

Business Perspective

Volume 34, Issue 5 May 2021

Pro-business legislation advances in Kansas Legislature



The main part of the 2021 Kansas Legislative Session is over and all that remains is a hopefully brief veto session to resolve a handful of final issues. To date, it has been a good session for the business community with more yet to come.

Unemployment - Without action this session, your business was facing an alarming increase in the payments you make to the state's unemployment trust fund. Fortunately, HB 2196 - a bill supported by the Overland Park Chamber of Commerce - was unanimously approved by the Kansas Legislature and signed into law.

In addition to reworking rate tables to reduce costs to businesses, the bill:

- Conducts an audit to determine the extent and impact of fraud on UI claims paid
- Gives the business community a role in advising the Department of Labor on how the new system will function, and how it will be responsive to the needs of its customers
- Modernizes the technology and platform used to manage accounts and
- Strengthens data security and system integrity to better protect against
- Integrates the UI system with the KansasWorks program to help unemployed Kansans find new jobs
- Strengthens work refusal reporting
- Holds employers harmless for fraudulently paid claims
- Strengthens the Shared Work program to assist employers in keeping employees on the payroll rather than moving them to full unemployment
- Provides \$500 million in federal relief funds to help replenish the UI trust fund and further reduces costs that could be passed on to businesses

Economic Development Tools - Governor Kelly also signed into law a trio of bills that had the backing of the economic development community including the Overland Park Chamber. These programs are important tools in our effort to grow jobs and our economy. The bills extend the programs, make them more competitive with programs offered in other states and increase transparency and accountability to maximize program efficacy and return on investment. (continued on page 7)

Kevin Walker

Senior Vice

President, **Public Policy**

Blue Nose Aerial Imaging of Overland Park



Lessons learned

Recently I facilitated what could have been titled "Superintendents Unplugged" for this year's class of Leadership Overland Park. Two hours with <u>Blue Valley's</u> Dr. Tonya Merrigan and <u>Shawnee Mission's</u> Dr. Michael Fulton flew by as we discussed topics from the perennial school finance to diversity, equity and inclusion, employer engagement, student performance and of course, COVID-19. Of the latter, Drs. Merrigan and Fulton noted some "lessons learned" from the pandemic that are worth sharing:

- Teamwork matters. Perhaps more than ever we depended on each other our staff teams, our peer professionals, and new teams throughout the community (such as the Johnson County Health Department for some of us).
- Collaborate with others. COVID-19 opened many new opportunities for collaboration, and also created polarizing issues. Some solutions aren't always an obvious win-win, but this doesn't negate the necessity to communicate and collaborate.
- Know your community. Constituencies and audiences may be different for you than for your peers in the same business, so your action plan needs to be tailored for your unique community or customers.
- Stay the course. Know your goals but be prepared to adjust as new information is available.

We're well past the one-year mark of when the pandemic really began impacting us locally. As we reflected on the lessons, our superintendents started a great list of the lessons we should "keep from COVID-19":

- Collaboration is easier through technology. Much as I can't wait for my calendar to
 have more in-person meetings than virtual ones, technology enabled us to stay connected when the pandemic required us to physically distance. The superintendents utilized
 technology in the same way chamber professionals did, collaborating with peers locally
 and nationally about best practices, logistics, resources, policy and providing emotional
 support. Technology made our tent bigger, bringing together voices that might not have
 been heard and introducing people that now are treasured connections.
- Technology has enhanced learning. For our schools, new tools quickly emerged that leveraged opportunities to add to the student experience. Technology not only provided safe ways to convene for parent/teacher conferences during Covid but also yielded higher attendance and will provide an efficient option for traveling and working parents to meet with educators in the future. Learning was also enhanced for businesses; it may be possible to access a relevant webinar every hour of the day as professional development options have proliferated rapidly. Our challenge now is to incorporate the best of in-person and tech methods to keep learning engaging, inclusive and accessible.
- During Covid things happened faster. I think this was true for all of us from the school districts to government to business and our personal lives. At the Chamber we had been talking for a long time about providing virtual training but just hadn't done it when suddenly the world changed and we had to figure out overnight how to keep

(continued on the next page)

Tracey Osborne Oltjen
President & CEO
other-pieces

Upcoming Events

CEO Unplugged Series

Tuesday, May 4 - 4:00-5:30 p.m.

A panel of CEOs share insights on career and personal success with Overland Park Young Professionals. Featured panelists:

- · Kelly Eddy, PGA Tour
- · Bobby Olm-Shipman, Saint Luke's South Hospital
- · Reggie Woolridge, Marriott International

Series sponsor: Saint Luke's Health System To register, call Drew at (913) 491-3600

Leads Groups

Small networking groups meeting twice a month to cultivate professional relationships, establish trust, increase knowledge and build business. For more information, click here.

Executive Leadership Series

Tuesday, May 11-8:30-9:30 a.m. Featuring Peter Mallouk, Creative Planning Mallouk was named by Barron's as one of the 'Top 100 Independent Financial Advisors in America.' His company has doubled in size every two or three years and The New York Times has said "Creative Planning is at the vanguard of a profound shift in finance."

Series sponsor: FNBO To register, click here

Wednesday Wake-up

Wednesday, May 12 - 8:00-9:00 a.m. Monthly networking event held virtually. **Series sponsor: Fortune Financial Advisors** To register, click here

Member Orientation

Tuesday, May 18 - 8:30-9:30 a.m.

Orientation session to familiarize new members or new representatives with existing members about Chamber benefits.

Series sponsor: Lettiann & Associates Real

Estate Services To register, click here

Ribbon cuttings

May 10 - 4:00 p.m.

FNBO, 7335 West 119th Street

May 12 - 4:00 p.m.

Serendipity Labs, 5440 West 110th Street, Suite 300

May 13 - 4:00 p.m.

Overland Park Veterinary Emergency & Specialty, 8301 West 163rd Street

May 19 - 9:00 a.m.

Profile by Sanford, 13378 Metcalf Avenue

May 21 - 3:00 p.m.

In the Zone, 7102 College Boulevard

Lessons learned cont.

our team and our businesses connected. The evening we sent our team home to work remotely I stayed late to figure out our first subscription with **Zoom**, a Chamber member with offices in Overland Park. Now Zooming is practically second nature.

I'm reminded of that Robert Fulghum essay, All I Really Need to Know I Learned in Kindergarten: "When you go out into the world, watch for traffic, hold hands, and stick together." For the past year, despite much of the rancor over masking, shut-downs, etc., for the most part I've observed a community proverbially holding hands and sticking together in support of front-line workers, health-care professionals and first responders and each other. The challenges aren't over. We still must watch for traffic and stick together as we move toward full economic recovery. I'm interested in hearing about the lessons you've learned this year and how we can use those to do just that. Send me your thoughts at tosborne@opchamber.org.

#lessonslearned

Study evaluates JoCo housing

GUEST COLUMN

In early 2021, United Community Services of Johnson County (UCS) partnered with Johnson County and its 19 municipalities to release the Johnson County Municipalities Housing Study. The study, part of a multi-year Healthy Communities Initiative project, is the result of a diverse and dedicated partnership between the County, municipalities and a wide range of community partners. Completed by RDG Planning, Inc., the report includes county- and city-level data, outcomes of the Johnson County Community Housing Survey, and insights from listening sessions conducted around the county and through the UCS **Human Service Summit with** more than 150 participants.

The robust participation and engagement in this project by County and city leadership, service providers, educators, developers, realtors and residents has emphasized how essential the issue of housing is as Johnson County continues to grow its economy. The report sheds light on the factors that impact housing need and housing cost in our community and provides

projections for the coming 10 years. The study notes that 39% of renters and 18% of homeowners in Johnson County are housing cost burdened, paying 30% or more of their income on housing. Additionally, participants in the community housing survey indicated our community lacks adequate housing supply for students, residents with disabilities, and those making less than \$16 per hour.

To move the report findings to action, this multi-sector collaborative implemented the Housing for All Task Force. Facilitated by Shockey Consulting, the Task Force brought together more than 100 indi-

viduals from various sectors of the community for four two-hour virtual workshops to identify and develop implementation opportunities that best fit the goals and needs of the different cities and the County. The next step in this work is the release of the Housing Tool Kit. UCS will roll out the tool kit at its 2021 Human Service Summit on June 16. To register for this

year's summit, click here.

AVERAGE HOME SALE PRICE JOHNSON COUNTY 2017-2020



Julie Brewer **Executive Director United Commu**nity Services of **Johnson County**

Welcome to the Chamber!

INTRODUCING OUR NEWEST MEMBERS

Association Insurance Services, Inc.

Jackie Qualizza, President 12877 West 151st Street Olathe, KS 66062 (913) 397-9400 jackie@aiservicesinc.com

www.aiservicesinc.com

Insurance

Referred by Michael Gansman, The Alternative Board of Johnson County

Express Oil Change & Tire Engineers

Nicole Self 8950 West 135th Street Overland Park, KS 66221 (913) 340-9437 nself@expressoil.com www.expressoil.com Auto Repair & Service

Fairway Exteriors

Scott Neidow, Owner 4312 Brookridge Drive Fairway KS, 66205 (913) 850-7030 scott@fairwayexteriors.com www.fairwayexteriors.com

Home Improvements, Windows-Replacement Referred by Phil Singleton, Kansas City Web Design

Orange Circle International, LLC

Steve Earley 7171 West 95th Street, Suite 110 Overland Park, KS 66212 (866) 239-0079 steve@ociloans.com www.ociloans.com Mortgages

ProCore Resource Group

Brian Hattaway, Principal 10880 Benson Drive, Suite 2340 Overland Park, KS 66210 (913) 220-6891

www.procoreresources.com
Website Design, Technology
Referred by Stacy Rose,
AdamsGabbert

Shawnee Steel and Welding

- New EDC Investor!
Craig Pardue, President/Owner
6124 Merriam Drive
Merriam, KS 66203
(913) 432-8046
craig.pardue@shawnee-steel.com

www.shawnee-steel.com

Manufacturers

Whataburger

Kim Kannarr, Regional Marketing Manager 8420 West 135th Street Overland Park, KS 66223 (918) 724-9741 kkannarr@wbhq.com www.whataburger.com Restaurants

YogaSix

Fitness, Yoga

Chantel Mosher, General
Manager
6555 West 119th Street
Overland Park, KS 66209-2001
(913) 660-9320
overlandparkgm@yogasix.com
www.yogasix.com/location/
overland-park



U.S. Representative Sharice Davids, Governor Laura Kelly, Kansas Lt. Governor David Toland and Chamber President Tracey Osborne Oltjen helped founders Ryan Hughes, Joshua Garr and Stu Keener celebrate the opening of <u>LEVELUP Esports Arena</u>, the third largest esports venue in the country.

Located at 7300 West 119th Street in Rosana Square, LEVELUP features a dedicated esports arena with 100 gaming PCs, broadcast and production facilities, dedicated streamer studios, dedicated area for RPG and tabletop gaming, boot camp rooms and training facilities, casual console gaming and a full-service restaurant and bar. It is part of the 30,000-square-foot Gametime District multi-purpose entertainment space that features bars, restaurants and music.



City Council President Curt Skoog and Tim Holverson, Chamber EDC Director of Workforce & Business Growth, helped Dr. Whitmore and his family and team celebrate a ribbon cutting for Whitmore Chiropractic, 12101 West 110th Street.

Dr. Whitmore focuses on achieving a complete state of physical, mental, and social wellbeing by treating the cause of the symptom with gentle chiropractic care. For more information: (913) 428-0525.

2021 Leadership Overland Park Class Project

The 2021 Leadership Overland Park (LOP) class has chosen <u>KidsTLC</u> as the beneficiary of its class project. As LOP class members spent time with the team at KidsTLC, they learned there is a great need to resurface the playground area to ensure the safety and wellbeing of the children. The total cost of this project exceeds \$10,000, and funds raised by the 2021 LOP class will be donated to KidsTLC to ensure the project is completed in a timely manner.

To support the class project, click here.

The Overland Park Chamber Foundation is a 501(c)3 nonprofit organization, all donations are tax-deductible to the full extent of the law.





Mayor Carl Gerlach, City Council President Curt Skoog and Chamber President Tracey Osborne Oltjen joined company representatives to celebrate a groundbreaking for the first Whataburger in Kansas at 8420 West 135th in Overland Park. The company intends to have the restaurant open by this fall.

Opening four corporate restaurants in Kansas City this year, the company plans to hire more than 700 new employees in the Kansas City area this year. Founded more than 70 years ago, Whataburger has more than 840 locations across ten states.

For more information, click here.

Thanks for reinvesting!

APRIL MEMBER RENEWALS INVESTING IN COMMUNITY

50+ Years

Spectrum Business

40-49 Years

T-Mobile

20-39 Years

APAC-Kansas, Inc.-Kansas City Division

Embassy Suites Hotel
Home Builders Association of
Greater Kansas City
Jalapenos Mexican Restaurant
Kansas City Business Journal
Overland Chauffeured Services
Paul Henson Family YMCA
SPX Cooling Technologies
Zurich North America
Commercial

10-19 Years

3&2 Baseball Club of Johnson County, Inc. Dentons US LLP

Enterprise Center in Johnson County Perspective Architecture +

Mutual of Omaha Nicklaus Golf Club at LionsGate Park Meadows Senior Living Staples, Inc.

5-9 Years

Design

Advice & Aid Pregnancy Centers Coffelt Land Title, Inc.
Davidson Architecture &
Engineering
Hawthorne Plaza, LLC
LANE4 Property Group
Scheels
Sunflower Bank - 135th Street
Titan Built, LLC
UnitedHealthcare

1-4 Years

Accreditation Council for Business Schools and Programs Avenue 80 Blue Sky Fertility Blue Water General Contractors, LLC Brew Haha Coffeehouse Cornerstones of Care -Overland Park Delmar Gardens of Overland Park

First Federal Bank of Kansas City - Overland Park Jackson Lewis P.C.

Kansas City Eye Clinic
Maciel Wealth Management
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Metcalf 108 Mission Farms West Development, LLC

My Place Hotel
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Plaza

Strauss Peyton The INN at Meadowbrook Tiger-Rock Martial Arts of

Overland Park

Comparing footprint of U.S. 69 expansion options

As our communities continue to grow, the Kansas Department of Transportation is working to find a long-term solution for efficiently moving increasing traffic on U.S. 69. Based

on the U.S. 69 Modernization and Expansion Project team's analysis to date, adding capacity (a lane in each direction) appears to be the best solution for reducing congestion along this important corridor.

Although both added-capacity options – traditional widening and express toll lanes (ETLs) – reduce congestion, the initial analysis shows ETLs move traffic more efficiently with fewer lanes. ETLs better balance traffic across all lanes and reduce the demand to increase lanes to address congestion.

Tom Herzog
COO
Netsmart
Technologies

For example, with the traditional widening option, consider that the section of highway north of I-435 – a part of the U.S. 69 corridor with higher traffic volumes – would require 11 lanes to carry current and projected traffic volumes. This large physical footprint would mean removing at least one building and encroaching on nearby homes.

On the other hand, the ETL option for the same area would require only eight lanes – two express toll lanes and six general-purpose lanes – to move the same amount of traffic. Because ETLs require fewer lanes, they are less expensive to build and maintain and can minimize environmental and quality of life impacts. ETLs also offer better flexibility and adaptability for future transportation technologies and congestion-management options.

In its ongoing technical analysis, the U.S. 69 Modernization and Expansion Project will continue measuring each option – and others – to better determine how well each option might reduce congestion and meet other elements of the project's purpose and need. To date, based upon current research and analysis, express toll lanes appear to best meet KDOT's goal of finding an approach – or combination of approaches – that best improves safety, reduces congestion and provides flexible travel choices for users while supporting local and regional growth.

For more information, visit <u>www.69express.org</u>.



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Bobby Olm-Shipman, Immediate Past Chairman Saint Luke's South Hospital

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[2021 Chairman of Chamber Economic Development Council]

Tracey Osborne Oltjen, CCE, Chamber Grea Wolf. Dentons

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Kevin Walker, IOM, Senior Vice President of Public Policy

Future of office space

Last month, Overland Park Chamber Economic Development Council Investors heard from <u>CBRE's</u> Julie Whelan and John Lenio on the future of office space.





Key points from the presentation:

- The overall U.S. vacancy rate reached an 8-year high in 2020 Q4 of 15.0%
- The biggest cities in the U.S. saw a greater amount of reduced demand for office space.
 Midwest and Sun Belt cities saw their demand hold much more stable at the end of 2020.
- Office space rents are falling but are forecasted to begin rising again by the second half of 2022.
- Uncertainty and flexibility are themes in planning for the future. 34% of Business Roundtable respondents say they anticipate 100% of employees returning to the workplace in the long term. 45% anticipate 50-75% returning.
- 67% of employees desire a balance of in-office and remote. 73% of companies anticipate supporting balanced workstyles in the future. Only 6% of workers would prefer to work fully at the office once the COVID crisis ends.
- The top 3 desired building attributes are flexible office space options (82%), shared meeting space (74%), and indoor air quality (68%).

Overland Park updates sign code

GUEST COLUMN

"Signs, signs, everywhere a sign..." so the tune goes. Signage for your business matters. The City of Overland Park, with engagement from the Chamber, architects, attorneys, realtors and sign producers came together to update the city's sign code.

This effort acknowledges business and consumer needs and addresses recent Supreme Court decisions and changes in technology. The result is an updated, simplified code that provides additional opportunities for businesses to share their messages. Major opportunities of the new code:

- An increase in the number of wall signs allowed for businesses.
- Additional options for office signage based on the various configurations of office space.
- A new catch-all sign, called an incidental sign, that can be used for any variety of messages.
- More options for construction identification signage.
- New option for monument signs along state and federal highways.

- Some allowances for digital signage.
- Opportunity for some temporary signage without a permit.

 Creation of a permanent display for unlimited temporary messages.

One of the bigger changes that may require attention are new design requirements for existing commercial real estate signs, now considered "incidental signs." Previously, these signs did not require a permit. Existing signs that do not meet the new design requirements must either be updated or removed by 2022. A sign permit is now required for these signs. Some monument signs may become non-conforming, existing signs can remain as-is until they are upgraded.

The changes were adopted effective January 1, 2021, but the pandemic has delayed enforcement of new requirements for temporary signs to May 1. Get more details about the update on the City's website at

www.opkansas.org/signcode.



Jack Messer
Director of Planning
& Development
Services
City of Overland Park

Legislation cont. from page 1 ...

- Angel Investor Tax Credit provides tax credits for investors who choose to provide valuable funding for innovative Kansas startups. The credit is especially important to Johnson County investors who accounted for 56% of all the in-state investments made under the program.
- STAR Bonds this program remains one of the most powerful tools in the Kansas economic development toolbox. The legislation expands the program to major business facilities, improves the evaluation of financial and visitor impact for a proposed project and increases transparency requirements.
- HPIP this bill allows businesses that have qualified for the
 High Performance Incentive
 Program (HPIP) to transfer up
 to 50% of their earned credits and decouples the HPIP
 program from two other state
 programs designed to provide
 specialized workforce training.
 The net result is more flexibility
 and better efficacy for each of
 the impacted programs.

Kansas Promise Scholarship

Act – Governor Kelly approved legislation enacting the Kansas Promise Scholarship Act – a bill to expand access to community and technical college programs focusing on high-demand workforce needs in the state. The intent is to help meet the workforce needs of Kansas employers who continue to struggle filling vacancies in skilled and technical trades.

Workforce Licensure – Another bill, HB 2066, was signed into law and is designed to expedite the process by which people with professional credentials can relocate to Kansas and practice in their profession with minimal delays. Proponents of the bill believe the streamlined approval process will make Kansas more attractive to credentialed profes-



sionals as they explore relocation options.

Taxation – One of the main battles waiting for lawmakers when they return is consideration of a veto override of SB 50, a comprehensive tax bill that addresses changes resulting from the 2017 federal Tax Cuts and Jobs act. The bill also:

- Allows individual income taxpayers the option to itemize their Kansas tax return even if they opted for the standard deduction on their federal return
- Allows individual income taxpayers to claim the expensing deduction for the cost of placing certain tangible property and computer software into service
- Allows taxpayers to carry forward net operating losses indefinitely instead of the current maximum of 10 years
- Requires marketplace facilitators to collect and remit sales and compensating use taxes from Kansas-sourced sales in excess of \$100,000
- Clarifies that victims of identity theft would not owe taxes on unemployment claims fraudulently obtained by another individual

Final Thoughts – Governor Kelly was busy with her veto pen and lawmakers are fired up to attempt override votes. Several vetoes of note have implications for the business community, although measuring the impact may be difficult. Governor Kelly vetoed two bills dealing with elections. As we've seen in other states, the debate over election legislation

(continued on page 8)

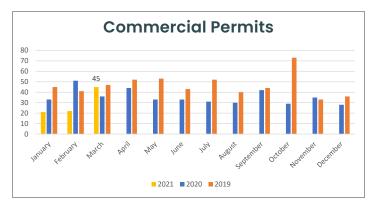
Driving Economic Success

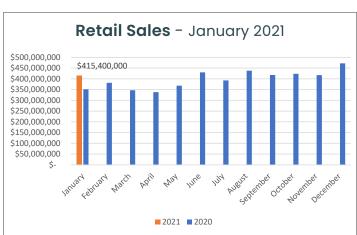
Unemployment					
	Mar. 2020	Feb. 2021	Mar. 2021		
Overland Park	3.0%	3.0%	3.0%		
Johnson County	3.0%	4.9%	3.1%		
Kansas City Metro MSA	4.0%	4.9%	4.2%		
State of Kansas	3.2%	3.4%	3.7%		

(These percentages are not seasonally adjusted)
– Kansas Labor Information Center (KLIC)
– U.S. Bureau of Labor Statistics

Building Permits						
	New Commercial	Institutional, Schools, etc.	Other Commercial	Totals		
Mar. 2021	2	0	43	45		
Sq. Feet	1,233	0	1,450	1,233		
Value	\$167,377	N/A	\$17,976,250	\$18,143,627		

- City of Overland Park





This newsletter is distributed monthly by the Overland Park Chamber of Commerce, 9001 West 110th Street, Suite 150, Overland Park, KS 66210.

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To add your name to this list, contact Tracey Osborne Oltjen at (913) 491-3600 or tosborne@opchamber.org.

Detach - Evaluate - Act

GUEST COLUMN

Approximately one year has passed since the start of the pandemic shutdowns and life-altering adjustments.

Companies pivoted business models, added product, and changed service offerings to survive. No matter what direction you took in 2020, now is the time to DETACH emotionally – EVALUATE objectively – ACT purposefully.

Small business owners are some of the most passionate people I know. They believe 100% in their products and services, love their customers, and commit their lives to community. At times, this passion leads an owner to an emotional connection to their business they so dearly hold close to their heart. This in turn leads to mistakes. Don't get me wrong, learning from mistakes is healthy. But if you keep making the same mistake over and over again, it's detrimental to business survival. You must learn to emotionally DETACH yourself.

We are embarking on the "return to normal" and if you are like me, you are as curious about the world as a butterfly coming out of the cocoon. We will see things with a different perspective and those around us also will see the world differ-

ently. With this enlightenment on the horizon, it is the perfect time to step back and EVALU-ATE objectively. Look at where you were pre-March 2020: what adjustments were made, how were those adjustments received by customers and how did the adjustments affect your financial position? Finally, evaluate the future. Research the direction your industry is heading, the climate of your community, the economic outlook and future needs of your customers.

Just as 2020 changed our goals, plans and operations, this year will force another round of change. Part of the change is to ACT purposefully based on your objective evaluations. Change is just another word for opportunity. Embrace the change! Seize this opportunity to set new goals, new plans and shake up operations to position yourself for the future.

"But Jessica, it's just not the right time for my business right now and I don't have time to accomplish my to-do list. How can I find time to detach, let alone evaluate and act?" I say... conditions will never be ideal... it will feel uncomfortable... and the future is coming, whether you are ready or not. You don't have to do this alone. The Kansas Small Business Develop-

ment Center at Johnson County Community College provides free, confidential business advising services and guides hundreds of businesses each year through their struggles and successes. Its team of advisors will guide you through each ... DETACH emotionally – EVALUATE objectively – ACT purposefully ... one step at a time.



Jessica Johnson
Regional Director
America's SBDC Kansas
Johnson County Community College

As Regional Director, Jessica Johnson's focus with the JCCC Kansas SBDC is to ensure that business owners, startups and entrepreneurs have access to quality workshops, seminars and advising services in a variety of topics at convenient locations and times.

Legislation cont. from page 7 . . .

can be seen as protecting the integrity of our elections or voter suppression, depending on your point of view. Unfortunately, the business community has sometimes been caught in the crossfire, so only time will tell how this plays out in Kansas.

The same can be said for the Fairness in Women's Sports Act, which requires sports teams in Kansas sponsored by public educational institutions be designated based on biological sex. Similar legislation in other states has ignited fiery debates that have sometimes spilled over to the business community through calls for boycotts or outright bans on doing business with companies based in a state passing similar legislation.

These vetoed bills are likely to garner a lot of attention in Topeka. The Chamber contin-

ues to monitor this legislation for its impact on the business community.

Stay up to date on legislative issues impacting your business with the Chamber's "This Week in Topeka" written each week by Kevin Walker, Senior Vice President of Public Policy. To receive this report in your inbox, contact Erin at emurray@opchamber.org.