

## 2010 Kansas MarketPlace: Opening Doors to Success

### Agenda at a Glance - Wednesday, November 17, 2010

Exhibit Area Opens - 7:00am							
Registration Area Opens -7:00am							
8:00am - 9:00am	Welcome- Small Business Success - Jan Jantzen						
BREAK - 9:00am - 9:30am (Networking & Visit Tradeshow Booths)							
Session Time	Session Code	Tracks	Session Title	B	I	A	Speakers
9:30am - 10:30am	WA1-1	Business Development	Working with Different Generations in the 21st Century	B			Kyle Stone
	WA1-2	Marketing	E Business Effectively Using Word of Mouse (Beg.)	B			Steve Riat
	WA1-3	Financial	Financing Your Business	B	I	A	Patty Richardson & Randy Hrabec
	WA1-4	Agriculture	Rural Development for 2012 Farm Bill	B			Chuck Hassebrook
	WA1-5	Community Development	AMI- A Resource for Kansas Manufacturers				Dale Wunderlich
	WA1-6	Technology	Developing, Accessing, and Utilizing Intellectual Property	B			Kenneth Williams
	WA1-7	Youth	Successful Entrepreneurships	B			Elton Tophoj
BREAK - 10:30am -10:45am (Networking & Visit Resource Zone)							
10:45am - 11:45am	WA2-8	Business Development	Business Plan Essentials				Ron Newman
	WA2-9	Marketing	20 Killer Marketing Ideas	B	I		Dave Buchholz
	WA2-10	Financial	USDA Rural Development Business Programs	B			Brandon Prough
	WA2-11	Agriculture	Value Added Agriculture				Value Added Panel
	WA2-12	Community Development	Non-Conscious Discrimination	B	I	A	Kathie Starkweather
	WA2-13	Technology	Using Your SmartPhone Effectively				Jeff Renner
	WA1-14	Youth	Impact of Credit Reports				Mary McCune
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	WP1-15	Business Development	Human Resources - What Employers MUST know!				Pat Veasart
	WP1-16	Marketing	Building a Better Brochure	B	I		Dave Buchholz
	WP1-17	Financial	Financing Your Business with SBA (Beg.)	B			Vanessa Klein
	WP1-18	Agriculture	Agricultural Marketing				Carole Jordan
	WP1-19	Community Development	Home Grown Entrepreneurs	B			Larry Powell
	WP1-20	Technology	Marketing Rural Businesses with Foursquare		I		Becky McKray
	WP1-21	Youth	Why YEK?	B			Kylie Zibell & Melody Head
BREAK - 2:45pm - 3:15pm (Visit Tradeshow Booths)							
3:15pm - 4:15pm	WP2-22	Business Development	Succession Planning				Dennis Fenner
	WP2-23	Marketing	Marketing Understanding Through Data Networks	B			Dale Wunderlich
	WP2-24	Financial	Public Capital Funding for Entrepreneurs	B	I		Erik Pedersen
	WP2-25	Agriculture	Developing, Accessing, and Utilizing Intellectual Property	B			Kenneth Williams
	WP2-26	Community Development	Community Investment & Kansas Community Foundation	B			Svetlana Hutfles
	WP2-27	Technology	The Library of OZ: There's No Place Like Libraries				Earl Givens, Jr.
	WP2-28	Youth	What is Entrepreneurship?	B			Kylie Zibell & Melody Head
Final Wrap up - 4:15pm - 4:45pm (Wrap up/Door Prizes)							
<b>DRIVE SAFE!</b>							