter. I would like to share that article with you.

"People start businesses for lots of reasons, but too often in a weak economy they feel they are forced to start a small business because they see no other opportunities. Sometimes this works out, but more often it doesn't, and finan-

cial problems are only compounded for the people involved.

In these uncertain economic times, it is absolutely critical that people looking to start a business **for whatever reason** ask themselves the critical question. "Should I or shouldn't I?" Until you can truly answer the question,

don't start a business. These key points will help you decide.

### Do you have what it takes to be an entrepreneur?

Do you have experience in the business area and knowledge on how to operate a business? Are you willing to work all the hours it will take to make the business successful? Are you willing to assume the risk involved?

### Cash is king.

The majority of business startups are undercapitalized. Cash is the lifeblood of a business, and too many die a slow death from being undercapitalized. Ask yourself, are the needed funds in place to not only start the business, but to keep it going until it is profitable? Are your projections realistic?

### Is there a need for your business?

Have you accessed the market to determine if there is a demand for your business? Have you taken the time to write a realistic and feasible business plan?

These key points aren't inclusive, but they will help answer the central question, "Should I or shouldn't I?" I recommend not starting a business until your answer is an absolute "yes." If your answer is "no," it doesn't mean you'll never be able to start your own business, it just means all the pieces of the puzzle aren't in place yet."

If you have been thinking about starting a small business or would like to know more about the REAP program, you can go to their website at [www.cfra.org/reap](http://www.cfra.org/reap).

*"To speak gratitude is courteous and pleasant, to enact gratitude is generous and noble, but to live gratitude is to touch Heaven."*  
~Johannes A. Gaertner

# November 2009

SUN

MON

TUE

WED

THU

FRI

SAT

1 Daylight Savings Time Ends 	2 7:00 Cub Scout Parent's Meeting @ Library	3	4 6:30 pm City Council Meeting	5	6	7
8	9	10	11 City Office Closed  Veterans Day 	12	13   STATE VOLLEYBALL 	14
15 	16 	17	18	19	20 10:00 am Community Coffee @ Broadway Design & Floral	21 
<b>AMERICAN EDUCATION WEEK</b>						
22	23	24	25	26 No School  City Office Closed   HAPPY THANKSGIVING!	27 	28
29	30					

November 2009

# What's Happening

@ the Lied Randolph Public Library by Peggy Leiting



Did you know that your library has over 3,000 eBooks available? We now offer NetLibrary, a collection of eBooks online. Anyone interested in this service must set up an account at the library. You will then have access to all these books from the comfort of your home computer. Stop in today and we will help you set up an account.

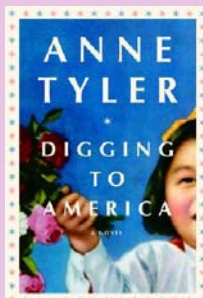
Fall is here .... and it is time for the annual Woman's Club Craft Show on Nov 7th from 9-3 at the City Auditorium. Proceeds go to the Children's Library and the Park.

## Book Discussion

Wed. Oct. 21st @ 6:00

### "Digging to America"

By Anne Tyler



Two families, who would otherwise never have come together, meet by chance at the Baltimore airport, each awaiting the arrival of an adopted infant daughter from Korea. Their lives become intertwined in this novel that explores what it is to be an American, and "outsiderness"

## The Days of "Thanks & Giving"

All elementary students are invited to the library for after school activities on Tuesdays in November. We will have stories, crafts, books, prizes, games and a memory contest.



K-2nd 4:15-5:00

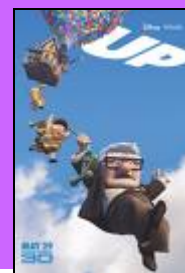
3rd-6th 5:15-6:00

## Computer Classes

Saturday November 14th we will be showing the movie

"Up"

Rated PG, run time 96minutes



will be offered at the Library in November by Tim Lemmons, UNL extension educator. A Beginner class will be held on the 6th, Internet class on the 9th, and Email class on the 17th from 6:30-9:00.

Classes are \$5.00 each.

Preregistration required at the library!

Monday Morning Story Hours	10:00 am on Nov. 2, 9, 16, 23, 30
Tuesday After School Activities	K-2 4:15-5:00 & 3rd -6th 5:15-6:00 Nov.. 3, 10, 17, 24
Beginner Computer Class	Friday Nov. 6 6:30-9:00
Internet Computer Class	Monday Nov. 9 6:30-9:00
Movie Day- "Up"	Sat. Nov. 14th @ 10:00 a.m.
Email Computer Class	Tuesday Nov. 17, 6:30-9:00

Lied Randolph Public Library  
109 N. Douglas Box 307  
Randolph, NE 68771  
phone: 402-337-0046  
librarian@rlibrary.org  
www.rlibrary.org

**Hours** Mon. Tues. & Thurs 10-6  
Wed. 10-8 & Sat 10-4  
Closed noon to 1:00

**Denise Olsen**  
**Randolph Economic Development**

212 E. Broadway  
 P.O. Box 457  
 Randolph, NE 68771

Phone: 402-337-0142  
 Fax: 402-337-0571  
 Email: [topcity@cablone.net](mailto:topcity@cablone.net)

***Randolph, a Great  
 Place to BEE!***



**We're on the web!**  
**[www.ci.randolph.ne.us](http://www.ci.randolph.ne.us)**

**\*REMINDER\***

If you have an article or calendar event that you would like to have in the newsletter, please let me know or drop it off at the City Office.

Phone: 402-337-0142  
 Email: [topcity@cablone.net](mailto:topcity@cablone.net)



**Randolph  
 Economic  
 Development**



*The mission of the Randolph Economic Development Group is to promote the attraction, retention, and expansion of businesses and to enhance the quality of life in Randolph and Cedar County.*

# Cub Scout Parent's Meeting

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What is the purpose of Cub Scouting?

The scouts support family time by providing ready-made opportunities for you and your son to do things together. It is a chance to teach values consistent with good citizenship, character development and physical fitness.

We know that boys do not join Cub Scouting just to get their character built.

Boys join because it is fun!

Scouting is fun with a purpose.

We hope to see you at the meeting!

Parents of boys in grades 1-5 are invited to join us for a Cub Scout Parent's Meeting on November 2nd at 7:00 p.m.

It will be held in the meeting room of the Lied Randolph Public Library.

We will discuss starting a Cub Scout Pack in Randolph.

Questions?

Contact Julie Pfanstiel

@ 337-0048 or

[j-pfanstiel@hotmail.com](mailto:j-pfanstiel@hotmail.com)