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SEPTEMBER 2017



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DREAMS! How often did you tell your mom/dad that your dream was to become an actor, doctor, baseball player, or even president of the United States?

As a child, one of my dreams was to become an attorney just like my father. However, after enrolling in my first law class and discovering that I was the only female in a room of 50 young men, that dream suddenly went out the window. There was just too much pressure from the male side of the room. Another one of my dreams was to have a big two-story house, with a wrap-around porch and a big back yard so I could stand at my kitchen window and watch as my children enjoyed our back yard. That, too, didn't happen. They preferred playing sports in the street! Nor did I dream that my sons would enter into the sports field with jobs that provided us with tickets to Final Four and bowl games! Our granddaughter Kelsey is dreaming of becoming an editor and one day publishing a novel and I never dreamed that I would serve the City of Mission in different capacities for so many years.

We all daydream a lot! When you read the "Did you know?" facts in this edition, it makes you realize how much Mission has changed. Did our ancestors ever dream that Mission would become a booming little city? Or did we ever dream we would have the social media we have today, which connects us all over the world and helps locate your Uncle Joe wherever he may be?

So, how about you? As a child, what were your dreams? What has happened in your life that you didn't dream would ever happen? As I sat down with our interviewees for this magazine, they

all had dreams. Andy Hyland told his mother at an early age that he would be a contestant on Jeopardy. So tune in Sept. 18 at 3:30 p.m. on KSHB and watch as his dream comes true. Steve Hegstrom loved fishing as a child, but never dreamed that after retirement he would be competing for awards with the fish flies he so laboriously makes.

Did Charlie Tetrick ever dream that he would be sitting in a third-floor office building overlooking Shawnee Mission Parkway, as a young owner of a very successful international advertising business? Barry Cowden has taken over his father's dream — to own a Mexican restaurant — Don Chilito's. And I am certain that many Countryside residents didn't ever dream they would be sitting in their quaint homes, on those curvy streets enjoying the fruits of their labors.

It is such fun to daydream. I hope you will grab a cup of coffee or glass of wine and take some time today to daydream. What did you dream about when you were young that has happened in your life? Or what has happened in your life that you never in the wide, wide world ever dreamed would happen to you? It is fun! And if you want to share your dreams, please feel free to give me a call. I would love to reminisce along with you.

Enjoy!



Suzie Gibbs
Councilmember, Ward IV



On the Cover:
Mission resident Andy Hyland will appear on the game show 'Jeopardy!' hosted by Alex Trebek. The episode will air at 3:30 p.m. on Monday, Sept. 18 on KSHB.

Photo courtesy of Jeopardy Productions, Inc.

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Mission

Your Hometown

SEPTEMBER 2017

PUBLISHERS.....	Steve Rose David Small
EXECUTIVE EDITOR.....	Barbara Bayer
EDITOR	Kris Baker
ADVERTISING EXECUTIVE	Angie Riffel
PRODUCTION DIRECTOR	Mike Bennett
GRAPHIC DESIGNER	Megan Seymour
PHOTOGRAPHY	Cathy Donovan
EDITORIAL BOARD.....	Stoney Bogen Cathy Casey Suzie Gibbs Mary Horvatin Kathy Lockard Bill McCrea Mark Raduziner

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4210 Shawnee Mission Parkway, Suite 314A
Fairway, KS 66205
Phone: 913-951-8425 | sgibbs@missionks.org

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A low-angle photograph of a modern hospital building with a glass facade and a large logo on the corner. The logo features a stylized sunburst above a blue swoosh.

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THIS IS 'JEOPARDY!'

MISSION RESIDENT TAKES THE LEAP TO GAME SHOW CONTESTANT

BY KRIS BAKER

PHOTOS COURTESY JEOPARDY PRODUCTIONS INC.

ANSWER:

An assistant director of communications at the University of Kansas who is a Mission resident and will appear on the popular game show 'Jeopardy!' on Sept. 18.

QUESTION:

Who is Andy Hyland?

On television sets across the country, Mission resident Andy Hyland will appear on the syndicated program "Jeopardy!", Monday, Sept. 18, at 3:30 p.m. local time on KSHB. Andy filmed his "Jeopardy" experience back in April and is excited to see the day approaching for his national television debut. He can't reveal how well he did or how

much money he won, but he can say that his time there was very well spent.

"Everyone was very nice and encouraging," Andy recalled.

"They wanted all the contestants to do well and everything to be extremely fair."

Andy said the process for appearing on the show was tricky and involved some luck and good timing, similar to answering the clues on the show. He had been a fan of the show since he was a child, and finally decided he would take the online test on the "Jeopardy!" website, where the applicant is given 15 seconds to type in their response to each question. Doing well on the online test led Andy to an in-person audition at the Westin Crown Center Hotel on June 29, 2015. Andy and around 30 other hopeful contestants were led into a ballroom, where they participated in a mock "Jeopardy!" competition. The other competitors were from

Andy Hyland will appear on 'Jeopardy!' Sept. 18.



across the region, including people from Omaha, Dallas and Chicago. He said the producers were looking for people who were enthusiastic and natural.

"I am at ease in front of a camera," the communications director said. "It's part of my job in public relations. Being comfortable with how everything worked, I think that was a large reason I got the call back."

Following the audition ... was a lot of waiting.

"The audition was two years ago, I had forgotten all about it. Then I got a phone call asking if I would like to be on the show. It was a dream come true."

Andy started training for his appearance, though this proved to be difficult as "Jeopardy!" covers so much material. He found a website that has every "Jeopardy!" question ever asked, which was helpful as he said the same types of clues come up again and again. He also read "Jeopardy!" champion Ken Jennings' book, "Brainiac: Adventures in the Curious, Competitive, Compulsive World of Trivia Buffs." Jennings holds the record for most consecutive wins on the show.

There was not too much time to prepare. Soon Andy flew out to Los Angeles with his parents and a couple of friends for his taping, which took place on April 18. That morning at 7:30 a.m., a shuttle picked Andy and company up from their hotel taking them to the studio.

"It was very interesting to see how everything was done and to see the whole process come together," Andy explained. "It was fun to be on this side of the screen."

Five episodes were filmed on that Tuesday, and Andy waited patiently in the green room before it was his time to go on. Answers were flying and contestants were coming and going.

"The biggest thing I learned was the pace, how fast the

show goes," Andy said. "It is really a game of timing. You may know the answer, but if you buzz in before Alex finishes reading, you are locked out for a fraction of a second, which can make all the difference. That's why when you watch you sometimes see people furiously pressing their buzzer. It's because they have been locked out."

'DOUBLE JEOPARDY!'

Many people have asked Andy what it's like meeting host Alex Trebek.

"The only interaction I had with Alex is during the show when contestants share a personal anecdote with him. They give you a long list of topics for you to go over and then narrow down your answers to the three they feel make the best stories. They give those three to Alex and he picks the one he likes best. When you're filming, you don't know for sure which one he is going to ask you."

Andy said that his favorite subject is history, and his weakness is pop culture. However, he said there was no particular category that put him at a complete loss during the filming.

During commercials, Alex would answer questions from the audience about how the show worked. One member of the audience was Andy's mother, Rosella Hyland, watching her son compete.

"Ever since he was small, he told me he was going to be on this show," Rosella said. "He has been dreaming about it for so long (that) to see it happen, we are so proud of him."

'FINAL JEOPARDY!'

With the airdate fast approaching, Andy is planning a watch party with family, friends and his Mission neighbors.

"I love this area," Andy said.

"Mission is a city that really has a soul."

He said the response he has gotten from neighbors and everyone else has been phenomenal.

"Almost everyone knows what this show is and what it means to be on it, and everyone has said how cool this is," Andy

said. "Young and old, Democrat and Republican, universally everyone has been positive about this."

While reflecting on his experience, Andy is asked what it all meant to him. He takes a moment, as if he hears the famous "Final Jeopardy!" theme playing.

"I have watched the show for years, so to be a part of something that has gone on for so long and has so much history, it was very meaningful to me. I enjoyed every moment of it."

.....
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Charming Neighborhood Hosts 80th Anniversary Celebration

Countryside is celebrating its 80th anniversary as a homes association (1937). The association has planned several activities, including a spring cleanup, a fall festival, home of the month sign, and provides residents with an updated directory of who lives where. Periodic digital and print newsletters are also published for homeowners. The neighborhood has nice winding streets ... and the homes sit on fairly large lots. No two homes look alike, thus the slogan for Countryside (when it was a city) was "The City of Distinctive Homes." It *IS* a distinctive neighborhood where most neighbors know one another. And, they know the families who live on the next block, too. That's pretty cool when we are in a time where most people don't know their neighbors, and don't really care to.

"I know everyone who lives in all 133 homes, and we look out for each other," said Ken Davis, president of the Countryside Homes Association. "The homes association works very hard to make the neighborhood cohesive and retain its unique character. That is a big reason why some people move here."

Rolling hills, curving streets, lovely bridges over rippling creeks, this quaint neighborhood is overflowing with charm. The homes association will celebrate its 80th anniversary on Oct. 1 with the annual Countryside Fall Festival, a pot-luck gathering at the corner of 61st Terrace and Woodson.

We love Countryside because ...

"My favorite thing about living in Countryside is the people and the location."

- John Walker, resident since 1965

"We love our beautiful storybook streets and the mellowness of the neighborhood."

- Marcy Lally, resident since 2006

"It's like a neighborhood from a different time. We are very excited for our children to grow up here!"

- Allie Statler, resident since 2012

"We love living in Countryside because of its location, our neighbors and the sense of community."

-David Breneman, resident since 1996



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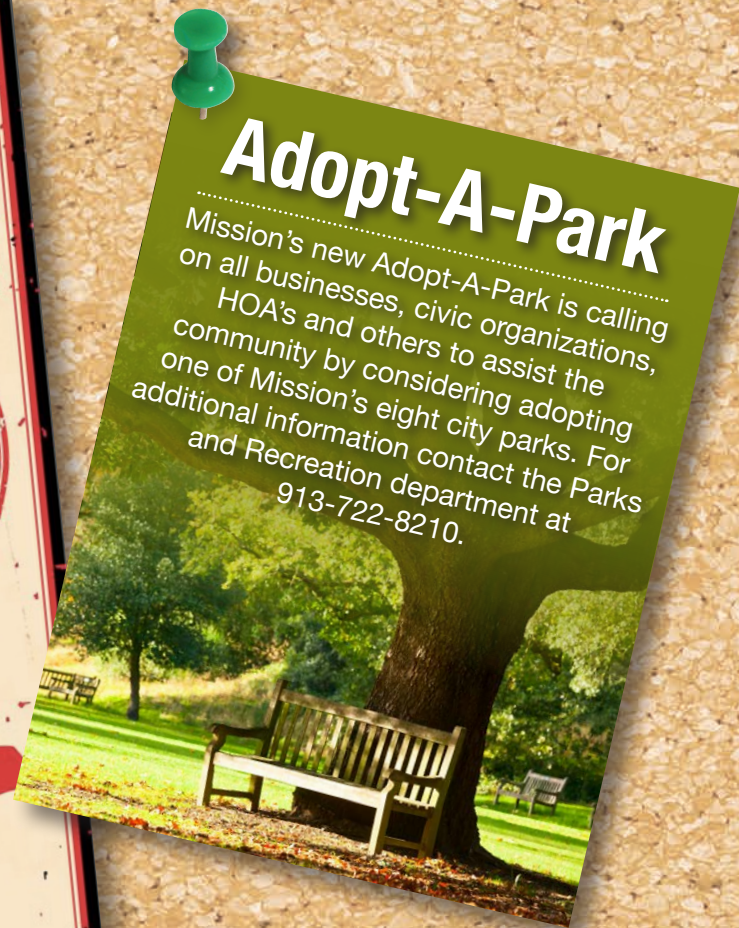
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Mission Bulletin Board



TWISTED ANNIVERSARY

Twisted Sisters Coffee Shop recently celebrated their fifth anniversary in Mission. Located at 5606 Johnson Drive, this spot has become a popular destination for residents looking for a fine cup of hot joe and some breakfast. There is no getting this twisted, the Mission business has done a great job.

CONGRATULATIONS TO TWISTED SISTERS.






Bikes Wanted!

Do you have a bicycle you would like to donate to Mission's Family Holiday Adoption Program? Or is your expertise in putting a new face on old / used bicycles? If so, please give Suzie Gibbs a call at 913-671-8564.



Activity Guide

"Pick up your Fall 2017 Mission Parks & Recreation Activity Guide at the Sylvester Powell, Jr. Community Center or find the information online at www.missionks.org."



AWARD-WINNING OPTOMETRIST

Mission resident Dr. C. Ellis Potter will be recognized as Humanitarian of the Year by the American Academy of Optometry at their annual meeting on Oct. 13 in Chicago. The award includes a financial stipend, which will be paid to a nonprofit of Dr. Potter's choice. He also will be recognized with the Lifetime Achievement Award by Volunteer Optometric Services to Humanity (VOSH) International in October for his work with this nonprofit organization. Great job Dr. Potter, all eyes are on you!

COMMUNITY CENTER NEWS

- Free blood pressure checks will take place at the Sylvester Powell, Jr. Community Center the third Wednesday of every month from 8:30-10:30 a.m. in the Adult Lounge.
- AARP Smart Drivers Course is set for Oct. 18 and 19 at the Sylvester Powell, Jr. Community Center will run from 10 a.m.-3 p.m. Call 913-722-8200 for details or to enroll.



DON CHILITO'S

Spanning generations, restaurant brings Mexican flair to Mission

By Kris Baker
Photos by Cathy Donovan

It's noon and hungry workers at Mission's local businesses are looking for a convenient and tasty lunch. Later in the day the final bell rings at Shawnee Mission North and students file out, looking for a fun place to hang out and grab some food. These groups and others have been singing the name of a certain Mexican restaurant for years.

"Don Chilito's, bring the whole family in."

The iconic restaurant has been located at 7017 Johnson Drive since opening in 1971. A Mission mainstay, Don Chilito's has hosted birthday parties, office events and family functions for generations; this is the spot where many memories have been made. Many times, owner Barry Cowden has had people tell him they came to Don Chilito's as a kid and are now bringing their grandchildren.

"We are the oldest restaurant in Johnson County to be in the same location with the same family owners," Barry proudly stated. "People keep coming back to us because of our consistency. If people enjoy a greasy burger at a place, they don't want it to be dry the next time they go. People know our food and they know they like it."

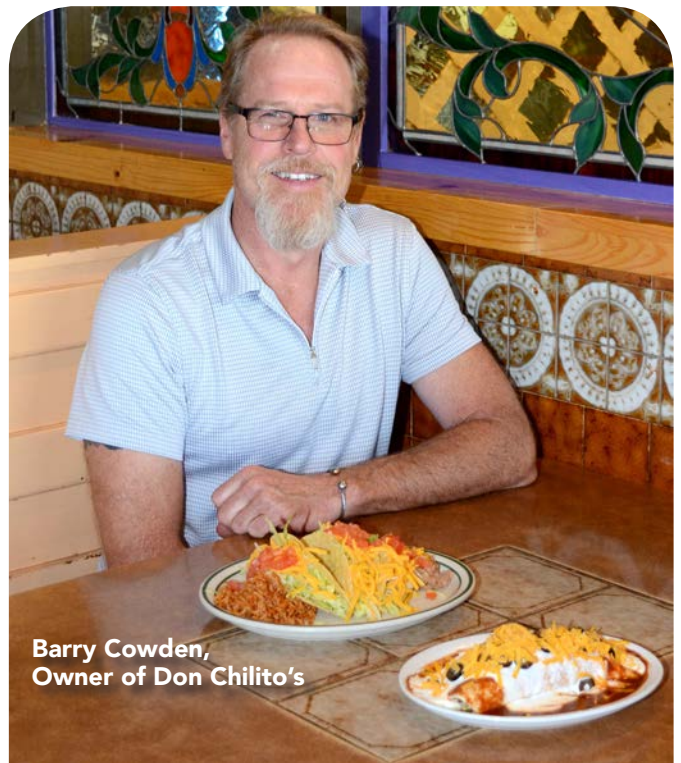
One of Don Chilito's fans is Bonner Springs resident Sandy Coats. Though she does not live or work nearby, she wanted to make a special trip to the restaurant to celebrate her birthday.

"This is a real treat," Sandy said. "I have been coming here for years. This is my favorite Mexican food. Years ago my brother used to manage the restaurant."

Barry's own memories of Don Chilito's stretch back to his childhood, and his father Bill, who started the restaurant developing unique items like their well-known CCQ sauce (a cheese sauce with a blend of spices and mild peppers).

"He would work on these recipes in the kitchen and then use us as his Guinea pigs," Barry remembered. "We tried everything first, and when it was really good, then we would see it on the menu."

Bill first fell in love with Mexican food while stationed with



Barry Cowden,
Owner of Don Chilito's

the military in San Antonio, Texas. Barry said that when his father opened in Mission there were very few Mexican restaurants in the Kansas City area. Bill wanted to share his love of Mexican food with his community but there was one problem. He had never in his life worked in a Mexican restaurant.

As Barry explained, "Dad learned a lot on his own. He started with a chili parlor and branched out from that."

"Dad also paid someone to work in another Mexican restaurant, who would then report back to him showing him the ropes."

Bill created Don Chilito's with his own unique approach. His method of serving the food cafeteria style became popular with patrons, thanks to its speed and convenience. Customers commented that they liked not waiting on a server or determining what to tip at the end of the meal. Bill even got the idea for the Don Chilito's name through a contest with his customers.

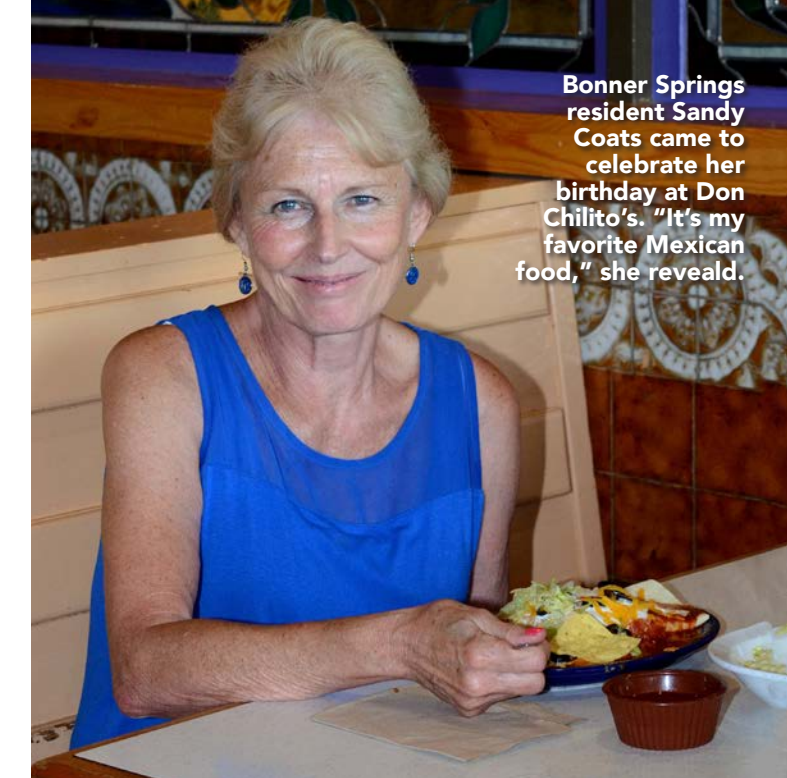
Besides having to learn how to run a Mexican restaurant, Bill had to overcome another obstacle.

"When he started there was no way to get tortillas except flying them in from California," Barry explained. "So, my dad bought and started his own tortilla factory downtown. For years we got our tortillas right from this factory."

Barry has many memories of his time at the restaurant, his favorite being the people.

"I have met so many friends here," Barry explained. "We have a lot of longtime employees. There have only been three prep cooks in 47 years.

Barry took over the business 12 years ago when he bought Don Chilito's from his father. Though the core menu items have stayed the same for years, the owner said he is always



Bonner Springs resident Sandy Coats came to celebrate her birthday at Don Chilito's. "It's my favorite Mexican food," she revealed.

looking at adding new selections. One such item that was added a few years ago is the burrito bowl.

"I talk to people as they come in and many tell me that even though they have not been in for 20 years, it's just as they remember it."

In addition to its regular menu, Don Chilito's also offers catering for any kind of gathering. Tacos, burritos, fajitas and other menu items may be ordered as well as the restaurant's popular nine-layer dip.

"Two layers better than the usual seven-layer dip," Barry quipped.

For more information on catering visit www.donchilitoskc.com.

THE ORIGINAL MENU

A lot of the unique food has not changed at Don Chilito's, but that doesn't mean times have not. On the wall of the restaurant is a poster of an original menu, along with the prices.

"College kids used to be able to eat here for a dollar," Barry recalled.

Below are some prices from 1971 compared to now.

MENU ITEM	THEN	NOW
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CITY OF MISSION *Newsletter*

SEPTEMBER 2017
VOLUME 12, ISSUE 4
WWW.MISSIONKS.ORG

FARMERS MARKET 101

Q: I'VE NEVER BEEN TO THE MISSION FARM AND FLOWER MARKET. WHERE SHOULD I START?

A: Stop by the info booth! We have some pretty cool shirts for sale and fun giveaways -Twisted Sisters Coffee Shop even donates free coffee for everyone. If you've forgotten cash, we can run your debit/credit or EBT card for tokens to spend like cash at the market. Bought more than you can carry? One of our volunteers can help you get your purchases to the car, or borrow our handy "Watermelon Wagon."

Q: WHAT CAN I EXPECT TO SEE WHEN I COME?

A: Our vendors make, raise, and grow their products. We specialize in quality produce, baked goods, farm raised meats, eggs, and specialty items. Products can change from week to week depending on the growing season and some vendors only come every other week or monthly. Come often and explore - it's part of the adventure!

Q: DO I HAVE TO ARRIVE EARLY?

A: You don't need to get to the market early to have a successful shopping experience, but if you want a specialty or limited quantity item, it is a good idea. If you come later, you can grab lunch and maybe score a deal on something.

Q: DO THE VENDORS HAVE TIME TO TALK? WHAT IF I DON'T BUY ANYTHING?

A: Our vendors are happy to chat with you. They'd love to tell you about their products, or hear what you make with them. Don't worry if you ask questions or have a sample and don't end up buying anything. Simply say "thank you."

Q: WHAT ELSE CAN I DO AT THE MARKET?

A: Take your time, bring a blanket and relax, eat lunch - we usually have live music and, with all our green space, you can stretch out and enjoy the morning. As you visit with friends and neighbors, please remember to keep the sidewalks open for shoppers to pass.

MISSION FARM & FLOWER MARKET
SATURDAYS, 8:00 A.M.-1:00 P.M.
JOHNSON DRIVE, WEST OF NALL



"FRIENDS OF MISSION DOG PARK"

The City Council recently heard the recommendations of Mission's Dog Park

Task Force, which was formed to research and evaluate the possible addition of an off-leash dog park to the city. Task force members toured other dog parks, researched requirements, and spoke to residents. A key recommendation included forming a "Friends of Mission Dog Park" group to support this initiative going forward. The group will work to secure private funding for an off-leash park, recommend possible locations, and develop operating guidelines. If you are interested in becoming a member of the "Friends of Mission Dog Park," please contact Parks & Recreation Director Christy Humerickhouse at 913-722-8210 or chumerickhouse@missionks.org



Carrie Dickerson and Emily Randel (far right) represented the Mission Farm & Flower Market at a proclamation signing by Governor Brownback recognizing August as "National Farmers Market Month." The signing was organized by From the Land of Kansas, promoting products grown and produced in Kansas.



Dear Friends and Neighbors,

Summer time means budget time for cities. The Council recently approved the City's 2018 Budget, and I'm happy to report that we are able to continue providing high quality City services without an increase in the mill levy. The City Council and City staff spent countless hours reviewing and evaluating the budget, to make sure that street maintenance, public safety, and redevelopment efforts remain high priorities.

With school back in session, we need to pay extra attention to pedestrians crossing the streets. Not only in neighborhoods or near elementary schools, but also throughout the business district where older students often cross Johnson Drive heading to Horizons and SM North. The new traffic signal, at Johnson Drive and Woodson, is scheduled to be installed in the next few months. I know this will help pedestrians cross Johnson Drive more safely and provide a break in the traffic for those backing out of parking stalls in the downtown district.

This summer we experienced several severe storms that damaged trees throughout the City. As you head outside this fall to work in the yard, you might consider giving your trees some extra attention. Regular maintenance and pruning helps them "weather the storms" and keeps them healthy for years to come. Fallen tree limbs also

increase the chances for power outages, so keeping them trimmed has many benefits. Mission has several programs available to assist homeowners who are unable to manage home repair or maintenance projects - please call our Neighborhood Services Department at 913-676-8360 for more information. If you would like to assist elderly or disabled members in our community with raking leaves this fall or shoveling snow during the winter months, volunteer opportunities are available through the Leaf Busters and Snow Angels programs. These programs are also coordinated through Neighborhood Services.

The Mission Farm & Flower Market will wrap up its third season on Saturday, October 28th. We'll be celebrating the market's success at our Fall Food Truck Party on October 3rd. Please join us on the market site from 4:00-7:00 p.m. - there will be up to ten vendors participating!

Thank you to all the volunteers who assisted with all our summer events, who helped weekly at the market, and who went above and beyond following the storms to help their friends and neighbors with clean-up. Your efforts have not gone unnoticed and are greatly appreciated!

Sincerely,

Steve Schowengerdt
Mayor

INTERESTED IN BECOMING A POLICE OFFICER?



Looking for an exciting job and a way to help your community? The Mission Police Department is actively seeking individuals who want to make a difference every day. Equipped with the latest equipment and technology to help protect citizens and officers, Mission's officers work a combination of 8-hour and 10-hours shifts, allowing for flexibility. It takes a unique and highly motivated individual to succeed in this job - it can change every day, and we work 24/7/365.

In our Department, community policing and being involved with our citizens is a top priority. We focus on protecting and serving - working to ensure the community is safe and secure. If you are looking for an opportunity to work with a team of motivated individuals to solve problems, and work hand in hand with a great group of citizens, the Mission Police Department would like to hear from you! We are currently taking applications for police officers (certified and uncertified). For additional information on minimum requirements, salary, or how to apply, please contact Captain Kirk Lane at 913-676-8332.



Alex Goodwin, a young boy from the UK, gives a "thumbs up" after being appointed as Mission's Honorary Police Chief by Chief Hadley and Mayor Schowengerdt at the June 21st City Council Meeting.



WHAT WAS THAT STRANGE WHITE VAN TAKING PICTURES ON MY STREET?

In August, Stantec Consulting Services drove all the streets in Mission in a van equipped with cameras and lasers to capture images of every street, curb and sidewalk in the city. This information is key as the City works to maintain and improve the condition of our street network.

Knowing the condition of streets, curbs, and sidewalks is the first step in prioritizing future street maintenance work. The data collected through the inventory helps determine what treatment will be most effective to extend the useful life of each street based on its current condition.

For more information on the City's Street Maintenance Programs, visit the Public Works Department page at: www.missionks.org

RENTAL LICENSING PROGRAM WORKS TO MAINTAIN HOUSING

Mission's Rental Licensing Program is designed to ensure that rental housing meets high standards of livability and keeps our city looking beautiful. All rental properties are required to obtain a license annually. Renters should expect to live in safe and functional housing. If your residence has safety concerns such as plumbing or electrical, broken windows and/or doors, leaking roofs, or other interior issues, the City has inspectors on staff to assist in getting these items repaired. If you have concerns or questions about your home, please contact the Community Development Department at 913-676-8360.

CITY OF MISSION BUDGET 2018



HOW BIG IS THE CITY'S BUDGET?

The City of Mission's total budget for 2018 is \$21.7 million, with more than 2/3 of that total included in the General Fund. The City maintains more than a dozen separate funds that allow us to track and communicate revenues and expenses transparently.



WHAT DOES THE AVERAGE HOUSEHOLD CONTRIBUTE?

The average home in Mission is valued at \$150,000. Based on the estimated mill rate for 2018, the homeowner in this property will pay \$311 in property taxes to the City of Mission. The 2018 budget includes no increase in the mill rate.



WHAT SERVICES DO I RECEIVE?

The General Fund supports public safety (police), public works, parks and recreation, building permitting and inspection, property maintenance (code enforcement), and administrative functions. There are 68 full-time City employees and more than 100 part-time employees.



INVESTMENT IN INFRASTRUCTURE

In addition to the basic services provided, the City will spend an estimated \$5.2 million on infrastructure investments in the 2018 budget. This includes streets, stormwater and parks and recreation amenities.



WHERE CAN I LEARN MORE?

A complete copy of the 2018 Budget can be found on the City's website at www.missionks.org. For specific questions or information, please contact City Hall at (913) 676-8350.

www.missionks.org

MARK YOUR CALENDAR!

- **OCTOBER 3** - Food Truck Fall Party
- **OCTOBER 28** - Last day for Mission Farm & Flower Market
- **NOVEMBER 16** - UPLIFT Clothing Drive at the Community Center
- **NOVEMBER 16** - Thanks for Seniors Luncheon at the Community Center
- **DECEMBER 1** - Holiday Lights & Festive Sights

ESTD 2015




FOOD TRUCK FALL PARTY

DOWNTOWN MISSION	FREE ADMISSION RAIN OR SHINE
---------------------	---------------------------------

TUESDAY, OCT 3 4-7PM

ADOPT-A-PARK

The Adopt-A-Park Program trains residents and businesses to help with the care of Mission's eight parks, ensuring they remain clean and safe for all to enjoy. Individuals or organizations can participate in the program—volunteer opportunities are available for all ages.

Please contact Christy Humerickhouse at chumerickhouse@missionks.org or 913-722-8210 to learn more



MISSION CITY HALL

6090 Woodson Road, Mission, Kansas 66202
Open Monday through Friday 8:00 a.m. to 5:00 p.m.
Phone: 913-676-8350 • Fax: 913-722-1415 • www.missionks.org

COMMUNITY DEVELOPMENT COMMITTEE AND FINANCE & ADMINISTRATION COMMITTEE MEETINGS

1st Wednesday every month, 6:30 p.m.
(overflow business considered on the second Wednesday of the month as necessary, 6:30 p.m.)

CITY COUNCIL MEETINGS

3rd Wednesday every month, 7:00 p.m.

COUNCIL WORKSESSIONS

4th Wednesday every month, 7:00 p.m.

All meetings are open to the public.

GOVERNING BODY

Mayor Steve Schowengerdt913-481-3235
City Hall Office913-676-8350

COUNCILMEMBERS WARD I

Tom Geraghty816-808-8512
Pat Quinn913-207-3106

COUNCILMEMBERS WARD II

Arcie Rothrock913-568-2872
Nick Schlossmacher913-788-6425

COUNCILMEMBERS WARD III

Kristin Inman816-510-7698
Debbie Kring913-722-6901

COUNCILMEMBERS WARD IV

Ron Appletoft913-677-1706
Suzanne Gibbs913-671-8564

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(NOT VALID ON FRIDAYS)

Dine in only. Not valid w/any
other offers or punch cards.
Expires 11/10/17 (MM9)

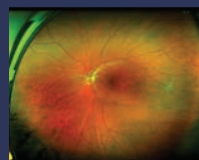
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FLY FISHING HOOKS STEVE HEGSTROM AS A LIFELONG PURSUIT

By Kris Baker
Photos by Cathy Donovan

One year for Christmas when Steve Hegstrom was a boy, he received a Creepy Crawlers maker. Kids could make all manner of bug-like creatures with a liquid, goopy substance. Steve and a friend took their creepy creations, attached them to fish hooks and went to their favorite fishing spot. Incredibly, the Creepy Crawlers worked as bait and Steve caught a whole mess of fish, enough for the boys to have a fish fry.

Steve was hooked; this was the first time he made his own flies for fishing, and a passion was ignited. Steve still makes his own flies today, though the technique has been refined since his Creepy Crawlers days.

Steve is an award-winning fly tyer. He spends hours meticulously crafting Blue Charms, Woolly Buggers, Parachute Adams and boatloads of other flies. A couple of times a year he travels to different cities for conventions around the country, including Bozeman, Montana, and Mountain Home, Arkansas, to learn new techniques and teach his method to other fly fishing enthusiasts. At these conclaves fish stories are swapped and the intricacies of fly fishing and fly tying are discussed.

"It really is a science," Steve explained. "Color, size, there are a lot of elements that go into making the right fly for different spots and for different fish. We call it 'Match the Hatch' — matching the fly to the insect flying about hatching and depositing eggs."

Some of the flies Steve has made look like actual, natural insects, and when displayed they could be mistaken for the real thing; others are more abstract where just the shape of an ant or dragonfly is captured. He gets his materials at specialty stores like Bass Pro Shop, Cabela's and K&K Fly Fishing; at the latter two he has also taught fly tying courses. As a member of the club "Heart of America Fly Fishers" he has also taught classes for the Boy

Scouts of America and for a women's fishing group called "Gals Go Fish."

"We teach them the right way to cast, and the Boy Scouts can earn their merit badges," Steve said. "More importantly we teach them about conservation and being out in nature. Too many kids today stay inside looking at a video game or computer. They miss so much, and it's important for their own health to get outside and see what's

out there. Fishing is a great way to do that."

Steve's skills have won him numerous awards. One that he is most proud of is his Bronze Award from the Federation of Fly Fishers International. For this award Steve had to create three exact replicas for six different flies. He said the measurements

Steve Hegstrom has won numerous awards for the detailed fish fishing flies he creates. His flies have also been featured in national magazines.



One of Steve's displays showcases his homemade dragon fly, mayfly, beetle, crawdad, lady bugs and even a mouse.



and details had to be perfect for the judges. He is now working on receiving the Fly Tying Silver Award.

As he describes what this means, Steve points to the wings on his Blue Charm. "The detail can be just amazing, they judge it down to the finest points. It takes a lot of care to get it just right."

Steve's flies have also appeared on the cover of fishing magazines including Fly Fishing & Tying Journal and Fly Tye Magazine.

Though no mounted fish adorn his walls, several displays of his insect creations can be seen in Steve's office, posed in scenes on logs or behind leaves.

"That is something else you learn at the conventions; how



These three blue charms were all made exactly the same and were responsible for Steve winning the Fly Tying Group Bronze Award.

to display your work," Steve noted. "Whenever I think I have something figured out, I go to one of these events and learn a better or faster way."

Steve is preparing for his next getaway, again to Mountain Home, Arkansas, in March. Before that, proving that fishing truly is an all-year sport, the Heart of America Fly Fishers will hold their

CATCHING TROUT

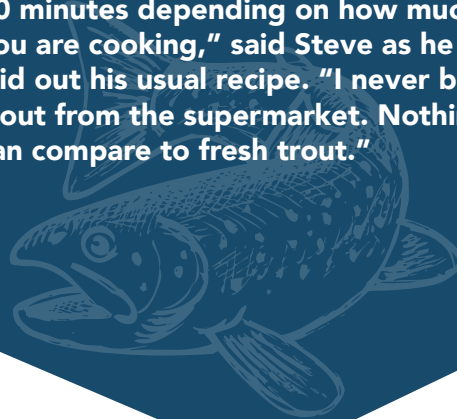
"You have to be careful because they will see you coming."

Steve Hegstrom offers this advice about catching his favorite fish, trout.

"When you approach the bank, stay low, because they can tell you are up there," Steve instructed. "They are very skittish. Come up from behind them and cast right over them."

Steve mainly does catch and release, as he simply enjoys the experience. However, when he does want to cook his catch, he keeps to the basics.

"Olive oil, sliced lemons in the cavity of the fish, salt and pepper, wrap it in foil and bake at 350 degrees for 15 to 30 minutes depending on how much you are cooking," said Steve as he laid out his usual recipe. "I never buy trout from the supermarket. Nothing can compare to fresh trout."



annual banquet in December. The club numbers 75 members, who all are spreading the word about this hobby.

"You can catch anything fly fishing," Steve said. "It takes some finesse, but it really is the best way to fish."

Every fisherman has one whopper to tell, and Steve's happened when he and his dad were out fishing on a boat in northern Minnesota. He noticed his line was moving and fought for over a half hour to pull in a 10-pound northern pike. As he spins his yarn the sun begins to go down and Steve must get ready to get to the water; he's fishing today!

"It doesn't matter whether you catch anything or not, I just love being out there," Steve opined. "You see a lot of wildlife, it keeps my blood pressure down and it's so relaxing; you feel free."

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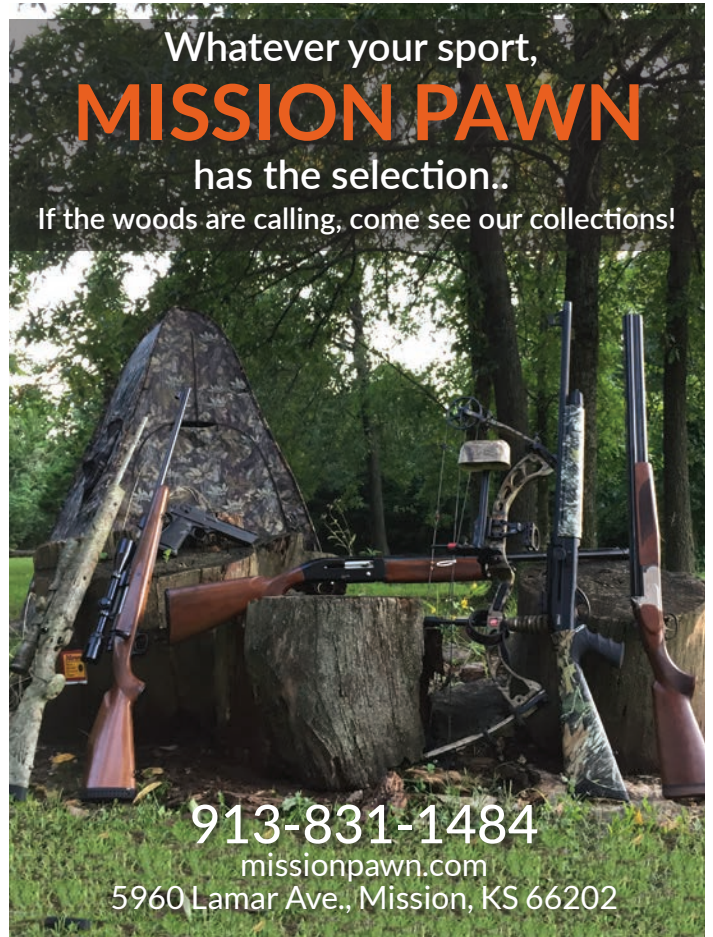
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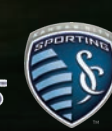
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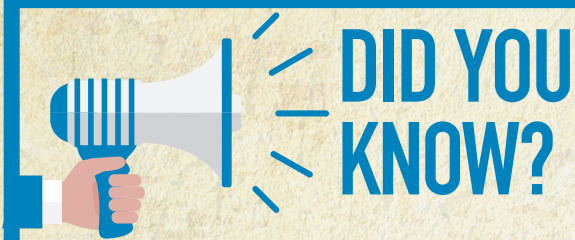
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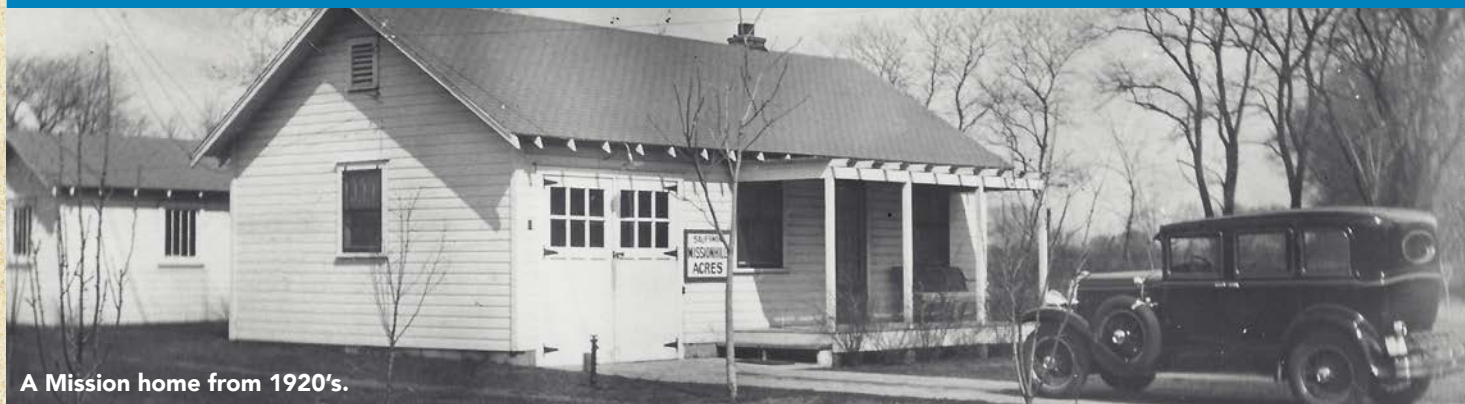
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Our Neighborhood Bar!





Have you ever wondered what that patch of land is on Lamar just next to Goodcents? Were you aware a Congressional Medal of Honor recipient called Mission home? Learn more about these and other historical facts about Mission below.



A Mission home from 1920's.

• **Mission Hills Acres was the name given to the area that would eventually become the City of Mission**

• The first business in the area was a drug store established by John Morrow in 1928; the next business was a beauty shop known as "Mitzi Lou's Beauty Shop" and Johnson Drive was named 59th Street.

• An open-air market was established close to what is Nall and Johnson Drive. Charlie Ashner would buy produce and vegetables from the farmers who lived farther out in the county and sell them to those who wanted only the freshest of foods. The motto of his market was "Hot off the nest."

• In the 1930s, the Dickinson Theater came to settle in Mission and places like A&W Root Beer, Optical House, a barber shop, combination hardware and a dry goods store began to develop.

• Mission has its own cemetery located at Johnson Drive and Lamar, known as the Cross Cemetery. Daisy Rushton said the young people of Mission would walk to the Cross Cemetery and tell ghost stories.

• Edwin Walmer came to this area in 1879 and purchased a farm where his family would settle. This land of 80 acres was south of what is now Johnson Drive and east of Lamar and was assessed at \$1,200 per acre.

• The first streets in Mission were originally numbered from State Line.

• The city allowed for hard labor on the city streets to work out traffic fines — \$5 per day for eight hours work.

• In the early days, the settlers were protected by the Central Protective Association, a chain of lodges. Lodges throughout the state were alerted when the theft of livestock occurred, because the theft of a horse could result in a hanging. One such hanging took place where Roe Boulevard and Shawnee Mission Parkway intersect.

• A one-block street located near 53rd and Lamar is named Strang Drive. The Strang Line commuter railroad operated between 1906 and 1940.

• More than 100 years ago, Mission was a stopping point for covered wagons on their way westward. Because of the clear blue water in free-flowing springs, these pioneer ancestors looked forward to setting up campsites in Mission. The springs, likewise, enticed the first residents of Mission — since the precious water was free!

• Mr. Walmer lived at 6140 Lamar in Mission. At different times it had been R.F.D. Overland Park and R.F. D. Merriam, with the mail delivered by horse and buggy.

• Lt. John Barkley was the area's oldest Congressional Medal of Honor recipient. He and his wife Marguerite Mullen lived in a beautiful old home on Johnson Drive until it was demolished to make way for the new Broadmoor Shopping Center.

• Caleb Miller paid \$37.50 an acre for 160 acres of farmland. His sons later added more land, paying \$59 to \$75 an acre. Mrs. Miller named their farm "Mil-Haven" for as she said, "It is the Miller's Haven."

• **In 1938 the postal authorities recommended that the name Mission Hills Acres be changed to Mission.**

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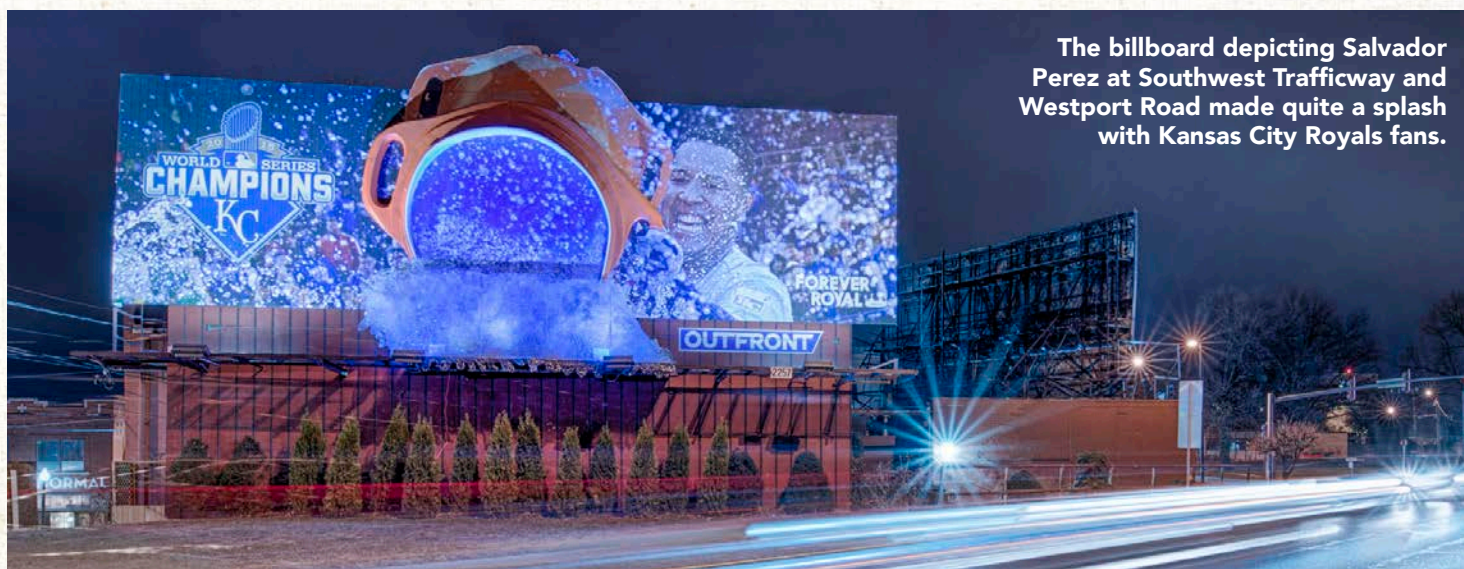
Charlie Tetrick,
president and
CEO of Walz
Tetrick.

WALZ TETRICK

Local advertising firm has national reach

By Kris Baker

PHOTOS COURTESY OF WALZ TETRICK



The billboard depicting Salvador Perez at Southwest Trafficway and Westport Road made quite a splash with Kansas City Royals fans.

Look up: A giant Salvador Perez throws a gushing torrent of Gatorade down on your head. At least that is the effect given when standing under this large billboard. When the “Salvy Splash” billboard was erected at Southwest Trafficway and Westport Road in 2016 it became more than an advertisement for the World Champion Kansas City Royals. It was a destination; people would travel to the sign and take their picture underneath the World Series MVP catcher and recreate their own Salvy Splash.

The billboard was the brain child of Mission-based, award-

winning advertising company Walz Tetrick in collaboration with the Kansas City Royals marketing team. President and CEO Charlie Tetrick said this signage is indicative of the kind of advertising they create.

“Our advertising is meant to be interactive — interactive is the future of advertising,” Charlie explained. “Whether a billboard, a television commercial or on a mobile device, we want to engage the audience.”

“Be Royal.” “Forever Royal.” “Raised Royal.” These are some of the advertising campaigns that Walz Tetrick is responsible

for as the Royals advertising partner for the past six baseball seasons. In addition to the success they had with the Salvy Splash billboard, another billboard they created for the Royals won a prestigious Clio award, the equivalent of the Oscars for the advertising industry. This billboard — featuring Alex Gordon sliding into home plate, going so fast he rips the material right off the billboard — beat out Goliath sports companies like Nike, Reebok and Gatorade.

"That was very exciting," Charlie said referring to winning the award, which was presented to them by former NFL player Tiki Barber. "He was naming off these huge franchises and then joked 'we even have the Kansas City Royals in the house.' Then we won. It was awesome."

Those billboards have now been taken down; however, when driving through downtown Kansas City you may come across one of seven colorful murals depicting their new slogan, "Raised Royal." Walz Tetrick commissioned street artists to create these scenes of being "Raised Royal" on the sides of cooperating buildings.

"This was another tactic of offering something new and unexpected," Charlie noted. "People can be walking along and see the murals and enjoy them. The response has been overwhelmingly positive."

Walz Tetrick is a "raised Mission" business. Charlie started the company in 1990 and found a home at 6299 Nall Avenue; the building had previously been the office for the NCAA. Charlie was six months out of college when he merged with established agency owner John Walz. Walz was looking to slow down while Charlie was looking to start up and Charlie was soon the sole owner of Walz Tetrick Advertising. The offices foster a creative atmosphere with brightly colored walls and inspirational words written prominently around the halls. A room in the basement serves as an extra space for intense brainstorming sessions as well as a place to relax with a ping-pong table, dartboard and bar. The 35 employees that make up the Walz Tetrick team live all over the Kansas City area. Charlie said this location works so well because it is conveniently located for everyone. They have never considered relocating to the Crossroads District or the



The 'Raised Royal' slogan has been printed on coasters, yard signs, T-shirts and more around town.

Country Club Plaza or any other "advertising hot bed."

"We love it here; we have everything we need," Charlie said while looking out the window of his corner office overlooking Shawnee Mission Parkway. "Mission has always been great to work with."

Though Mission-based, Walz Tetrick works with prominent, national accounts. They are the regional field agency for Dairy Queen, doing media and local store marketing for the frozen treat powerhouse in concert with their national offices. Other accounts include Seminole Hard Rock Hotel and Casino, Olathe Health, Boy Scouts of America Heart of America Council, Park University, Discover Vision Centers, Lockton and the American Royal.

Not exactly like the "Mad Men" of the television show, Charlie said his Mission coworkers have found success working with these large accounts by doing that all-important thing in advertising ... listening to what the customer wants.

"Our first meeting with clients is really just to get information from them, to find out what they are looking for," Charlie said. "We start with this discovery session to see what the client is really about and what their vision is, then we match the client with the right strategy and team."

Charlie said they have account managers who are experts in every category in which they do business. For example, to lead their health care practice, he hired someone who had worked in marketing for years in the health care field.

"The secret to winning national accounts is just getting in front of them," Charlie revealed. "Then they see we know their business and we understand how to help them."



Charlie credits much of their success to their focus on being a business partner for their clients instead of simply an advertising representative.

"I'm more an entrepreneur than advertiser," Charlie said. "We put a business plan ahead of a commercial plan. Our goal is to grow their business long term."

In addition to making his mark on the advertising industry, Charlie has taken up several philanthropy causes. He partnered with Drive to Feed Kids, a national effort to combat child hunger. Drive to Feed drives a semi truck to different cities around the country and leverages existing food bank and distribution networks to deliver kid-friendly meals to youth. Food is delivered through backpack programs and in-school food pantries to help children in food-insecure households.

"A big chunk of the agency's time goes to charity work, which is all done pro bono," Charlie said. "This is a big focus for us; we are looking for campaigns that really make an impact for good."

Charlie's enthusiasm manifests in other ways. He also sits on the board of the American Royal as well as being the advertising partner. He has helped oversee the transition of the "world's largest barbecue contest" to the Kansas Speedway. He believes the race track location makes the American Royal even more of an attraction. He said it's important to promote Kansas City in any way possible.

"I believe in Kansas City, and I know what a strong market this is," he said. "I would put our agency up against any in the country."

Charlie said Walz Tetrick is continuing to grow; looking for new platforms to reach people, including a focus on digital marketing. Their energetic business is reflected in their energetic owner, who said he has no intention of slowing down.

"I'm passionate about things, and I will continue to be involved until it's no longer fun," Charlie mused. "Right now, it's all fun."



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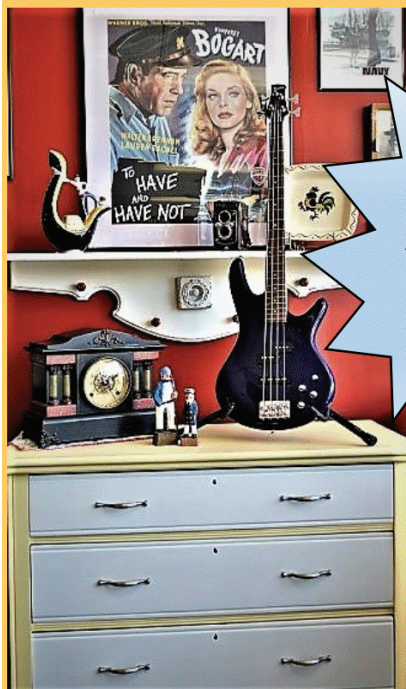
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• **NOVEMBER 3 -**

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• **JANUARY 5 -**

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• **Depart SPJCC at 8:00am**

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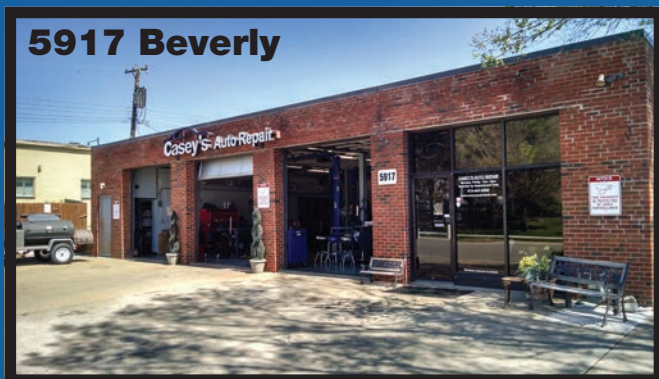
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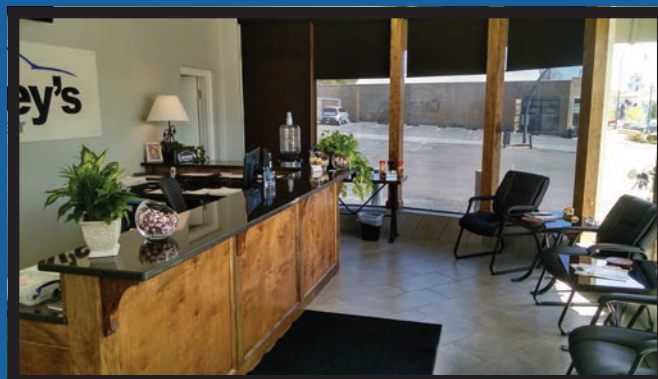
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