



GREAT PLAINS

TECHNOLOGY & MANUFACTURING CLUSTER

APRIL 2021 NEWSLETTER

Member Spotlight

Hess Services, Inc
Hays, Kansas



Our member spotlight this month is Hess Services, Inc located in Hays, Kansas. Hess provides a variety of products and services including manufactured tanks, welding and

fabrication, rig assembly, transportation, and many others to meet their customer's needs

For over thirty years, Hess has grown into a diversified business that serves a wide range of customers throughout the Midwest. As one of the largest employers in western Kansas with approximately 250 employees, the company has continued to expand their facilities to accommodate new employees and products. The current expansion was started in 2010 for a facility north of Hays which covers 160 acres of land and over 529,000 square feet under roof of assembly and fabrication area. Hess has two plants in Hays and one in Watford, ND.



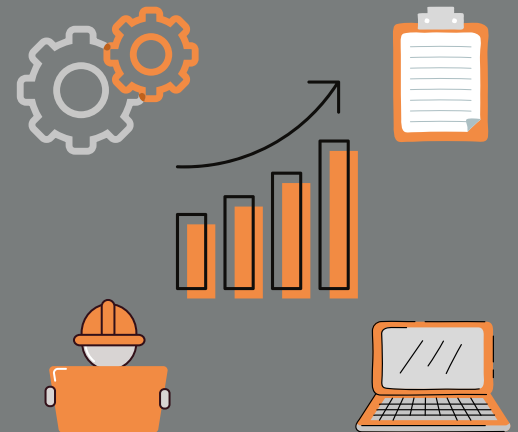
Hess offers a wide range of services to its customers across the region which include blasting, painting, trucking, welding and fabrication, engineering, quality control, steel and fiberglass tank manufacturing and machining. Utilizing its employees and equipment, Hess has also created a wide range of their own product and service offerings which include metal framed buildings, crane rigging services, concrete supply, tornado shelters, hunting blinds, bunkers and more. New websites and marketing efforts are being initiated to help promote and expand sales of these new products and services into additional markets.



As Hess continues to grow and expand, they are consistently seeking additional contract and fabrication work with new customers. If you are interested in their products and services, please visit www.hess-services.us for more information. Additional information on some of their product offerings can also be found at [Wheat State Buildings](#), [Hess Ready Mix](#) and their [Crane Rigging Service](#) coming soon!

Did you Know...

...that 94% of employees would stay at a company longer if their employers invested in their career development? Not only is reskilling beneficial to meeting business demand, but also talent retention efforts.



It is so important to keep employees up to date on their skills, especially when rebuilding and stabilizing from COVID-19. Let us help you find the training your company needs.

Contact us at
info@greatplainsstmc.org to
connect with talent and skill
resources.

Website Building Class Reminder and Hosting Opportunity

Reminder! - The Website Building Class in partnership with the Kansas SBDC is Saturday, April 24th in Dodge City, Kansas. To register and for more details, please visit

<https://ksbdc.ecenterdirect.com/events/26342>

We are interested in hosting more Website Building Classes with our Resource Partners! If your organization would like to have a class for individuals and businesses in your region, please let us know.

For questions about the Website Building Class in Dodge City or to host, please email us at info@greatplainstmc.org.

CHECK OUT OUR BLOGS IN THE MEMBERSHIP! OUR GUEST BLOG POST IS FROM THE BRITE CENTER!!



Upcoming Partner Events

- 4/24 - Website Building Workshop
- 4/26 - Essential Steps to Start Your Business
- 4/28 - Social Media Starter Kit
- 4/30 - What to Look For in an Accelerator For Your Tech Industry

How to Build Your Business Model Webinar

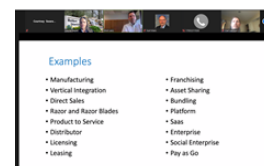
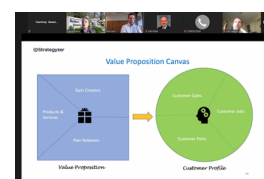
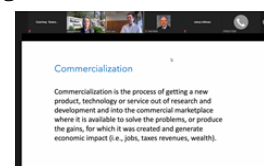
The Great Plains TMC sponsored a webinar with the Washburn University BRITE Center about "How to Build Your Business Model for a New Innovation or Technology Venture" webinar. This webinar provided attendees with details about how to understand value proposition relative to customer segments and how that fits into building a framework for long-term profitability.

Commercialization director, Bret Lanz and BRITE Center Director Laurie Pieper presented about topics including:

- key concepts
- best practices/pitfalls
- how to evaluate business models
- resources to utilize.

The Washburn University BRITE Center has several educational webinars scheduled to provide assistance and guidance in commercialization efforts. View the rest of their webinars at

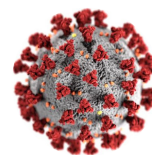
<https://www.wubritecenter.com/events>



Extended COVID-19 Business Assistance

Many COVID-19 financial support programs have been extended to further support individuals and businesses impacted by the pandemic. These extensions include:

- PPP application deadline to May 31, 2021
- Additional 30 day period after May 31, 2021 for the SBA to process pending applications
- Expansion of the COVID-19 EIDL program, which will raise the limit of 6 months and max loan of \$150,000 to 24 months and \$500,000



Other financial support programs that can be utilized include:

- Employee Retention Tax Credits: Employers can claim up to 70% of total compensation expense per employee of Q1 and Q2 of 2021, and benefits extended for Q3 and Q4.
- SBA Debt Relief Program: New SBA Loans now through Sept 2021 get their first 3 months of payments free (capped at \$9k per month).

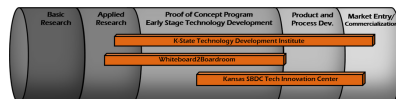
Stay in touch with your accountant, lender, and other resources for guidance and questions. More information can be found in the GPTMC Membership about COVID-19 assistance - [sign up](#) or [login](#)!

Tech Portal Launch

The Great Plains TMC has launched a "Tech Portal" in the membership which provides small businesses access to near-ready products/technologies to evaluate, license, develop and commercialize. This collaborative effort will result in a more integrated pipeline for moving ideas from applied research through market entry and commercialization.

The Tech Portal will engage with several resources partners that will bring their expertise to the table for businesses. Through these partnerships, the tech portal will be a place where new and available technologies are highlighted, services and educational programs are offered.

More informative details and educational opportunities will continue to be added to the Tech Portal within the next quarter. [Sign up](#) or [login](#) to view the Tech Portal under the programs tab.



Business Leaders in Cluster Development

By Gina Becker: TDI Chemical Engineer/Data Services

Industry cluster growth relies on a variety of important players, including educational and government leaders. Most important, though, are the business leaders who have insight, expertise, connections, skills and resources that are crucial to effective economic development efforts. Business leaders not only offer technical expertise to an industry, but also an understanding of how government policy details, taxation and infrastructure programs affect the stability and growth of an industry.

Acting as industrialists, business leaders can come together to build the vertical infrastructure of a region in a way that supports primary and secondary industries. They could organize programs for local businesses to support one another by:



- Understanding each other's products and capabilities
- Promoting one another to potential clients
- Channeling opportunities that fall outside their own skill sets to others

In addition, business leaders might assist smaller businesses in efforts to increase production volume, improve quality control, or even develop new products. Such assistance projects could equip the region with more and better local supply partners. By getting involved, business leaders can elevate the reputation of their region and ensure that infrastructure spending flows towards projects that will truly support rather than drain the industry.

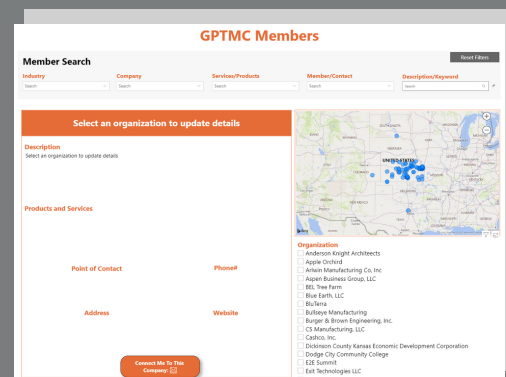
Next month, we will begin another blog series about websites. Check out the [blogs](#) in the membership to view more!

New Membership List

One of the benefits of being a member of the GPTMC is the ability to "Find and Be Found." In an effort to connect our members, we have introduced a new tool to search by:

- location
- industry
- company name
- capabilities.

Additional details will continue to be added to the list. [Sign up](#) or [login](#) to your membership account to check it out! If you have issues with logging in, please email us at info@greatplainstmc.org.



Update Reminder

If you are experiencing issues with viewing the website through Internet Explorer, please update your Internet Explorer browser to the latest version of [Microsoft Edge](#) or use Chrome or Firefox instead.