

2009 Kansas MarketPlace: Opening Doors to Success

Agenda at a Glance - [Monday, November 9, 2009](#)

Exhibit Area Opens - 11:00am

Registration Area Opens - 11:00am

12:45pm - 1:00pm	Welcome- Kathie Starkweather and Carole Jordan					Cody ABC
1:00pm - 1:45pm	"Building Networks, Building Businesses" Andrew McCrea					Cody ABC
BREAK - 1:45pm - 2:15pm (Visit Tradeshow Booths)						Atrium
Session Time	Session Code	Tracks	Session Title	Speakers	Moderators	Room
2:15pm - 3:15pm	MP1-1	Business Development	Building Your Team: Finding the Right Employees	Matt Hoisington	Renee Lippincott	Cody C
	MP1-2	Marketing	Marketing Your Business Through Social Networking (Beginner)	Shannon Dechant & Jenny Dixon	Pat Veesart	Cody B
	MP1-3	Financial	Financing Your Business	Wayne Bell	Jessica Bowser	Custer
	MP1-4	Agriculture	Agritourism: Your Next Cash Crop?	Ron Wilson & Jan Jantzen	Becki Rhoades	Hickok B
	MP1-5	Community Development	E-Dreams- Youth Engagement Through Service Learning	Chris Sramek & Simone Cahoj	Mendi Alexander	Hickok A
	MP1-6	Technology	Building Tomorrow's Community Development (Class)	Scott Sproul	Roger Hrabe	Cody A
BREAK - 3:15pm -3:30pm (Visit Tradeshow Booths)						Atrium
3:30pm - 4:30pm	MP2-7	Business Development	If Winning Were Easy Everybody Would DO It!	Rick Meyer	Mendi Alexander	Cody C
	MP2-8	Marketing	Guerrilla Marketing for Small Business Owners	Laurie Gooding	Jeff Hornsby	Cody B
	MP2-9	Financial	Business Finance: What are My Options?	Randall Hrabe & Patty Richardson	Pat Veesart	Custer
	MP2-10	Agriculture	Manage Your Risk or it Will Manage You	Mike Irvin	Carol Meyer	Hickok B
	MP2-11	Community Development	Community Foundation: Start-up Development & Purpose	Bob Muirhead & Catherine Domsch	Kathie Starkweather	Hickok A
	MP2-12	Technology	Getting the Most Out of Your Spreadsheets	Jamie Morphew	Christopher Miller	Mobile Tech Unit
BREAK - 4:30pm -4:45pm (Visit Tradeshow Booths)						Atrium
4:45pm - 5:45pm	MP3-13	Business Development	Don't Run a Business Alone!	Janet Miller	James Foster	Cody C
	MP3-14	Marketing	How to Improve Your Marketing Effectiveness	Dave Buchholz	Jeff Hornsby	Cody B
	MP3-15	Financial	Loan Clinic: Understanding Financing Principles	Ron Newman	Brandon S. Prough	Custer
	MP3-16	Agriculture	What Flew? What Flopped?	Becky Walters, Joe Polo, Sr., Jeff Adair, Lenny Meier	Barbara Chalker	Hickok B
	MP3-17	Community Development	Revitalizing Rural Communities Through Youth Ownership Programs	Weldon Sleight	Mendi Alexander	Hickok A
	MP3-18	Technology	Social Media: Intermediate / Advanced	Andy Stanton	Roger Hrabe	Mobile Tech Unit
BREAK - 5:45pm - 6:30pm (Visit Tradeshow Booths)						Atrium
6:30pm - 8:00pm	Simply Kansas Networking Reception (Included with registration fee)					Atrium / Cody ABC
Enjoy your evening - See you in the AM!						

2009 Kansas MarketPlace: Opening Doors to Success Agenda at a Glance - [Tuesday, November 10, 2009](#)

Exhibit Area Opens - 7:00am

Registration Area Opens -7:00am

8:00am - 9:00am	Welcome- Kathie Starkweather and Carole Jordan with keynote - Don Landoll					Cody ABC
BREAK - 9:00am - 9:30am (Networking & Visit Tradeshow Booths)						
Session Time	Session Code	Tracks	Session Title	Speakers	Moderators	Room
9:30am - 10:30am	TA1-1	Business Development	Media and Public Relations: Making it Work for Your Business	Pat Veesart	James Foster	Cody C
	TA1-2	Marketing	Shoestring Budgets = Creative Marketing	LeaAnn Seiler	Roger Hrabe	Cody B
	TA1-3	Financial	Public Capital Funding for Entrepreneurs	Erik Pederson	Brandon S. Prough	Custer
	TA1-4	Agriculture	Ag Tourism Liability and Risk Management	Mike Irvin	Mari Tucker	Hickok B
	TA1-5	Community Development	Leadership: Cultivating Success	Carol Meyer & Jeanette Siemens	Mendi Alexander	Hickok A
	TA1-6	Technology	Bringing Technology to the Business (Class)	Steve Riat	Genna Hurd	Cody A
BREAK - 10:30am - 10:45am (Networking & Visit Tradeshow Booths)						
10:45am - 11:45am	TA2-7	Business Development	Customer Service: It's Not Rocket Science	Deb Persinger	Carol Meyer	Cody C
	TA2-8	Marketing	Small Business Web Sites	Ron Newman	Roger Hrabe	Cody B
	TA2-9	Financial	Pricing Your Product or Service	Linda Sutton		Custer
	TA2-10	Agriculture	Ag Marketing Opportunities	J.J. Jones	Renee Lippincott	Hickok B
	TA2-11	Community Development	Building Tomorrow's Community Development (Class)	Scott Sproul	Mendi Alexander	Hickok A
	TA2-12	Technology	Getting the Most Out of Your Spreadsheets	Jamie Morphew	Rick Meyer	Mobile Tech Unit
BREAK - 11:45am - 12:15pm (Networking & Visit Tradeshow Booths)						
Lunch - 12:15pm - 1:15pm						
Break - 1:15pm - 1:45pm (Networking & Visit Tradeshow Booths)						
1:45pm - 2:45pm	TP1-13	Business Development	Business Plan Essentials	Ron Newman	Mari Tucker	Cody C
	TP1-14	Marketing	How to Improve Your Marketing Effectiveness	Dave Buchholz	Mendi Alexander	Cody B
	TP1-15	Financial	Money in the Bank Does Not Equal Profits	Linda Sutton	Erik Pedersen	Custer
	TP1-16	Agriculture	Agritoruism: Your Next Cash Crop?	Ron Wilson & Jan Jantzen	Carole Jordan	Hickok B
	TP1-17	Community Development	Rural Policy 101	Chuck Hassebrook	Kathie Starkweather	Hickok A
	TP1-18	Technology	Web 2.0 - InTune, InterACT w/ Customers Online	Andy Stanton	Jeff Hofaker	Mobile Tech Unit
BREAK - 2:45pm - 3:15pm (Visit Tradeshow Booths)						
3:15pm - 4:15pm	TP2-19	Business Development	Using Local Economic Development Offices Effectively	Diane Stiles, Roger Hrabe & Jeff Hofaker	Carol Meyer	Cody C
	TP2-20	Marketing	Guerilla Marketing for Small Business Owners	Laurie Gooding	Brandon S. Prough	Cody B
	TP2-21	Financial	Financing Your Business	Wayne Bell	Jessica Bowser	Custer
	TP2-22	Agriculture	Revitalizing Rural Communities Through Youth Ownership Programs	Weldon Sleight	Barbara Chalker	Hickok B
	TP2-23	Community Development	Creating an Entrepreneurial Community - Elements & Challenges	Stephen Radley	Mendi Alexander	Hickok A
	TP2-24	Technology	Social Media: Intermediate / Advanced	Andy Stanton	Pat Veesart	Mobile Tech Unit
Final Wrap up - 4:15pm - 4:45pm (Wrap up/Door Prizes)						Cody ABC
DRIVE SAFE!						

MarketPlace: Opening Doors to Success Conference



Agenda – Monday, November 9, 2009

Registration Area Open – 11:00am

Exhibit Area Open -11:00am – 8:00pm

12:45pm - 1:00pm Welcome –Kathie Starkweather & Carole Jordan

1:00pm – 1:45pm Andrew McCrea, Keynote

"Building Networks, Building Businesses"

Andrew McCrea shares insights on networking and rural entrepreneurship based on his experiences as a small business owner. Learn to connect with new customers, strengthen existing relationships and how to spread the word about what you do through the networks you build. Laugh, learn and grow your business as you hear his three keys for better networking in the marketplace.

BREAK – 1:45pm – 2:15pm (Networking & Visit Exhibitors to Include Food & Beverage)

2:15pm - 3:15pm

P1-1 Building Your Team: Finding the RIGHT Employees

Room: Cody C

Presenter: Matt Hoisington

This session will focus on understanding the best recruitment channels and techniques to find employees that are the right "fit" for your company's culture and industry. As you consider options, learn what groups are often overlooked in the search process and how to find them. Learn about skill tests that are available to tell you if the job applicant has the right aptitude and attitude to do the job. Funding is sometimes available to help offset training of new employees, so participants will learn how to access those dollars through this informative session.

MP1-2 Marketing Your Business Through Social Networking (Beginner)

Room: Cody B

Presenters: Shannon Dechant & Jenny Dixon

Learn how to reach out to current and future customers through free social networking sites such as Facebook and MySpace. Nex-Tech has created pages on these Web sites to reach a younger audience, advertise current promotions and events, and to be accessible to all customers at any given time. Learn tips and strategies on how to place your business on these sites to extend your current customer base and increase exposure.

MP1-3 Financing Your Business Using the SBA

Room: Custer

Presenter: Wayne Bell

The session will provide a brief overview of the SBA, its resource partners and small business loan programs offered by the agency, among other resources available to entrepreneurs. In addition, small business incentives provided by the American Recovery and Reinvestment Act (ARRA) will be discussed with Kansas results highlighted.

MP1-4 Agritourism: Your Next Cash Crop?

Room: Hickok B

Presenters: Ron Wilson & Jan Jantzen

Twenty-six new agritourism businesses have recently been formed. Session attendees will learn how these businesses got started, and what it would take to start businesses of their own, learn about the average incomes of Kansas agritourism operators, and meet a new agritourism business owner. This is a new harvest in rural

Kansas. Agritourism is joining cattle and crops as an important source of income for farmers, ranchers and rural main street merchants. This session explores the many benefits of agritourism. Guests will pay handsomely for authentic rural Kansas experiences and the related dining, lodging, shopping and entertainment. They want to experience farm and ranch vacations, ride in a combine cutting wheat or sit atop a horse.

MP1-5 E-Dreams Youth Engagement Through Service Learning Room: Hickok A
Presenters: Chris Sramek & Simone Cahoj

Through partnerships built with rural communities in Kansas, Colorado, Texas, New Mexico, and Oklahoma, Ogallala Commons, a nonprofit community development network, provides enterprising youth with a paid opportunity to work with and learn about the wealth, potential and challenges of their hometowns, and to add value to their communities and their careers through an internship in community development, leadership, and entrepreneurial skill-building. In Rawlins County through the HTC framework and Ogallala Commons we have developed an e-ship fair and leadership and summer internship programs "to encourage youth to return". There are currently 15 interns working on various community projects in their hometowns.

MP1-6 Building Tomorrow's Community Development (Class) Room: Cody A
Presenter: Scott Sproul

Our rural Kansas communities are vanishing at an astonishing rate. Learn about Community Development's important role in saving western Kansas with emphasis on building the economy, forging and strengthening social ties, attracting generation X, Y and Z, developing the non-profit sector, and utilization of technology.

BREAK – 3:15pm – 3:30pm (Networking & Visit Exhibitors)

3:30pm - 4:30pm

MP2-7 If Winning Were Easy Everybody Would Do It? Room: Cody C
Presenter: Rick Meyer

Six inches separate us from our greatest achievements. Six inches differentiate between life and death, success and failure. Proper use of these six inches has enabled me to go not just the extra mile that the above average traverse, rather the extra FIVE miles in a terrible environment catapulting me into competing with the world's best. Daily activities form our permanent habits producing lifetime achievements. "Natural Ability" represents only one-third of our total talent: Mental and physical preparation constitute the other two-thirds of our talent. This fun and exciting program examines effective preparation and achievement; developing our talents for success.

MP2-8 Guerilla Marketing for Small Business Owners Room: Cody B
Presenter: Laurie Gooding

During this class, we will explore and discuss "guerilla" marketing tactics that small business owners can employ to keep down costs while effectively reaching target markets. Guerilla marketing is based on an unconventional system of promotions that rely on time, energy and imagination rather than a big marketing budget. Typically, guerrilla marketing tactics are unexpected and unconventional; consumers are targeted in unexpected places, which can make the idea that's being marketed memorable, generate buzz, and even spread messages virally. Multiple examples will be provided.

MP2-9 Business Finance: What Are My Options? Room: Custer
Presenters: Randall Hrabe & Patty Richardson

Business Finance! What are my options and where do I go for help? We will look at cash flow versus equity requirements. Creativity goes a long way when it comes to financing your start-up business in tough economic times. My bank will finance the building, but I also need working capital -- what now? These are a few of the discussion items for this session.

MP2-10 Manage Your Risk or it Will Manage You Room: Hickok B
Presenter: Mike Irvin

There are a number of steps for bringing your dream to reality. Whether you are a first-time entrepreneur, or have been in business for awhile, it is important to understand the risk your enterprise faces. This session outlines techniques to build layers of protection for your venture.

MP2-11 Community Foundation Start-up Development and Purpose Room: Hickok A
Presenter: Bob Muirhead & Catherine Domsch

This session will focus on Community Foundations, their start-up, development and purpose. Information will also be presented on the "Transfer of Wealth" that is occurring in Kansas, and how community foundations can be an instrument that can be used to retain some of those funds locally.

MP2-12 Getting the Most Out of Your Spreadsheets Room: Mobile Tech Unit
Presenter: Jamie Morphew

Dominating the marketplace with an estimated 90% market share, Microsoft Excel is a powerful yet easy-to-use spreadsheet program. It helps you analyze, share and manage information. Best of all, you probably already have it on your computer.

BREAK – 4:30pm– 4:45pm (Networking & Visit Exhibitors)

4:45pm – 5:45pm

MP3-13 Don't Run a Business Alone! Room: Cody C
Presenter: Janet Miller

Do you wear every hat in your business? Are you overwhelmed by all your responsibilities? If so, come learn how to put together a team to help take the stress off you and improve your business performance! Janet has learned in her work with 500+ entrepreneurs that no one can do it all and will help you identify areas where you can benefit from assistance. Then, she'll walk you through an exercise to identify specific people you can approach when you return home. Bring a pencil and paper to this session and prepare to walk away with less stress than you came with!

MP3-14 How to Improve Your Marketing Effectiveness Room: Cody B
Presenter: Dave Buchholz

Before you begin to advertise, you need to make sure your marketing fundamentals are in order. Who is your customer? And who isn't? What is important to them? What is your unique point of difference? And is it enough to make a difference to your customers? How do you separate yourself from competitors? When somebody asks you what you do, what do you tell them? What business are you in...really? This session will challenge you to think differently about your business, your customers and your advertising. You'll walk away with ideas you can use right away to improve the return on your marketing investment, and strengthen your brand position.

MP3-15 Loan Clinic: Understanding Financing Principles

Room: Custer

Presenter: Ronald Newman

Have you ever felt the stress associated with borrowing money? Do you feel you would be unprepared to approach a lender? Understanding financing and being prepared for financing could save your business and your assets. This session will directly address the "money" by using the foundation of money needs to highlight money mistakes; provide you tips; identify the "C's" of credit; and provide information on financial factors. This session is for existing and prospective business owners.

MP3-16 What Flew? What Flopped?

Room: Hickok B

Presenters: Becky Walters, Joe Polo, Sr., Jeff Adair, Lenny Meier

Even after designing the best widget in the industry or opening the finest restaurant west of Highway 81, some businesses struggle while others flourish. Why is that? Join us for this interactive, panel discussion where we can all learn together why some great ideas fly and why others are like a tilapia on the western Kansas plains -- a flop.

MP3-17 Revitalizing Rural Community Through Youth Ownership Programs Room: Hickok B

Presenter: Weldon Sleight

The University of Nebraska College of Technical Agriculture has infused entrepreneurship throughout its curriculum to instruct its students not only in technology but also in the process of farm, ranch and rural business ownership. Through some unique partnerships with the USDA and commodity groups, students, upon graduation are eligible for low interest loans to begin the ownership process early in life so that they will one day own a farm, ranch or rural main street business. These programs are designed to start graduates out in their careers as partner/employees rather than "hired hands."

MP3-18 Social Media: Intermediate / Advanced (Lab)

Room: Mobile Tech Unit

Presenter: Andy Stanton

With more than 300 million active users on Facebook, more than 100,000,000 videos on YouTube and 80% of all Twitter users making comments from their mobile phones, consumers are interacting with companies every minute of the day. This session will investigate how Social Media works and how it can work for your business.

BREAK – 5:45pm– 6:30pm (Networking & Visit Exhibitors)

6:30 p.m. to 8:00 p.m.

Atrium and Cody A, B and C

Join us in the Atrium for a FUN and EXCITING Evening...

Simply Kansas NETWORKING Reception

Don't Miss Out!!!

Visit the exhibitors, too!!!

MarketPlace: Opening Doors to Success Conference



Agenda – Tuesday, November 10, 2009

Registration Area Open – 7:00am - Noon

Exhibit Area Open -7:00am – 5:00pm

8:00am - 8:15am **Welcome –Kathie Starkweather & Carole Jordan**
Message from Congressman Jerry Moran (tentative)

8:15am – 9:00am **Don Landoll, Keynote**

Inspiring Business Principles to Survive in Tough Economic Times!

Listen as Don Landoll takes you back to his days of being raised on a small family farm located near Hanover, Kansas, and how what he learned in his high school FFA class applies even in business today. Don started his business as a two-man welding, repair shop in 1963. Still located in Marysville, a rural northeast Kansas town, the company has grown to employ more than 500 people! Don will share key elements he learned about business in the past 45 years, including the most important business principles to surviving in tough economic times. You won't want to miss this inspiring presentation!

BREAK – 9:00am– 9:30pm (Networking & Visit Exhibitors)

9:30am – 10:30am

TA1-1 Media and Public Relations: Making it Work for Your Business Room: Cody C
Presenter: Pat Veearst

Good media contacts and coverage are an invaluable piece of the marketing arsenal for any business. The session will focus on marketing a business through the right media outlet and how to put together a press release that will attract their attention. Public relations can be a pivotal point for any business' marketing plan.

TA1-2 Shoestring Budgets = Creative Marketing Room: Cody B
Presenter: Lea Ann Seiler

Budgets are tight all over, but don't let that slow down your marketing efforts! They say "Poverty breeds creativity" and that's ever so true in marketing. Sample some new ideas and take home lists of low cost ideas that will put your business on your customer's radar. Have Fun! Learn to look at everything in a new way... instead of staying up all night working on your shrinking marketing budget...stay up all night thinking about the "Insurmountable Opportunities"!

TA1-3 Public Capital Funding for Entrepreneurs Room: Custer
Presenter: Erik Pedersen

In order to fund a business startup or expansion, an entrepreneur will use their own money, seek investments from family and friends, and utilize collateral and personal guarantees to obtain bank loans. What if there is still money needed? What options exist? In many cases, public capital resources are next in the small business capital food chain. NetWork Kansas will present an overview of the StartUp Kansas funding program, which has provided over \$1.7 million in unsecured matching loans and grants to over 65 businesses. In addition, NetWork Kansas will give an overview of the Entrepreneurship (E-Community) Partnership. This relatively new initiative allows communities to establish a local fund for entrepreneurs and small business owners. Since the program's launch in September 2007, a total of 12 rural communities have raised \$2.6 million to help start

and grow Kansas businesses. This session is a great opportunity to illustrate how public capital can play a key role in assisting entrepreneurs in rural communities across Kansas.

TA1-4 Agritourism Liability and Risk Management Room: Hickok B
Presenter: Mike Irvin

There are a number of steps for bringing your dream to reality. Whether you are a first-time entrepreneur, or have been in business for awhile, it is important to understand the risk your enterprise faces. This session outlines techniques to build layers of protection for your venture.

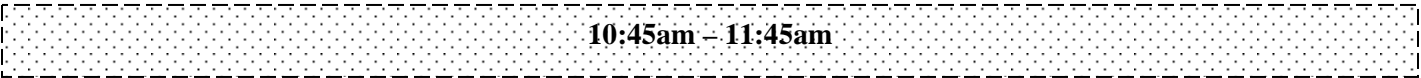
TA1-5 Leadership: Cultivating Success Room: Hickok A
Presenters: Carol Meyer & Jeanette Siemens

There are challenges wherever we look. How can you, individually and as a part of your business and your community, work together with other people to face those challenges and really succeed? This session will provide hands-on tools for you to use every day, with co-workers, family members, people who work on boards and committees, and businessmen and women.

TA1-6 Bringing Technology to the Business (class) Room: Cody A
Presenter: Steve Riat

Technical information doubles every 24 months - now is the time to leverage technology in your business. Hear how your business' technology can create future opportunities, cultivate current trends and thwart harmful threats.

BREAK – 10:30am– 10:45am (Networking & Visit Exhibitors)



TA2-7 Customer Service: It's Not Rocket Science Room: Cody C
Presenter: Deborah Persinger

It doesn't take rocket science to develop and maintain a successful customer service program. The keys to success are really basic. All too often, we make it too complex and our well-intended programs fail, wasting time and resources. Customer satisfaction begins with your employees. You can easily achieve excellence by relying on common sense, communication, empowerment and relationships. Deborah will share enlightening stories of customer service do's and don'ts, plus information on incentive programs, contests and more. Learn how successful customer service provides a lasting competitive advantage.

TA2-8 Small Business Websites Room: Cody B
Presenter: Ronald Newman

Find out how you can get your business online by building your own Web site. Learn how you can build and launch a professional Web site. You will be guided on how the use of templates will get you up and running very quickly. There is no complicated system to learn, no software to purchase, and no prior Web site or software knowledge or training needed. The presentation will feature Homestead, but the information is applicable to many host company choices. Having your own Web site is no longer expensive and can give you full and immediate control over content. No small business should be without a Web site.

TA2-9 Pricing Your Product or Service

Room: Custer

Presenter: Linda Sutton

Are you pricing your product or service correctly? Not sure what price to charge? Do you know what the actual costs of your products or services are? This seminar will teach you how to determine the correct pricing by using a break-even analysis. Examples will be given and hands-on break-even analysis worksheets will be provided.

TA2-10 Ag Marketing Opportunities

Room: Hickok B

Presenter: J.J. Jones

Agriculture Marketing...what is it? Is it selling Simmi calves at the sale barn? Corn at the coop? Bread at the bakery? Pumpkins to passers-by? Exports to Egypt? Or...is it all of the above? Join J.J. Jones as he helps you untangle the agriculture marketing web and showcases Kansas programs that can help you become an agricultural marketing guru whether you consider yourself a farmer, a rancher, an entrepreneur or anything in between.

TA2-11 Building Tomorrow's Community Development (Class)

Room: Hickok A

Presenter: Scott Sproul

Our rural Kansas communities are vanishing at an astonishing rate. Learn about Community Development's important role in saving western Kansas with emphasis on building the economy, forging and strengthening social ties, attracting generation X, Y and Z, developing the non-profit sector, and utilization of technology.

TA2-12 Getting the Most Out of Your Spreadsheets

Room: Mobile Tech Unit

Presenter: Jamie Morphey

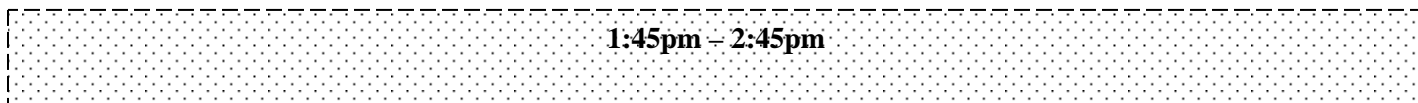
Dominating the marketplace with an estimated 90% market share, Microsoft Excel is a powerful yet easy-to-use spreadsheet program. It helps you analyze, share and manage information. Best of all, you probably already have it on your computer.

BREAK – 11:45am– 12:15pm (Networking & Visit Exhibitors)

LUNCH – 12:15pm – 1:15pm

- Message from Chuck Hassebrook, Center for Rural Affairs
- Sponsor Recognition

BREAK – 1:15pm– 1:45pm (Networking & Visit Exhibitors)



TP1-13 Business Plan Essentials

Room: Cody C

Presenter: Ronald Newman

This session will provide you with information, tips and guidance in developing a business plan. Learn why you should do a personal assessment; how a business assessment or feasibility evolves into a business plan; what are the plan components; and gain valued tips and suggestions on planning. Gain confidence in your ability to develop your own business plan and develop the understanding that the business planning pathway is your pathway to action.

TP1-14 How to Improve Your Marketing Effectiveness Room: Cody B

Presenter: Dave Buchholz

Before you begin to advertise, you need to make sure your marketing fundamentals are in order. Who is your customer? And who isn't? What is important to them? What is your unique point of difference? And is it enough to make a difference to your customers? How do you separate yourself from competitors? When somebody asks you what you do, what do you tell them? What business are you in...really? This session will challenge you to think differently about your business, your customers and your advertising. You'll walk away with ideas you can use right away to improve the return on your marketing investment, and strengthen your brand position.

TP1-15 Turn Your Profits into \$ Room: Custer

Presenter: Linda Sutton

Does your P&L show that your business is making a profit, but you do not seem to have any money left in the bank? Come and learn how to calculate future monthly sales, estimated monthly costs by line item, and determine how much money in the bank you need at the end of each month. This is a great seminar to help businesses understand future needs for their business and make sure there is money in the bank.

TP1-16 Agritourism: Your Next Cash Crop? Room: Hickok B

Presenters: Ron Wilson & Jan Jantzen

Twenty-six new agritourism businesses have recently been formed. Session attendees will learn how these businesses got started, and what it would take to start businesses of their own, learn about the average incomes of Kansas agritourism operators, and meet a new agritourism business owner. This is a new harvest in rural Kansas. Agritourism is joining cattle and crops as an important source of income for farmers, ranchers and rural main street merchants. This session explores the many benefits of agritourism. Guests will pay handsomely for authentic rural Kansas experiences and the related dining, lodging, shopping and entertainment. They want to experience farm and ranch vacations, ride in a combine cutting wheat or sit atop a horse.

TP1-17 Rural Policy 101 Room: Hickok A

Presenter: Chuck Hassebrook

Most new jobs in rural Kansas are created by small entrepreneurship - rural people creating their own jobs by starting and growing small businesses. But small enterprise historically has been overlooked by federal policy. That is beginning to change as more policy makers recognize that federal policy can help create a better rural future by investing in entrepreneurship and local development initiatives. New programs like the Rural Microentrepreneur Assistance program and the proposed Microenterprise Tax Credit hold great potential for rural revitalization. The session will familiarize participants with the most promising new proposals. It will discuss how engaged and determined rural people can make a difference. Rural policy is largely set by representatives of rural districts. Thus, their constituents can have influence.

TP1-18 Web 2.0: InTune, InTouch, InterACT with Customers Online Room: Mobile Tech Unit

Presenter: Andy Stanton

Potential clients and customers are interacting with each other on the internet via blogs, social networking sites and video sharing sites. Today's consumer is in-touch, online and ready to be engaged in a new way. Is your organization utilizing Facebook, Twitter, Blogging and YouTube? Are you interacting with these consumers? This session will explain the basics of "Web 2.0" and what you need to do in order to have a presence on the Web to interact with clients and customers.

BREAK – 2:45pm– 3:15pm (Networking & Visit Exhibitors)

1:45pm – 2:45pm

TP2-19 Using the Local Economic Development Office Effectively Room: Cody C
Presenters: Diane Stiles, Roger Hrabe & Jeff Hofaker

You know of the economic development office, but how can they enhance your business? Though each organization differs, three Kansas county economic development directors present common business services offered through local economic development organizations from financing programs to educational opportunities to workforce development assistance.

TP2-20 Guerilla Marketing for Small Business Owners Room: Cody B
Presenter: Laurie Gooding

During this class, we will explore and discuss "guerilla" marketing tactics that small business owners can employ to keep down costs while effectively reaching target markets. Guerilla marketing is based on an unconventional system of promotions that rely on time, energy and imagination rather than a big marketing budget. Typically, guerrilla marketing tactics are unexpected and unconventional; consumers are targeted in unexpected places, which can make the idea that's being marketed memorable, generate buzz, and even spread messages virally. Multiple examples will be provided.

TP2-21 Financing Your Business Room: Custer
Presenter: Wayne Bell

The session will provide a brief overview of the SBA, its resource partners and small business loan programs offered by the agency, among other resources available to entrepreneurs. In addition, small business incentives provided by the American Recovery and Reinvestment Act (ARRA) will be discussed with Kansas results highlighted.

TP2-22 Revitalizing Rural Community Through Youth Ownership Programs Room: Hickok B
Presenter: Weldon Sleight

The University of Nebraska College of Technical Agriculture has infused entrepreneurship throughout its curriculum to instruct its students not only in technology but also in the process of farm, ranch and rural business ownership. Through some unique partnerships with the USDA and commodity groups, students upon graduation are eligible for low interest loans to begin the ownership process early in life so that they will one day own a farm, ranch or rural main street business. These programs are designed to start graduates out in their careers as partner/employees rather than "hired hands."

TP2-23 Creating An Entrepreneurial Community: Elements and Challenges Room: Hickok A
Presenter: Stephen Radley

This session will focus on key elements that are necessary for a community to be entrepreneurial. These elements include components for the community as a whole and additional resources necessary to assist entrepreneurs and businesses.

TP2-24 Social Media: Intermediate / Advanced (Lab) Room: Mobile Tech Unit
Presenter: Andy Stanton

With more than 300 million active users on Facebook, more than 100,000,000 videos on YouTube and 80% of all Twitter users making comments from their mobile phones, consumers are interacting with companies every minute of the day. This session will investigate how Social Media works and how it can work for your business.

4:15pm – 4:45pm

**Join us in Cody A, B & C for a "WRAP UP"
Don't Miss Out – Door Prizes (BUT! You have to be present to WIN)**

MarketPlace: Opening Doors to Success Conference



Biographies

Jeff Adair

Jeff is the passion and vision behind New Grass Bison Co. Jeff's military upbringing instilled within him a work ethic and discipline to see and reach his goals, and his exploration of life has given him a love and respect for the earth, interwoven into his business principles. Jeff founded New Grass Bison Co. in 2001 to create a sustainable food production and distribution system that offers natural, healthy food to consumers. An entrepreneur at heart, Jeff previously founded MapNotes®, the leading site for mapping and navigational products used by military professionals, so he is no stranger to the challenges of creating a business from the ground up. When he's not out on the range checking the herd, personally delivering an order to a customer who ran short during a busy weekend promotion, or hunkered down in his office developing the strategies that will plot the Company's future, Jeff enjoys music, the outdoors, and spending time with his family.

Wayne Bell

Wayne Bell became the district director for the Wichita Office of the U.S. Small Business Administration (SBA) October 27, 2008. He has more than 20 years of management experience in both the public and private sectors, combined with a thorough understanding of the small business environment in Kansas. A native of St. Louis, Missouri, Bell attended Wichita State University (WSU) where he earned both an executive MBA and bachelor of science in industrial technology. While an undergraduate, he participated in "Shocker Athletics" as a member of the WSU football team. He is very involved in the community, including such organizations as Wichita Children's Home, Youth Entrepreneurs of Kansas and Community Credit Counseling Services. Bell lives in Wichita with his wife, Jocelyn and family. They attend Saint Mark United Methodist Church.

Dave Buchholz

Dave Buchholz is president of David & Associates, a marketing communications firm headquartered in Hastings, Nebraska that he founded in 1984. The company, which has 10 employees, serves regional, national and international clients in agribusiness, healthcare, telecommunications, financial, manufacturing, tourism and economic development, professional services and retail. The firm has won several regional and national awards for its strategic and creative work. He was the 2002 recipient of the National Agri-Marketing Association award for professional excellence in public relations. Raised on a farm near Ayr, Nebraska, he is a graduate of the University of Nebraska-Lincoln. Instead of golfing, he plays keyboards in two bands on the weekends. He and his wife, Debra, are parents of a son, Djorn.

Simone Cahoj

Simone Cahoj, a sophomore at University of Kansas was our first student HTC participant, two-time Ogallala Common's summer intern and a member of University of Kansas Freshmen Class Leadership Council. This summer, Simone will provide coordination, social networking and mentoring for the internship program.

Shannon Dechant

Shannon Dechant joined Nex-Tech in February of this year and is currently the marketing communications representative for Nex-Tech Cable Television and Directory Services. Additionally, she is involved in event planning and helps coordinate marketing efforts to each of Nex-Tech/Rural Telephone's 14 offices. Shannon attended Fort Hays State University and received a degree in marketing with an emphasis in management. She will begin working on her masters of business administration in January. Shannon has been a resident of Hays for 24 years.

Jenny Dixon

Jenny Dixon has been a member of the Nex-Tech Marketing Department since June 2004. She has been involved with the marketing of Nex-Tech's High-Speed Internet, cable television, directory services and event planning. She is currently the marketing analyst for Nex-Tech Wireless. She attended the University of Kansas and earned a degree in English with an emphasis in creative writing. Jenny has been a resident of Hays for seven years and is originally from Ulysses, Kansas.

Catherine Domsch

Catherine Domsch was born, raised and still lives in Atwood in Rawlins County, Kansas. She graduated from Fort Hays State University in 1999 in Business Administration. Catherine moved back to Atwood after acquiring her degree, along with her husband Kirk, who is also an Atwood native. She began grant proposal writing and working with non-profits, and became interested in community foundations and the impact they have on rural development. Catherine began working for the Bird City Century II Development Foundation in August 2004. The current focus of the Foundation is community and economic development for Bird City. Catherine is a board member of the Kansas Association of Community Foundations and the Chair of the Kansas Commission on Rural Policy.

Laurie Gooding

A senior marketing professional, Laurie has held numerous positions in corporate and product marketing, business planning, market research and industry analysis. Her career began in 1988 at Brite Voice Systems, a Wichita-based telecom technology startup company. After spending 18 years working for several different technology companies in Boston, Chicago and Phoenix, Laurie returned to her native Kansas and joined NetWork Kansas in 2007 to spearhead its marketing efforts. She has been published and quoted extensively in leading business and trade publications, including Business Week, Electronic News and The Wall Street Journal. Laurie graduated summa cum laude from Friends University with a BA in international communications, a minor in Spanish and a second degree in language and literature.

Chuck Hassebrook

Chuck Hassebrook is executive director of the Center for Rural Affairs of Lyons, Nebraska. Over a 30-year career with the Center, Hassebrook has become nationally recognized as an unflagging advocate for rural America. He has been instrumental in passage of new rural development programs in recent farm bills for value-added agriculture and microentrepreneurs. Hassebrook lives in Lyons, a town of 960, with his wife Kate and sons Anton and Peter. In his spare time, he serves as the elected representative of Northeast Nebraska on the University of Nebraska Board of Regents.

Jeff Hofaker

Jeff Hofaker is the director of the Phillips County Economic Development office, located in Phillipsburg, Kansas. He has represented and encouraged development activities in Phillips County in his position for eight years. He has been instrumental in leading many projects, such as an ethanol plant, entrepreneurship center, Discover Phillips County Initiative, to name a few. Jeff graduated from Fort Hays State University in 1990 with a BA in computer information systems and business administration and marketing. He worked in Overland Park for a few years and in 1994, got the urge to move home to Logan, Kansas, to start a custom harvesting business. He remains a partner in a fourth-generation family Phillips County ranch/farm. He is committed to his family and PCED.

Matt Hoisington

Matt Hoisington is the regional operations manager for KANSASWORKS (www.kansasworks.com) and is responsible for job placement service delivery at several offices in central and western Kansas. KANSASWORKS is the state's comprehensive workforce system and delivers a variety of employer services; most importantly workforce recruitment. In addition to simple job postings, the staff at KANSASWORKS provides screening services to help identify job candidate skills. Screening services assists employers in making sound hiring decisions. KANSASWORKS staff also serve job candidates by assisting in job search activities, resume development, training and job preparation activities.

Randall Hrabe

Randall Hrabe is an executive director of Kansas Certified Development Companies covering the northwest quadrant. Randall has more than 20 years of experience in business finance, working with a multitude of federal and state programs, in addition to KCDC's own business revolving loan funds.

Roger Hrabe

Roger Hrabe is the economic development director for Rooks County, serving in that capacity since June of 2000. Hrabe was a teacher and coach in the Plainville school system for 17 years after graduating from Fort Hays State University in 1980 with a degree in political science, and was a co-manager and owner of family grocery stores in Stockton and Plainville for two years. He is a lifelong resident of Plainville. Roger has been instrumental in developing the economic development office, which had only been in existence since 1998. Since then he has made great strides. The implementation of the Neighborhood Revitalization Plan in 2001, created more than \$4 million in new construction and renovation in Rooks County. Entrepreneurship and the development of small business startups is a priority.

Mike Irvin

Mike Irvin is the director of Kansas Farm Bureau's Legal Foundation. Mike is a native of Goodland, Kansas, where he grew up on a farm and practiced law for more than twelve years before he began his work with Kansas Farm Bureau. He has an extensive background in commercial and civil litigation and public administration. Mike earned an undergraduate degree in business finance from Kansas State University, a master's in public administration from the University of Kansas, and a juris doctorate from Washburn University School of Law in Topeka. Mike, his wife Robin, and their three children, reside in Manhattan, Kansas.

Jan Jantzen

Jan Jantzen is director for Rural Tourism Development with the Flint Hills Resources Conservation and Development (RC & D) in Emporia, Kan., doing outreach to help Kansas cash in on agritourism. Jan also owns and operates a successful agritourism business called Kansas Flint Hills Adventures, LLC, featuring trail rides and range burning events.

J.J. Jones

J.J. serves as a marketing specialist for the Kansas Department of Commerce in the Rural Development and Trade Divisions. J.J.'s primary foci are bulk commodities and livestock. Prior to joining Commerce in December 2008, J.J. worked for the Kansas Grain and Feed Association as director of member services, the Kansas Beef Council as director of industry relations and for Cargill, Inc. as an associate business manager in the animal nutrition division. He holds a bachelor's degree in animal science and industry-economics and international agriculture from Kansas State University. J.J. has also completed graduate courses in industrial and organizational psychology. J.J. grew up on a diversified farm/ranch in rural Rawlins County, Kansas.

Don Landoll

Don Landoll has built a successful business in rural Kansas by recognizing and then solving customers' needs with high quality, innovative products backed by a dedicated service program. Landoll Corporation is a vertically integrated manufacturer that designs, fabricates, finishes and markets heavy equipment trailers, specialized narrow aisle forklifts, agricultural tillage equipment and OEM and government products. Landoll has established a global business, selling products into more than 30 countries. As a result, Landoll and his company were named the recipients of the 2001 Kansas Governor's Exporter of the Year Award.

The company was founded in 1963 as Quick Service Welding by 20-year-old Don Landoll and a partner, who left Landoll with sole ownership in 1967. Since then the company has grown to employ more than 540 team members occupying more than 450,000 square feet of manufacturing space. From the beginning Landoll wanted to design and manufacture products of his own. After 45 years and numerous patents later, he continues to be the driving force behind his company's success. Landoll is currently overseeing the construction of an additional 140,000 square foot building that will house a state-of-the-art production facility including a tube laser cutting machine slated to be the first of its kind in North America. In addition to managing a successful company Landoll has taken a leadership role in many local, state and national business and civic groups and serves on the boards of many organizations designed to improve living conditions in Kansas.

Andrew McCrea

Andrew McCrea is an award-winning syndicated radio broadcaster, a nationally recognized speaker and a farmer and rancher. He is the host of a nationally syndicated radio feature, "The American Countryside," a program that has won five Oscars for rural and agricultural broadcasting. His broadcasting work has taken him to all 50 states and four continents to interview thousands of guests for his program. "The American Countryside" is unique in broadcasting because all of the interviews are done "on location." Those travels provide Andrew with a wealth of experiences that he shares with audiences both over the radio and through his keynote speeches.

Lenny Meier

Lenny has farmed all his life -- before going to the Army and after going to Washburn University and earning a degree in business management. He took over full-time operation of the farm 14 years ago, after his dad and uncles decided to retire. The farm was 95 years old at that time. He has made numerous changes in the farm and has guided and helped it survive to its current 109 years. Lenny thoroughly enjoys the farm and thinks, at the rate he's going, he will be at least 115 years old before he decides to retire!!

Rick Meyer

Rick E. Meyer uses human perspective and real-life experiences to share the true foundation of athletics and human performance. During his uplifting presentations, Rick connects these examples to ways to create success in our daily lives, sending listeners away with the ability to "imagine greatness." Rick became the 2008 Toastmasters District 24 International Speech Champion in June 2008, top 60 in the world. Having grown up on a farm near Gaylord, Kan., Rick moved to the "Little Apple," Manhattan, Kan., after his sophomore year at Smith Center High School. At Manhattan High School, Rick was co-captain of the 1984 cross-country team that was alphabetized among the best in America by The Harrier. Rick placed 49th internationally and 10th American in the 1995 Boston Marathon, along with 86th internationally and 12th American in the 1996 New York City Marathon. Additionally, he has two top-30 finishes in the Twin Cities Marathon in Minnesota. He is a graduate of Kansas State University with a bachelor of science in agronomy. Rick is a self-employed speaker and author in Albion, NE, and is a licensed success consultant with Bob Proctor Life Success Consulting, Inc..

Carol Meyer

Carol Meyer, Office of Rural Opportunity representative for the Kansas Department of Commerce, has more than 30 years of experience working in southwest Kansas, specializing in people and relationship building, connecting expertise and resources for overall community development. She is also a faculty member of the Kansas Leadership Center.

Janet Miller

Janet Miller serves as Enterprise Facilitator for five counties in Northeast Kansas providing free, confidential, one-on-one business coaching. In her six years on the job, she has worked to help entrepreneurs recognize that they can't do it all alone and finds them the help they need to succeed. This work has resulted in more than 60 new, retained and expanded businesses representing nearly 200 jobs. Janet has a bachelor's degree in agribusiness from K-State and a master's degree in agricultural economics from Penn State.

Jamie Morphey

Jamie Morphey is in her fifth year with Western Kansas Business Consulting and spends her days helping entrepreneurs. With a B.S. in accounting from DeVry and more than 10 years of experience with small business accounting and business startups, Jamie knows first hand how useful Microsoft Excel can be for business owners.

Bob Muirhead

Bob Muirhead is the director of economic and community development for Midwest Energy, Inc., an electric and natural gas cooperative serving customers in 41 counties of western Kansas. He is also the chairman of the board for the Heartland Community Foundation, serving several counties in western and central Kansas.

Ronald Newman

Ron is the regional center director for the Kansas Small Business Development Center in Hays. Previously he was a consultant and interim state director for the North Dakota Small Business Development Center. He has independent, franchise and corporate business management and ownership experience and has provided management consultation and training assistance to more than 3,000 prospective and existing business owners in five states.

Erik Pedersen

Erik Pedersen is the associate director for the Kansas Center for Entrepreneurship and assisted with the establishment of the center in May 2005. Erik's initial task was the development and growth of NetWork Kansas, a free statewide service that enables entrepreneurs and small business owners to be connected with the resources they need. Erik's responsibilities have grown to also oversee the StartUp Kansas fund program, as well as the Entrepreneurship (E-Community) partnership. This partnership, which has grown to 12 E-Communities, includes an injection of capital raised locally through the NetWork Kansas Entrepreneurship Tax Credit Program to help start and grow businesses in rural Kansas.

Deborah Persinger

Deborah Persinger is the customer service manager for Rural Telephone Service Co., Inc. headquartered in Lenora, Kan.. She has 31 years of service with Rural; the past 17 years being in a supervisor/manager position. Deborah was one of two Rural Telephone customer service employees when she began her career. Today, she oversees a team of 57 employees in 14 business office locations. Deborah is a Kansas native and holds an associates degree in fashion merchandising from Dodge City Community College. Deborah enjoys gardening, raising quarter horses and assisting her husband with his farming/ranching operation in northwest Kansas.

Joe Polo

Joe has 25 years of experience in the food and retail business. His product and food development career began while working for TGI Fridays developing their menu back in the 1980's. Upon the request of a long time friend, he left Fridays for a managing partner opportunity with Dos Hombres Restaurants in Kansas City. Through customer relations, he and his partner later realized an astonishing number of their patrons had a fascination with hot and spicy foods. In 1992, they opened a retail outlet specializing in hot products, which they appropriately named Lotta Hotta. The outlet quickly turned into a franchised concept (renamed Calido Chile Traders) with a manufacturing and distributing division. Several years after selling his interest to investors he became a consultant to a friend who wanted to start a company of his own. When his non-compete was extinguished, he joined forces with his friend and former colleagues to form Original Juan Specialty Foods, Inc. He oversees the daily operations of the rapidly growing business and utilizes his one remaining retail outlet to provide a vital test market for new and existing Original Juan products. Close contact with partners, employees, financial advisor, banker and accountant has provided him with the knowledge that makes him a well-rounded and exceptional entrepreneur.

Stephen Radley

Steve Radley is the founding director of the NetWork Kansas, which was created as part of the Kansas Economic Growth Act to further establish entrepreneurship and small business as a priority for economic and community development. A resident of Wichita, Steve began his career in the private sector as the 28th employee of business startup technology company Brite Voice Systems, which grew from \$6 million to more than \$176 million during the nine years Steve worked for entrepreneur Stan Brannan. Since then, Steve has co-owned two businesses, including a manufactured housing dealership that was sold to the largest

manufacturer in the county, Champion Enterprises. Steve has an MBA from W. Fran Barton School of Business at Wichita State University and a BA in journalism from the University of Oklahoma.

Steve Riat

With more than a decade of business technology experience, Steve leads three state-wide Technology Peer Groups and one national Technology Peer Group. Staying on top of technology trends impacting small and medium size businesses is a full-time job. With contacts ranging from Microsoft, IBM and other top-tier technology companies, Steve works directly with vendors who produce the technology of the future.

Patty Richardson

Patty Richardson is an executive director of Kansas Certified Development Companies covering the southwest quadrant of Kansas. She has more than 20 years of experience in business finance, working with a multitude of federal and state programs, in addition to KCDC's own business revolving loan funds.

Lea Ann Seiler

Lea Ann Seiler is the economic development director for Hodgeman County. She has a background in marketing and loves to find new ways to wow people with fun, creative ideas!

Jeanette Siemens

Jeanette Siemens has an entrepreneurial background and is currently a partner of ThinkOut Strategic Solutions, providing leadership training and community and economic development planning. She recently completed a two year contract in Kiowa County/Greensburg working with the business community following the May 7, 2007 tornado. Jeanette is certified in Trustee Development.

Weldon Sleight

Dr. Weldon Sleight is the Dean of the University of Nebraska College of Technical Agriculture. He received his degrees from Utah State University and Iowa State University prior to pursuing a career in higher education that included various administrative positions within agriculture and outreach education. Early in his career he developed a passion for revitalizing rural communities through the delivery of degree programs to time and place bound adult students. At NCTA, he has been the catalyst behind the development of several new ownership programs designed to return NCTA's graduates to their rural communities.

Scott Sproul

Scott Sproul has been employed by Rural Telephone Service Company, Inc, since 1999. As the community development representative, he actively participates in community, civic, and social events on behalf of Rural Telephone/Nex-Tech in more than 50 northwest Kansas communities. Scott is currently serving as a board member on the Norton Area Chamber of Commerce and the Entrepreneurial Center of Phillipsburg, Kansas. He is a member of the Frontier Community Foundation, Rotary Foundation, Lenora Jubilee Association, Norton County Horse Council and Graham County Toys for Tots.

Chris Sramek

Chris Sramek is a meteorologist by profession and business coach for aspiring rural entrepreneurs with 14 years of experience managing a private weather business and co-managing a family farm. He served as Rawlins County Economic Development director from 2004 to 2008, where countless programs and new initiatives were implemented to create a more entrepreneurial environment for his hometown of Atwood, Kan. Chris is confident that a happening as great as the "gold rush" of the 1800's is about to occur in rural America having a greater economic growth effect than the railroads or the Homestead Act. This will be the development of renewable energies and the millennial generation's return to their home towns to start their own businesses.

Andy Stanton

As someone who strives to learn and understand the benefits of the Web 2.0 revolution, Andy Stanton says he's a "digital immigrant working hard on his naturalization paperwork to become a digital native." Stanton has 15 years experience in the world of advertising, public relations and marketing and integrates Web 2.0 technologies into his courses at Fort Hays State University where he is an assistant professor of communication studies. He also speaks at conventions and workshops on how organizations can utilize the newest technologies to promote their attractions. Stanton is a Kansas native who has stood on the Great Wall of China twice. He and his wife, Dana, have two sons, Jackson and Gabe, and one daughter, Grace.

Diane Stiles

Diane Stiles is the director of Norton City/County Economic Development. She has served in this capacity for two years.

Linda Sutton

Linda Sutton is employed by WSU and in 2003 started the first Kansas Small Business Development Center outreach center to help small businesses in 11 counties in North Central Kansas. The NCK SBDC assists start-up and existing businesses by providing quality, confidential, management counseling at no cost and affordable training seminars. Linda holds an MBA, has international and corporate controller experience, and has owned her own business. She was named the 2009 State Star for the KSBDC. Since June 2003, Linda has worked with more than 800 businesses and was key in helping more than 130 businesses start, and creating more than 400 new jobs for north central Kansas.

Patricia Veasart

Patricia (Pat) Veasart is the regional director of the Garden City Community College Kansas Small Business Development Center and a member of the business department faculty at Friends University as an adjunct instructor in their outreach programs. She has an associate of arts degree from Cloud County Community College at Concordia, Kansas. Her BS degree is in human resources management and she holds a master of science in management, both from Friends University at Wichita, Kansas. Pat comes from a background in the retail clothing business and has office experience that ranges from clerical to management. She came to the GCCC KSBDC as the assistant director in 1994 and assumed the duties of regional director in 1999. The GCCC KSBDC offers free counseling and low cost training to 22 counties in Southwest Kansas.

Becky Walters

Once this city gal married the farmer, it wasn't long before she realized that she and livestock or big green equipment didn't really go together very well, but she loved to play in the dirt. Through a series of events, Becky began growing pumpkins, and had a simple U-pick pumpkin patch as a hobby for about 10 years. Becky and Carroll (her husband) had attended their first NAFDMA (North American Farmers Direct Marketing Association) conference, just before the Kansas Department of Commerce developed the Agritourism Initiative, and Becky decided it was time for her to leave her career in management for medical offices and try turning a portion of the family farm into the agritourism entity that she believed it could be. Becky was asked to sit in on the Agritourism Advisory Council and was the first chair of the council. Presently she is working on the membership committee for the NAFDMA organization.

Becky's experience with specialty value-added products began with a conference at the animal science lab at KSU. There she met Dr. Fadi Aramouni who patiently guided and directed her with her "Pumpkin Patch Salsa." But she wanted more....how she came to have the only pumpkin-shaped canning jar in the world has been quite an experience....but pumpkin butter, pumpkin soup, and pumpkin chili followed.

Ron Wilson

Ron Wilson is director of the Huck Boyd National Institute for Rural Development at Kansas State University. He has been a speaker at the state and national levels on rural development topics. He is also co-owner of Lazy T Ranch, LLC, a new agritourism enterprise near Manhattan, Kan.