



Fall Edition 2010

In this Issue

[2010 State Fair](#)

[Kansas MarketPlace](#)

[Business Enhancement
Grant Changes](#)

[Agritourism Courses](#)

[Kansas International
Tradeshow Assistance
Program](#)

[Simply Kansas
Featured Company](#)

[KSBDC Series Part 3](#)

Simply Kansas Receptions

Simply Kansas products will be featured at the following events:

Kansas State Fair
Hutchinson, KS
September 10th

**Kansas Energy
Conference**
Wichita, KS
October 12th - 13th

Rural Development Division at the 2010 Kansas State Fair

The Kansas Department of Commerce's Rural Development Division is pleased to announce several new events for this year's State Fair. All the events will take place in the Bluestem Building, located at the corner of Grandstand Ave. and Bison Blvd.

Taste of Simply Kansas Friday, Sept. 10

The inaugural "Taste of Simply Kansas" event, featuring food products from Simply Kansas trademark members, will be held on Friday, September 10 from 6-8 p.m. Tasting sessions, catered by Hutchinson's *Catering for You*, will be one half-hour in length. Commerce will partner with USDA Rural Development for the event to promote and support local and regional food efforts.



To ensure adequate quantities of food and to comply with occupancy requirements, admission is restricted to ticket holders. Tickets are free and can be obtained at SimplyKansas.com. Wine and beer will be available for purchase at the Kansas Wine and Beer Garden.

Simply Kansas Showcase Saturday, Sept. 11-Sunday, Sept. 19

The daily "Simply Kansas Showcase" will begin on Saturday, September 11. Fair-goers will have the opportunity to sample Simply Kansas food products, meet the producers and vote for their favorite Kansas wine or beer. The Bluestem Building will also be a Wi-Fi "hot spot," with Lindborg's Blacksmith Coffee available for purchase at the Kansas Wine and Beer Garden.

[Simply Kansas Showcase Daily Schedule](#)

Kansas Tourism Conference
Kansas City, KS
October 10th - 12th

Broadband Summit
Wichita, KS
October 24th - 25th

Kansas MarketPlace
Dodge City, KS
November 16th - 17th

Point of Sale Materials

Stickers, shelf-hangers, banners and bags are available for purchase. Download the order form at SimplyKansas.com under the Member Benefits tab.

Simply Kansas Calendar

Members can place their events on the Simply Kansas calendar. This is one more way to promote activities and events. E-mail calendar items to the [Rural Development Division](http://RuralDevelopmentDivision) to be added to the page.

Simply Kansas Event Grant Update

The Simply Kansas Event Grant (detailed in the Summer Edition) has been activated and we are receiving applications for a variety of events. Applicants are required to feature at least three Simply Kansas products in

[\(top\)](#)

2010 Kansas MarketPlace Fast Approaching



The second annual Kansas MarketPlace will be held at the Dodge House Hotel and Convention Center in Dodge City, Kan., on Tuesday, November 16 and Wednesday, November 17, 2010. The event is presented by the Center for Rural Affairs and the Kansas Department of Commerce.

The agenda features sessions on business development, marketing, financing, community development, agriculture, youth and technology, as well as keynote speakers. Topics such as "20 Killer Marketing Ideas", from renowned marketer Dave Buchholz, and "Agritourism: The Power of Packaging", with Jan Jantzen, will be covered during the break-out sessions. In all, more than 40 sessions will be available, ranging from email marketing to social media!

This year, the exhibit area will be a Resource Zone. The Zone will be a wonderful place for networking opportunities and will provide the venue for participants to share their expertise with others. Attendees can pose questions to industry professionals and exhibitors will share knowledge they have gained from personal experience.

The *Simply Kansas* trademark program will once again be featured in a "Taste of Simply Kansas" reception on Tuesday night, November 16. The reception, which is free to registered attendees, will offer Kansas-grown and Kansas-produced food items from trademark program members. The tasty food and camaraderie made the Simply Kansas reception a big hit last year.

Follow Kansas MarketPlace 2010 on Facebook, Twitter and LinkedIn for updates on registration and agenda sessions. To learn more about MarketPlace, visit KansasCommerce.com/marketplace or www.cfra.org/marketplace/home.

[\(top\)](#)

Changes to the Business Enhancement Grant Program

We're pleased to announce an important change in the Business Enhancement Grant program. Effective immediately, we have removed the application due dates (formerly January 15th, April 15th, June 15th and October 15th) and will accept applications at any time. All applications received before May 25th of any year will be considered

their event. As such, you may notice an increase in demand for your products. If you are contacted to provide product for an event, please remember to respond in a timely manner!



for funding in the current fiscal year. Applications received after that date will be considered for funding in the following fiscal year. For example, any application submitted between May 25, 2010 and May 25, 2011 will be considered for funding in fiscal year 2011. Applications received after May 25, 2011 will be considered for funding in fiscal year 2012.

Please keep in mind, you must be a Simply Kansas member in good standing for at least six months before applying for grant funding and each company is limited to total cumulative grant funding of \$7,500. Please visit SimplyKansas.com (Member Benefits tab) for complete program guidelines as well as the application form.

As always, we appreciate your membership in the Simply Kansas program and look forward to assisting you with your business enhancement endeavors. If you have questions on the new application process, please contact Mari Tucker at (785) 296-6080 or mtucker@kansascommerce.com.

[\(top\)](#)

Kansas Department of Commerce hosted five-part agritourism course

Farmers, business owners and entrepreneurs interested in agritourism recently participated in a five-part agritourism course at the Netawaka Community Building in Netawaka, Kan. "Agritourism" is typically defined as the crossroads of traditional agriculture and tourism and the workshops helped agriculture producers realize the benefits of tailoring their operations to tourists.

The course, which was presented in five consecutive Monday night sessions, provided an overview of agritourism, including how rural entrepreneurs can start a new agritourism business or incorporate agritourism into an existing business. The course was led by Jan Janzten, Director of Rural Tourism Development for the Flint Hills Resource Conservation & Development and owner of Kansas Flint Hills Adventures and staff from the Kansas Small Business Development Center. Sponsors for the events included the Kansas Department of Commerce, Flint Hills Resource Conservation & Development and Glacial Hills Resource Conservation & Development.

The Kansas Department of Commerce promotes agritourism in Kansas through various programs and services, including the Kansas Agritourism Attraction Development Loan, the Agritourism Educational Scholarship Program and the Simply Kansas trademark program. For details, visit KansasCommerce.com/agritourism.

If you missed the opportunity to attend the August workshops, the

series of workshops will be offered early next year in the South Central Kansas/Sunflower Resource Conservation and Development area. Please watch your e-mail Inbox for details!

[\(top\)](#)

Kansas International Trade Show Assistance Program

Did you know the Kansas Department of Commerce provides financial assistance for trade shows? The Kansas International Trade Show Assistance Program (KITSAP) helps introduce Kansas companies to foreign markets through participation in trade shows. Eligible companies are those whose product or service originates in Kansas or whose products receive substantial value-added processing in Kansas.

To be eligible for funding, a company must first apply to KITSAP, be approved, then sign and return the KITSAP contract before attending a funded trade show. After the company attends the trade show, the program will reimburse up to one-half of a company's eligible direct expenses - not to exceed \$3,500 per show. A company may not exceed \$7,000 in total combined financial assistance during a State fiscal year (July 1 - June 30). KITSAP will only consider trade shows where the applicant is exhibiting for the first time.

[Click here](#) for guidelines and application forms or contact the Kansas Department of Commerce, Trade Division at (785) 296-4027.

[\(top\)](#)

Monthly Simply Kansas Featured Company

As you may know, each month a different Simply Kansas member is chosen to be the "Featured Company" on the Simply Kansas website. The webpage is a great way to inform consumers about the wonderful member companies and provides members a venue for promoting their products.

If you are interested in being a featured company, please submit a brief summary of your company (viewers love to hear your story!), a JPEG photo of your staff or your logo and a recipe using your product to J.J. Jones (jjones@kansascommerce.com). We will review requests in a first-come, first served process and will advise you of the month your company will be featured.

We sincerely appreciate your support of the trademark program and your wonderful Kansas-made products!

[\(top\)](#)

Kansas Small Business Development Center Series

Part 3

Choosing a distribution channel

Now that you've chosen a product and a market, and you have a pricing strategy in mind, it's time to make sure you are in the correct distribution channel. One way to think about your potential distribution channels is to consider whether you want to be:



Wholesale or retail or some combination

Brick and mortar or online or some combination

Then there are other optional configurations depending on whether you want to set up a dealer network or sell through other retailers.

There are advantages and disadvantages to each type of strategy. Regardless of the distribution method(s) you choose, you must also consider two important factors: push and pull. Push is what you do to promote or aggressively price the product through to the end customer. Pull is the demand created by direct request from the end customer.

For example, you might want to sell direct to customers, because you can sell at a higher margin. However, you might discover that you can be more profitable selling wholesale through a dealer network or to retailers, because you can sell a much higher volume. In short, you might get a higher price at retail, but you might not be able to do it as efficiently. In either case, you will have to create demand through promotion, which we will discuss in the next installment.

Also, remember that there is not necessarily an all-or-nothing strategy. While it might be difficult to be both a wholesaler and a retailer, it is nearly always feasible to distribute products both online and in a physical location(s). Although you shouldn't depend on a web site to drive a high percentage of sales, it can be an important promotion tool as well as a sales portal. According to the United States Department of Commerce, online retail sales account for seven percent of all retail sales. If you do not think seven percent is much, try removing seven percent from your sales projections!

Choosing the right distribution channel(s) can have a big impact on profitability from a cost standpoint. Depending on your product, you might be able to respond to "pull" from customers ordering online and have products built or drop-shipped and incur minimal inventory costs.

Talk to your business consultant and management team about which strategies are best for your product(s).

David Mace is a business consultant for the Kansas Small Business Development Center. Visit the [KSBDC](#) website to find a consultant near you.

Commerce Pavilion at 2011 Pheasant Fest

The Kansas Department of Commerce is sponsoring a Kansas pavilion at the National Pheasants Forever conference in Omaha Jan. 28-30, 2011. The event, known as Pheasant Fest, focuses on upland game bird hunting, wildlife conservation, dog training, and wildlife habitat management and restoration.



In connection with the trade show, Pheasants Forever will hold seminars on habitat improvement, pheasant hunting, shooting sports, wild game cooking, dog training, conservation and lots more.

Download your registration [form here](#) to participate in the pavilion. The Kansas pavilion will consist of nine booths of Kansas pheasant hunting operations along with one state booth promoting hunting in Kansas. Exhibitors may purchase their booth directly from the Kansas Dept. of Commerce. Through the State's sponsorship of the pavilion, companies will receive an extremely reduced booth rate to participate.

We encourage Kansas hunting businesses to participate in this event targeted at more than 20,000 people interested in hunting and wildlife. If you have any questions, please contact Becki Rhoades, Kansas Dept. of Commerce at (785) 296-1847 or [e-mail](#).

[\(top\)](#)

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