



EDUCATIONAL SESSION INFORMATION

Tuesday, Nov. 16, 2010

Keynote

1:00pm – 1:45pm

Marketing Driven Profits

Presenter(s): Curt Clinkinbeard

Moderator: Carole Jordan & Kathie Starkweather

Room: Banquet Room

Based on Curt Clinkinbeard's CUSTOMER PILLARS book and workbook system, this workshop looks at nine foundational concepts which dictate the relationship between a company and its customers. These concepts, then, have a direct impact on the total revenues the company generates, the quality of those revenues, and, ultimately, the bottom line profitability of the business. Working with these customer laws (instead of fighting them) is a must for every company with intentions of growing (or even surviving). Workshop includes access to free follow up materials from The FAMEE Foundation, including a full book and workbook download and multiple electronic courses.

Attendees will get a "big picture" look at marketing and its role in cultivating customers, revenues, and profits within a business. Looking at marketing as a series of "tactics" without understanding the broader view (as most people do), leads to confusion and less than desired results. Gaining a strategic level understanding of marketing helps bring things into focus, and is explained through a system of nine "Customer Pillars."

Tuesday, Nov. 16, 2010

2:15pm – 3:15pm

Using Design for Competitive Advantage

Presenter(s): Dale Wunderlich

Moderator: J. J. Jones

Room: Longhorn

Companies are improving their design capability to create sustained business growth. Even small companies can find opportunities to improve how people perceive and enjoy their products and services by making products that stand out in a worldwide marketplace.

In this presentation the audience will see how design and design thinking can help improve products and help companies make products that people desire and avoid the traps that many companies fall into as they develop products for new markets.

WOW! SERVICE

Presenter(s): Curt Clinkinbeard

Moderator: Carol Meyer

Room: Sante Fe

A satisfied customer is a profitable one. Customer service is often discussed as an employee skills-based training program, but not as often as a fundamental management philosophy, which it can and should be. In this workshop, Curt Clinkinbeard, author of the book CUSTOMER PILLARS shares insights from the seventh pillar, which instructs to "Manage Expectations Brilliantly." Mastering this pillar – and the specific subsystems found within it - leads to a top-to-bottom strategy that can energize an organization, captivate customers and drive profit growth.

A systematic, profitable approach to increasing customer satisfaction.

Angel Investing 101

Presenter(s): Patricia Brasted

Room: Harvest

Moderator: Mari Tucker

This session will provide attendees with an overview of "Angel investing". The presenters will provide attendees with a clear definition and understanding of what an Angel investor is and the increasing importance the Angel investor plays in determining the success of certain types of early-stage companies in today's environment. We will discuss the rules currently in place that determine who may qualify as an Angel investor and will examine the history of Angel investment and the formation of Angel investment groups in recent years. Finally, attendees will be provided with an overview of the types of investments Angel investors ultimately look to make and what an Angel investor's expectations are when they invest in a venture.

Attendees of this presentation will come away with a strong understanding of what an Angel investor is and the economic impact Angel investors have had on driving success of early-stage companies over time. The presenters will also provide guidance to participants interested in becoming Angel investors as to how they can locate and participate in an Angel Investment group and will provide participants with an overview of the key advantages involved for investors by being members of an Angel investment group. Finally, participants will come away understanding the key advantages Angel investing provides for both the investor and the entrepreneur.

Agritourism: The Power Of Packaging

Presenter(s): Jan Jantzen

Room: Pioneer

Moderator: Ron Wilson

Agritourism: The Power Of Packaging. Synergy -- combined activities resulting in an effect greater than the sum of those activities individually. Synergy equals packaging! The more things there are for tourists to do, the farther they will travel, the longer they will stay, and the more they will pay. The right mix of business people can create a quality package that combines attractive agritourism activities with community festivals, dining, shopping, lodging and entertainment. That package can be priced and successfully marketed as a unit with a strong appeal to prospective guests.

Agritourism: The Power Of Packaging. This practical session will explain the packaging, pricing, and promotion of agritourism and other activities. Attendees will role play various businesses like farm and ranch adventures, hunting operations, pumpkin patches, food catering, lodging, educational and musical entertainment, rodeos and parades, cafes, B&B's, etc. Two packaging forms will be used to facilitate the creation on a model tourism package. The advantages of packaging, and the do's and don'ts of packaging will be taught.

Why Not Your Community - Developing a Progressive Community

Presenter(s): Joann Knight

Room: El Capitan

Moderator: Erik Pedersen

Featured on CNN, and noted as the least economically stressed county in the United States, Dodge City and Ford County launched a countywide effort to pass a sales tax issue to construct several destination entertainment venues. The "Why Not Dodge" initiative successfully approved a one-cent sales tax with no sunset to build, operate, maintain and expand four projects including: an outdoor motor sports complex, tournament facilities for baseball, softball and soccer, improvements to an existing 2,600 seat civic center and a new 7,000 seat special events/convention center. In additions, the community also passed a vote to allow the development of the very first state owned destination casino and also a four county regional effort to build a new reservoir.

This session will focus on a community's efforts to build leadership and consensus in order to re-identify their community and diversify their economy. Dodge City/Ford County, primarily known for being the world's largest beef processing community, set out to change their destiny and promote quality of life and tourism.

Getting the Most from E-Mail Marketing

Presenter(s): Bev Schmitz Glass, Julie Roller & Gerald Nichols

Room: Apache
Moderator: Roger Hrabe

The electronic age has added a new dimension to marketing. E-Mail marketing is a great tool that can reach many people at almost no cost! Come and hear from the people who are already utilizing e-mail marketing. Learn about the things they have discovered and the results they see as well as a variety of tools that can be used.

Attendees will gain information on how e-mail marketing can benefit a variety of business and public entities. From newsletters to personalized marketing, this is a tool that can be well utilized.

Entrepreneurship in Action - Part 1

Presenter(s): Shaina Prough

Room: Century
Moderator: Brandon Prough

Entrepreneurship In Action - This session will be geared for youth. Attendees will go through an entrepreneurship inventory and then complete a hands-on entrepreneurship exercise.

Tuesday, Nov. 16, 2010

3:30pm – 4:30pm

Growing a Successful Technology-Based Startup

Presenter(s): Kevin Carr & Jan Srack

Room: Longhorn
Moderator: Jamie Hofling

Capitalize on two perspectives of how to grow a successful startup – from a technology-based, statewide network’s point of view and from first-hand experience of a successful Kansas entrepreneur. KTEC CEO Kevin Carr will discuss how a strong, vibrant entrepreneurial landscape is key to optimizing a startup company’s chances for success. Learn how a comprehensive network that encompasses strategic research, commercialization, must-have business and manufacturing know-how and access to capital contributes to the survival rate of startups. Carr will discuss the criteria used to identify high-potential entrepreneurs and startups, the funding mechanisms to feed the growth of innovation-based companies and the types of business support systems that position these companies for growth. Drawing on her own experience, Jan Srack, Salina entrepreneur and business woman, will discuss how to take potentially revolutionary intellectual property and bring it to fruition. Srack

will lead you through the life cycle of a startup – from conceptualization to product development to market analysis to funding. Srack will discuss the role of local mentors in a startup’s success as well as the time it takes to go from intellectual property to market.

Participants will gain an understanding of how to identify strategic partners, build a local or regional network, access a wide variety of local, regional and national resources and obtain funding.

Protect and Grow Your Business

Presenter(s): Jeff Hunter

Room: Sante Fe
Moderator: Doc Franklin

Jeff will show why there is a real need to protect and grow your business with an affordable business plan membership from GoSmallBiz.com. You will receive valuable consulting services. Business topics such as sales and marketing, management, finance, human resources, technology, tax and accounting, retirement, travel. Also Prepaid Legal. It is as important as health insurance or car insurance. It is legal insurance, offering the top legal company in your state for your legal issues, identity theft, wills, contracts and much more! There will also be a video presentation.

Attendees will be provided in depth a way to either advance and secure their present business or see a business opportunity for themselves. They will have a better understanding of the threats that exist with identity theft and how for a low investment they can have the best business and legal advice available.

Financial Statements Made Easy

Presenter(s): Elton Tophoj

Room: Harvest

Moderator: Pat Veearst

This session covers the financial documents necessary for budgeting, and preparing to present a proposal to a banker, or other lender. All entrepreneurs need to understand the balance sheet, cash flow statement, and the income statement. The presentation includes worksheet examples and explanations.

The goals of this session are: learn how to prepare a budget (cash flow), how to prepare a balance sheet, and how to prepare an income statement. The student will learn how to discuss each statement with others, explain what each contains, and the proper use of each financial statement.

Agritourism: Your Next Cash Crop?

Presenter(s): Jan Jantzen

Room: Pioneer

Moderator: Janet Kuhn

Agritourism: Your Next Cash Crop? How to start your business. "You don't have to plant or fertilize tourists, they're perennials," says Jan Jantzen. Guest from all over the US and world are paying Kansas agritourism businesses for authentic rural experiences. They are looking for farm and ranch vacations, hunting and fishing opportunities, wineries, bird watching at a country inn, trail riding, pumpkin patches, u-pick fruits and vegetables, campfires, stargazing, and stories of the history and culture of the local area.

So far, 46 new agritourism businesses have been formed. Session attendees will learn how these businesses got started and how to start their own businesses. Topics include a definition of agritourism, average incomes of Kansas agritourism operators, characteristics of the customers, designing your business, liability, the products and services we have that customers want, marketing, etc. Agritourism is joining cattle and crops as an important source of income for farmers, ranchers, and main street merchants. Attendees will learn why investments are low and yields are high.

Attracting a Viable Workforce

Presenter(s): Chelsey Fisher

Room: El Capitan

Moderator: Roger Hrabec

After decades of struggling with a low unemployment rate, our community took a comprehensive effort to focus on our workforce issue through varying levels of partnerships and programs. This session will focus on implementation of recruitment, retention, leadership and entrepreneurship programs.

This session will focus on how to structure a complete workforce program that addresses recruitment, retention, workforce training and employee placement that benefits both the employer and employee.

Web Site Development and Use

Presenter(s): Mike Nelson

Room: Apache

Moderator: Joann Knight

This session will provide an overview of strategies for using the internet to reach customers and promote your business. Focus will be on utilizing current technology, content management systems, video, and social media integration.

Attendees will learn about the latest trends in web development, and what makes sense for small to mid-size businesses and organizations. We will discuss the advantages of developing a CMS-based site, delivering high-quality video content, mobile devices, and integrating social media, such as Facebook and Twitter, into a business site.

Entrepreneurship in Action - Part 2

Presenter(s): Shaina Prough

Room: Century

Moderator: Brandon Prough

Entrepreneurship In Action - This session will be geared for youth and is a sequel to Entrepreneurship in Action-Part 1. Attendees will go through an entrepreneurship inventory and then complete a hands-on entrepreneurship exercise.

Tuesday, Nov. 16, 2010

4:45pm – 5:45pm

Give Your Way to a Successful Business

Presenter(s): Steve Riat & Jackie Fleming

Room: Longhorn

Moderator: J. J. Jones

Your business is more than just a way to make a living, it's an integral part of your community, and so is your leadership. Learn how to utilize your leadership skills to cultivate lasting relationships with your community and help your business grow.

If you think your clients already know who you are and what you do, you might be surprised. Learn how to successfully network and connect with your current and potential clients. How can giving back help you become more successful? Explore the benefits doing more and getting more.

Marketing 101: Fundamentals Every Business Should Know

Presenter(s): Dave Buchholz

Room: Sante Fe

Moderator: Doc Franklin

Discover basic marketing principles that have a bottom-line impact on your business: How to create a distinct identity for your business; the most effective way to distribute your message; how to build value for what you do; how to connect with your customer; and how to build your business without wasting a lot of money. This is a practical, real-world look at ways to improve the effectiveness of and return on your marketing and advertising investment.

Understanding Your Credit Report

Presenter(s): Mary McCune

Room: Harvest

Moderator: Mari Tucker

The Credit Report is a “report card” that summarizes a person’s financial history and expresses it as a numerical credit score. That credit score is one of the most important things in your personal and business world. Learn the fundamentals of credit reporting agencies, credit reports, and credit scores, and their relationship to lending institutions. There is no single “official” credit reporting agency. It is vitally important for you as a prospective borrower to know what is being reported about you. And last but not least, attendees will learn how the credit card companies are using your credit report to their advantage. This is a program that is packed with information that you can’t afford to miss.

Persons attending this session will gain an understanding of the credit reporting process and how it directly affects their ability to obtain financing and favorable interest rates. More specifically, the objective is for attendees to learn the fundamentals of credit reporting agencies, credit reports, and credit scores, and their relationship to lending institutions.

Farmers Market - A good fit for your business?

Presenter(s): Mercedes Taylor-Puckett

Room: Pioneer

Moderator: Jane Talbott

Markets are hot! The number of farmers markets has skyrocketed and shoppers are attending in droves. Markets are an excellent opportunity for agricultural entrepreneurs to raise awareness for their brands, test products and do consumer research. Learn which skills and resources are needed to succeed in the farmers market environment.

Attendees will gain an understanding of how farmers market operate, the resources needed to be a successful market participant as well as the potential benefits markets provide agricultural entrepreneurs. This session will assist participants in determining whether a farmers market is an appropriate marketing outlet for their businesses. Resources will include publications covering rules and regulations and marketing tips.

Community Coaching: Facilitation + Information = Transformation!**Room:** El Capitan**Presenter(s):** Ron Wilson & Dan Kahl**Moderator:** James Foster

Community coaching is a new approach being used across the nation. The concept helps participants lead and facilitate – but not dictate -- community improvement processes. Now a group is bringing community coaching to Kansas. This workshop will share how the catalytic power of community coaching can benefit communities for the future.

Attendees will learn the definition of community coaching and the catalytic power which it brings to a process or community. They will also learn opportunities to participate in the community coaching academy in Kansas. Attendees can also expect to learn about opportunities that community coaching might be applied in their home communities or programs.

Socially Speaking – Basics of telling stories in the world of Social Media**Room:** Apache**Presenter(s):** Mike Farag**Moderator:** Janet Kuhn

People are clamoring to figure out social media, its important to know the basics in order to determine how best to use it if at all. Telling stories and connecting with your tribe of followers is key no matter what format you choose. This session will be on how best to tell your story “socially” through some basics of Twitter, Facebook Pages and other social tools.

The objectives of this session is to challenge your thinking about how to make your story repeatable. It is also to know the basics of Twitter and Facebook Pages that will enable you to evaluate if they fit your business.

Lead the BEST!**Room:** Century**Presenter(s):** Kathie Starkweather**Moderator:** Brandon Prough

Developing leadership skills in youth is extremely important. This presentation will be interactive and help youth build leadership by learning fundamental components of successful leaders influencing others, personal accountability, self-management skills, and goal achievement.

The goals of this session are to understand that leadership can be taught; to understand how it appears within youth's own circles; and provide tools to assist you in developing into full leadership roles.

EDUCATIONAL SESSION INFORMATION

Wednesday, Nov. 17, 2010

Keynote

8:00am – 9:00am

Small Business Success: Irreverent Keys to Getting Started

Room: Banquet Room

Presenter(s): Jan Jantzen

Moderator: Kathie Starkweather & Carole Jordan

Jan Jantzen: farmer, college administrator, agritourism business owner, and Rural Tourism Development Director. Jan shares his simplified, practical, somewhat irreverent keys to getting started in small business. With apologies to lawyers, CPAs, college professors, and others who help folks start businesses, Jan offers a streamlined approach which involves such ideas as picking your deal breakers, customer profiling, and shameless marketing. Stories from his clients and from his own business will be used to illustrate key points. Jan directs the Agritourism Initiative for the Flint Hills Resource Conservation and Development Council in Emporia, Kansas which is responsible for the development of more than fifty new businesses.

There is a tremendous gulf between knowledge and action. This presentation attempts to simplify the process of starting a business, to keep people from getting paralyzed with too much information, and to make a case for taking action. Attendees will take home a more positive, action oriented attitude about starting a new business.

Wednesday, Nov. 17, 2010

9:30am – 10:30am

Working with Different Generations in the 21st Century Workplace

Room: Longhorn

Presenter(s): Kyle Stone

Moderator: J. J. Jones

For the first time in our countries history there are generations working in the same workforce. Each generation is motivated differently and employers are struggling to meet the demands and widening gap between generations. This session will help employers understand the characteristics of each generation and offer solutions for developing a high performance workforce in the 21st century.

There are two primary learning objectives for this session. The first is to define the characteristics and attributes of the three generations: Baby boomers, X Generation, and the Y Generation. The second objective is to outline strategies for developing each generation in a way that contributes to a more cohesive workforce that builds on the strengths of each generation while managing weaknesses. The overall session goal is for participants to gain a better understanding of generations currently in the workforce and human resource development strategies associated with each.

E-business: Effectively Using Word of Mouse (Beginner)

Room: Sante Fe

Presenter(s): Steve Riat & Jackie Fleming

Moderator: James Foster

The Internet has profoundly changed the rules. Smart business owners now communicate with buyers through content-rich Web sites, blogs, YouTube videos, e-books and other value added online deliverables that buyers actually want to consume. This is an interactive, fast paced session!

In this session attendees will learn how to effectively use their online presence to connect with their clients, drive traffic through value, and stand out amongst competitors. Discover many low or no cost ways to be bigger, faster, and smarter than the competition.

Financing Your Business

Presenter(s): Faye Trent & Steve Hanson

Room: Harvest

Moderator: Mari Tucker

This session will assist businesses to develop loan packages that meet the financial need of a project. It will also provide financing avenues with either a single program or bringing together several programs to provide the best terms and interest rates for the client. With the tightening of commercial credit by many lending agencies in 2009 and 2010, this session will discuss some of the options available to both start-up businesses and expanding businesses.

Learn about multiple resources to enable your business to obtain funding for a startup business or the expansion of an existing business. This session will also teach you how to access and prepare the online application for funding through the kansasbusinessloans.com web site. You will leave the session with a broad overview of financing options available for your business and how the Kansas Certified Development Companies can help make your “dream” a reality.

Rural Development in the 2012 Farm Bill

Presenter(s): Chuck Hassebrook

Room: Pioneer

Moderator: Kathie Starkweather

From this session, you will learn how you can help make the farm bill also a rural development bill. The farm bill directly affects our ability to create a better future in our communities, providing funding for small business development, valued added agriculture and community development. Rural Kansans have a unique opportunity to make a difference with high ranking, influential congressional representatives at the center of the debate. The workshop will provide an introduction to the issues and means to make a difference.

Attendees will learn why and how the farm bill is an opportunity for rural development through programs that support small business development, beginning farmers and rural development.

AMI, A Resource for Kansas Manufacturing

Presenter(s): Dale Wunderlich

Room: El Capitan

Moderator: Craig Van Wey

The Advanced Manufacturing Institute, a KTEC center and department at K-State, helps manufacturers and businesses in Kansas to develop brand new products and improve production processes.

Attendees will learn about the process AMI uses to help inventors and entrepreneurs develop products from understanding the needs of the market, to protecting ideas and finally making a profit.

Developing, Accessing, and Utilizing Intellectual Property

Presenter(s): Kenneth Williams

Room: Apache

Moderator: Doc Franklin

This session will provide an introduction to University Sponsored Research as well as highlight the processes by which companies can access and secure Patented Intellectual Property for the benefit of their organization.

Participants will gain: 1) A better understanding of the opportunities that are available for low-cost development and testing of their ideas, via the University System in Kansas 2) A general overview of the types of technologies that are available for license at Kansas State University and Wichita State University. 3) A general understanding of what to expect when licensing technology from a University 4) A general overview of the services that are available to small technology based companies and start-ups both from NISTAC and their partner organizations across the State.

Successful Entrepreneurship Curriculum for High Schools

Presenter(s): Elton Tophoj

Room: Century

Moderator: Roger Hrabe

Cutting edge data from a doctoral dissertation will be presented on high school entrepreneurship curriculum. A survey of businessmen, entrepreneurship teachers, high school students, and two-year alumni indicates those courses reported as most important to a high school entrepreneurship curriculum.

Attendees of this session will learn which course descriptions will result in the most benefit to the high school or college student interested in entrepreneurship. The session will help students, teachers, and community leaders determine which topics are most important to their curriculum lineup.

Wednesday, Nov. 17, 2010

10:45am – 11:45am

Business Plan Essentials

Presenter(s): Ron Newman

Room: Longhorn

Moderator: J. J. Jones

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 & suggestions on planning. Gain confidence in your ability to develop your own business plan and develop understanding that business planning pathway is your pathway to action.

Attendees will learn why the first element in business planning is personal assessment. They will also learn what is the difference between a feasibility and a business plan? Last, but not least attendees will find out what is essential to a good business plan and what ingredients a plan should have.

20 Killer Marketing Ideas that will Build Your Business

Presenter(s): Dave Buchholz

Room: Sante Fe

Moderator: Jane Talbott

This session will provide you with 20 attention-getting, easy to implement marketing tactics that are sure to strengthen relationships with current customers—and gain new ones. Best of all, most of these ideas don't cost a lot of money! Discover how to improve your direct mail program. Reduce the number of tire-kickers in your business. Increase the impact and cost-effectiveness of your advertising expenditures. You're bound to find many of these ideas applicable to your business—and you'll be able to put them to work as soon as you get back home.

USDA Rural Development Business Programs

Presenter(s): Brandon Prough

Room: Harvest

Moderator: Mari Tucker

This session will give basic information about USDA Rural Development programs that can be used by businesses to assist with expansion, energy savings or business start up.

Attendees will gain an understanding of the programs available to them and how to access the programs.

What Flew! What Flopped!

Presenter(s): Value Added Producer Panel

Room: Pioneer
Moderator: Carole Jordan

Attend this sessions to learn from small food and agricultural business owners. Join the panel as they share successes as well as lessons learned.

Non-Conscious Discrimination

Presenter(s): Kathie Starkweather

Room: El Capitan
Moderator: John Gendron

The presentation lays out how everyone discriminates without realizing it. The implications and impacts on small business owners, community developers etc. is important because it impacts whom they serve w/their business; whom they invite to live in their community; how we interact with youth and more.

Attendees will better understand what they are doing as individuals and how that impacts their business, community and more.

Using Your Smartphone Effectively

Presenter(s): Jeff Renner

Room: Apache
Moderator: Pat Veesart

Is technology overtaking your life? Attending this session will assist you in utilizing your Smartphone features and functionality with productivity and efficiency while away from the office.

Understanding Your Credit Report

Presenter(s): Mary McCune

Room: Century
Moderator: Joann Knight

The Credit Report is a “report card” that summarizes a person’s financial history and expresses it as a numerical credit score. That credit score is one of the most important things in your personal and business world. Learn the fundamentals of credit reporting agencies, credit reports, and credit scores, and their relationship to lending institutions. There is no single “official” credit reporting agency. It is vitally important for you as a prospective borrower to know what is being reported about you. And last but not least, attendees will learn how the credit card companies are using your credit report to their advantage. This is a program that is packed with information that you can’t afford to miss.

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Wednesday, Nov. 17, 2010

1:45pm – 2:45pm

Human Resources - What Employers MUST know!

Presenter(s): Pat Veesart

Room: Longhorn
Moderator: J. J. Jones

If you have employees do you understand what regulations apply? Do you know not only what you cannot ask in an interview but also what you should be asking? This session is an overview of hiring, firing, and interviews as well as take-aways on regulatory issues and resources.

Attendees to this session will leave with handouts on regulatory issues, potential interview questions, and resources for further information. The primary objective is to lower risks to employers by getting them information they need and often do not have.

Building a Better Brochure

Presenter(s): Dave Buchholz

Room: Sante Fe
Moderator: Chelsey Fischer

It doesn't take a lot of money to make your brochures more effective—just a little knowledge. After just one hour, you will have the tools you need to ramp up the quality and impact of your printed materials. During this session, you will learn: -What to say—and how to say it. The most important thing to remember about photographs. What's on the cover matters—big time! Effective typography for maximum readability. Essential information for every brochure. Common brochure blunders...are making any of them? Many of these ideas are applicable to other marketing communications such as advertising, direct mail and websites. You're already making the investment in a brochure. After this session, you'll know how to make that investment work even harder for you.

Financing Your Business with the SBA

Presenter(s): Vanessa Klein

Room: Harvest
Moderator: Mari Tucker

Do you need money to start, purchase or expand a small business? As the nation's largest single financial backer of small business, SBA's business loan programs provide a key source of financing for viable small businesses that have real potential, but cannot qualify for loans on their own. Learn how these loan programs work, who is eligible, what is required and what the SBA looks for in evaluating an applicant.

Attendees will learn about the various SBA loan programs - how they work and what the requirements are. In exploring this information, they will also gain a better understanding of commercial lending in general.

Resources for Value-Added Agriculture

Presenter(s): Carole Jordan

Room: Pioneer
Moderator: Craig VanWey

We in the rural development division recognize that Kansas remains an agricultural state, and that many opportunities for entrepreneurship are based on the farm and ranch. When jobs are created in businesses that add value to our land, resources and agricultural products, the whole state wins. We've helped businesses that range from pumpkin farms to flour mills, and we can help you.

Inform participants about available resources through agricultural marketing services of the department of commerce.

Home Grown Entrepreneurs

Presenter(s): Larry Powell & Phyllis Klima

Room: El Capitan
Moderator: Kathie Starkweather

Project OPEN provides entrepreneurial education and business support to entrepreneurs who already own or want to start a business in Saline County. Project OPEN includes Entrepreneur Training and Business Development Services. Applicants must successfully complete Entrepreneur Training prior to qualifying for Business Development Funds. The Project OPEN initiative establishes designated funding to support entrepreneurial development in Salina, with special emphasis on owner-operated businesses. The purpose of this project is to educate entrepreneurs in best business practices and help them establish or expand their businesses in Salina.

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Marketing Rural Businesses with Foursquare

Presenter(s): Becky McCray

Room: Apache
Moderator: James Foster

Location-based technology is revolutionizing how people use online games, social networks and media sharing sites. Why do you care? Right now, tourists, visitors and your potential customers are looking for you there. Get ready for this new marketing opportunity.

Participants will learn to identify location-based services relevant to small business and to understand how and why visitors use these services. Through examples, participants will learn marketing strategies and best practices.

Why YEK?

Presenter(s): Kylie Zibell & Melody Head

Room: Century
Moderator: John Gendron

YEK teaches free enterprise fundamentals through hands-on experiences and encourages students to start their own businesses, enhance their business skills for future career opportunities and continue into higher education. Experience the basics of entrepreneurship by participating in hands-on activities such as the COGS activity, Jones Soda activity, Hershey's activity, and the Pricing activity.

Session Goals: 1. Participants will learn what YEK consist of in a high school classroom. 2. Participants will be active learners while exploring the different components of YEK. Learning Objectives: 1. Participants will determine the cost of goods sold of one unit (COGS) 3. Participants will create a marketing strategy for a specific audience. 4. Participants will determine the breakeven point for pricing an item.

WP2-22

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Room: Longhorn

Wednesday, Nov. 17, 2010

1:45pm - 2:45pm

Market Understanding through Data Networks

Presenter(s): Manveen Saini & Dale Wunderlich

Room: Sante Fe
Moderator: Chelsey Fischer

Web-based tools available for free and social network techniques can help business/community recognize new opportunity, market itself and create stronger collaboration networks. The session will give an overview of available free tools and social network analysis to understand the marketplace.

In this presentation the audience will get to know about free online tools available that can be used for presenting data in innovative ways, an understanding of what social networks are and how to use the techniques of social network analysis to weave stronger networks.

Public Capital Funding for Entrepreneurs

Presenter(s): Erik Pedersen

Room: Harvest
Moderator: Mari Tucker

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 can provide those necessary funds. NetWork Kansas will present an overview of the public capital funding options in Kansas, the StartUp Kansas loan/grant program as well as the Entrepreneurship (E) Community partnership.

Attendees will gain an understanding of the various types of public capital that are available for entrepreneurs and how to apply for these funding options. The presentation will also give examples of how some of these funds have been used in the past to help the attendees determine if there is a fit. In addition, NetWork Kansas will give an overview of the resources that exist in Kansas to help an entrepreneur build a solid foundation in order to be "funding ready".

Developing, Accessing, and Utilizing Intellectual Property

Presenter(s): Kenneth Williams

Room: Pioneer
Moderator: Doc Franklin

This session will provide an introduction to University Sponsored Research as well as highlight the processes by which companies can access and secure Patented Intellectual Property for the benefit of their organization.

Participants will gain: 1) A better understanding of the opportunities that are available for low-cost development and testing of their ideas, via the University System in Kansas 2) A general overview of the types of technologies that are available for license at Kansas State University and Wichita State University. 3) A general understanding of what to expect when licensing technology from a University 4) A general overview of the services that are available to small technology based companies and start-ups both from NISTAC and their partner organizations across the State.

Community Investment and Kansas Community Foundations

Presenter(s): Svetlana Hutfles & Pat Hamit

Room: El Capitan
Moderator: Carol Meyer

In 2009, Kansas community foundations invested over \$207 million in their local communities through grants and scholarships, together these foundations hold more than \$1.3 billion in assets which are helping to ensure the continued success of the communities they represent. Learn about the community foundation in your area and ways of investing in the wellbeing of the community that your business operates in via local community foundations.

Participants will learn about a "go to" expert on philanthropy in their area. The session will raise awareness of the role community foundations play in retaining wealth in KS and ways that CFs invest back into their respective communities. The objective is to provide information to the participants about the community investment tools available for them at their local CFs.

The Library of OZ: There's No Place Like Libraries

Presenter(s): Earl Givens, Jr.

Room: Apache
Moderator: Stephanie Fritz

Attendees will gain knowledge of the following: Learn how to navigate the State Library of Kansas web site when looking for our free services. Learn how to use our virtual library, including downloading audio books and ebooks. Learn how to use our free online homework tutoring program. Learn how to use our free online schools for building new skills. Learn how to use and navigate over 45 databases available to the state of Kansas.

What is Entrepreneurship?

Presenter(s): Kylie Zibell & Melody Head

Room: Century
Moderator: Kathie Starkweather

Most of us earn a living by working in a business. The person who creates and runs a business is an entrepreneur. Do you have the characteristics to be an entrepreneur? Come and find out!

Session Goals: 1. Students will learn how to determine characteristics of successful entrepreneurs. 2. Students will learn how to define an entrepreneur. Learning Objectives: 1. Students will participate in a personal characteristics assessment. 2. Students will evaluate the assessment results through guided discussion. 3. Students will keep an open mind to the thought of becoming an entrepreneur someday.