



NEWS

KANSAS
DEPARTMENT OF COMMERCE
Rural Development

Summer Edition 2010

2010 State Fair

The 2010 Kansas State Fair is Sept. 10-19 in Hutchinson. Don't miss your opportunity to be the Simply Kansas featured company of the day. Contact [J.J. Jones](#) for further details to reserve your space -- (785) 296-3174.

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](#)

Kansas Department of Commerce names Business Appreciation Month winners

Congratulations to Simply Kansas member Walters' Pumpkin Patch in being selected as one of five finalists for the Governor's Award of Excellence. The Kansas Department of Commerce has named 26 Regional Business Excellence Award winners and 105 Merit Award winners as part of Business Appreciation Month, the Department's annual celebration of Kansas businesses and their contributions to their communities and the state economy.

Each of the 131 businesses was nominated in one of four categories: Manufacturing/Distribution, Service, Retail and Hospital/Non-Profit. Five of the 26 Regional Business Excellence Award winners have been named Finalists for the Governor's Award of Excellence - the top award given to a business by the State - which will be announced June 29 at the Kansas Cavalry Encampment in Hays. The five finalists are:

- Landoll Corporation (Marysville)
- Neosho Memorial Regional Medical Center (Chanute)
- The Cunningham Courier (Cunningham)
- Frito-Lay (Topeka)
- Walters' Pumpkin Patch (Burns)

"Kansas businesses are the backbone of our economy and our quality of life," said Kansas Department of Commerce Secretary Bill Thornton. "Business Appreciation Month is our way of thanking these great Kansas businesses for all they do to keep our state strong."

For a full listing of Regional Business Excellence Award Winners,

[Division](#) to be added to the page.

Business Enhancement Grant

The next BEG application deadline is **July 15**.

visit: KansasCommerce.com Newsroom or contact Public Information Officer Joe Monaco at (785) 296-3760 or jmonaco@kansascommerce.com.

Simply Kansas Event Planning Guide and Grant Program

Did you know the Simply Kansas program provides grants in a competitive process to assist with the costs associated with hosting a Simply Kansas event? This new initiative, the Simply Kansas Event grant allows individuals, businesses, state agencies and other entities, as determined by the Rural Development staff, to apply for grant funding. In an effort to promote the grant program and the use of Simply Kansas products, the Ag Marketing staff has created a Simply Kansas Event Planning Guide. This guide provides a wealth of useful information, including planning tips, sample menus, a fruit and vegetable growing calendar and many other helpful tips and resources.



The grant funds can be used for various facets of the Simply Kansas event, including:

- Purchase of Simply Kansas products (must include a minimum of three Simply Kansas products)
- Fees associated with food preparation
- Corkage fees/beverage dispensing fees
- Menu/table tent printing
- Displays, signage and/or decorations
- Shipping fees

The grant requires a dollar-for-dollar cash match from the applicant and the maximum grant award per application is \$250.00. Entities may apply for a total of three grants, with total cumulative grant award per entity of \$750.00.

For further details on the program, to view the planning guide or submit a grant application, please visit the Simply Kansas web site SimplyKansas.com.

Growing Your Business- Kansas companies exhibit at the Fancy Food Show

Twice each year, the Kansas Department of Commerce coordinates a pavilion of Kansas companies at the Fancy Food Show. These national-level shows, sponsored by the National Association of the Specialty Food Trade (NASFT) (www.specialtyfood.com), are held in New York and San Francisco and offer Kansas companies the benefits of promoting their products to national buyers.

As your Simply Kansas business grows, you may want to consider avenues for reaching a larger audience. One way to expand from regional markets and sales into the national market is to exhibit at the Fancy Food Show. Since exhibitor space at the shows is restricted to NASFT members, you may want to consider joining NASFT before you are ready to exhibit. NASFT membership offers many benefits, including the *Specialty Food* magazine, which is a great resource for specialty food businesses.

These shows are not designed for consumers, but rather target wholesale buyers. These buyers represent a wide range of entities -- retailers, wholesalers, distributors and brokers - ranging from small gift shops to large specialty grocery stores. All the buyers are very interested in the quality products made by Kansas companies.

If your goals include growing your business to reach a broader audience, some steps you may want to take include:

- Consider joining the NASFT (there are several different levels of membership)
- Discuss NASFT membership with other Kansas member companies to learn more about the advantages and benefits of membership
- Review your production capacity and your ability to increase capacity
- Determine the wholesale prices of your products
- Research the best methods of shipping for your product (as well as shipping costs)
- Ensure nutrition information is included on your product label

There are resources available, such as the Simply Kansas Business Enhancement Grant, to help with the information and costs associated with expanding your business. In addition, there are also programs available to assist with the cost of exhibiting at the Fancy Food Show.

If you have questions about the Fancy Food Show or are interested in the opportunity to exhibit at the events, please contact Becki Rhoades at (785) 296-1847 or brhoades@kansascommerce.com.

Obtain highway signs for your agritourism attractions -

apply today!



As a Simply Kansas Agritourism Operator, you may be interested in promoting your business with a highway sign. Signage for your business on Kansas right-of-ways is made possible by Kansas Logos, Inc., through the Tourist Oriented Directional Sign (TODS) program and the Logo Program. The Kansas Travel

& Tourism Division accepts and approves applications for Tourist Attractions. An application kit, which includes the eligibility requirements, is available at TravelKSindustry.com. Additional information may be found at www.kansas.interstatelogos.com. Please contact Kelli Hilliard at (785) 296-4922 for further information.

Kansas 150 - A Sesquicentennial Celebration

Kansas will mark 150 years of statehood on January 29, 2011. ***Kansas 150*** is a grassroots effort among state agencies, communities and individuals across the state to educate Kansans about their heritage and commemorate the 150 milestone. The ***Kansas 150*** Advisory



Committee has partnered with Kansas.gov, a service of the Information Network of Kansas, Inc., to provide a website, KS150.org, where communities across Kansas can connect with agencies and resources and participate in events and programs that commemorate the anniversary of statehood. The site offers a variety of ways to get involved to commemorate the anniversary of statehood and is a portal to events, programs, resources, and agencies that commemorate the anniversary of statehood.

"We believe the KS150.org website will be the key to success for the Kansas Sesquicentennial Commemoration," said Mary Madden, ***Kansas 150*** Statewide Coordinator. "It will allow all people, organizations, and communities across Kansas to share their resources, programs, projects, and events with others thereby embracing our goal to make ***Kansas 150*** a true grassroots celebration of statehood."

As a Simply Kansas company, we'd like to invite you to join in the celebration by creating a sesquicentennial product or agritourism event. If you're interested in producing a ***Kansas 150*** product or would like further details on the year-long celebration, please contact Mari Tucker at 785-296-6080 or mtucker@kansascommerce.com.

Kansas Small Business Development Center Series

Part 2

How do I price my product?



Last time we talked about ways to confirm the market for our product. But once we've determined that we have a great product, we have to make sure we price it appropriately. A product that is inappropriately priced can have as great a negative effect on your business as paying too much for your inputs or wasting money on bad advertising.

Here are some basic pricing strategies that will help you get started. Remember, it might take a combination of these strategies over time to help you achieve your goals. Always consider your strategy within the context of what you're trying to achieve.

Penetration Pricing: This is an aggressive strategy in which you price your product below the market in an effort to attract market share quickly. Over time, you may ratchet prices back up. This strategy requires capital reserves. You also want to take care not to send the message that your product is low quality because it is cheaper than the competition.

Price Skimming: This is a more subtle entry strategy in which you price your product at the market level and lower the price over time in order to pick up market share.

Prestige Pricing: If you are confident your product is really a cut above and you want to attract a premium audience, you can use the price to communicate the value. Think about products such as Grey Goose vodka and Bentley automobiles. They rarely go "on sale."

Cost-Plus Pricing: This is the most basic strategy. Simply mark up your cost of making or acquiring the product by a dollar amount or a percentage. Choose a number that covers expenses and gives you a profit.

Benchmark Pricing: Assign your price based on what others are charging. Mark your product right to the market or set it above or below, depending on your cost of production and revenue and market share goals.

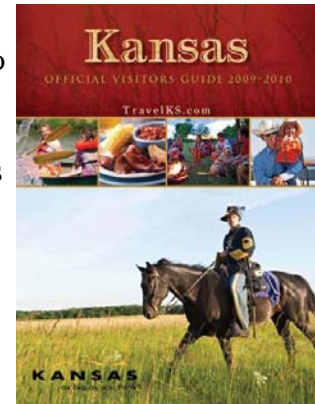
Reference or Odd Pricing: A couple of other strategies to consider mixing into your pricing plan are to make your prices in odd numbers, which are psychologically-proven methods of enticing consumers. Reference pricing simply means comparing your price to competitors or to your own previous prices in the case of a sale or new everyday low price.

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 <http://kansas.gov/ksbdc> to find a consultant near you.

Simply Kansas Brand Recognition

As the managing agency for the Simply Kansas trademark program, the Ag Marketing team continues to recruit quality Kansas agricultural products and experiences for membership in the program and we're pleased that over 150 businesses are now part of the program. In addition to recruitment, we're also focused on achieving brand recognition for the Simply Kansas logo. We've developed several products to assist with consumer recognition including a flyer to promote Simply Kansas products, a refrigerator magnet to keep the logo visible and an advertisement in the 2011-2012 Kansas Visitors' Guide. We will continue to feature Simply Kansas companies and products at agency events.



As a Simply Kansas company, you can assist with this consumer campaign by incorporating the Simply Kansas logo in your product labels, marketing endeavors and printed materials.

Visit SimplyKansas.com (Member Benefits tab) for information on the logo graphic standards and guidelines and remember, the Business Enhancement Grant can provide funding to assist with the cost of developing and producing your marketing materials.

Please contact our division at (785) 296-6080 or ruraldev@kansascommerce.com if you have questions regarding the logo or the Business Enhancement Grant.

Simple Tips for the Business Enhancement Grant

The next round of Business Enhancement Grants will be available in July (the application deadline is July 15th). The grants are awarded on a competitive basis so, if you are considering submitting a grant application, please review the following tips for a successful (i.e., funded) application:

- 1) Read and follow the application directions in their entirety and use

the checklist provided in the application to review your documents before mailing your application. Incomplete applications cannot be reviewed and may eliminate your project from the current round of consideration;

2) Provide a detailed project narrative. While your project may be very clear to you, remember the applications are reviewed by a team of individuals who are not familiar with the details of your business or your project;

3) Explain how your project correlates to your business and marketing plan. Please keep in mind, a business plan is a required element of the application and we are not able to fund any applications which do not include a business plan. If you don't have a business plan or if it's been a while since you reviewed your plan, please schedule an appointment with the Small Business Development Center nearest you and request a consultation;

4) Prepare an accurate budget. Review your expenses carefully and be sure the budget sheet entries match bids and estimates. Keep in mind, all expenses require at least a 50% match by the applicant; and

5) Include all supporting documentation such as quotes, bids, samples of printed materials and any other pertinent material which substantiate your expenditures.

The Business Enhancement Grants are a wonderful opportunity to double the marketing dollars available to your company and we encourage you to apply for funding. If you have been a Simply Kansas member for at least six months and have not already been awarded the maximum \$7,500 per company, please consider submitting an application. Application forms and supplementary materials may be found on the Simply Kansas web site, SimplyKansas.com in the Member Benefits tab.

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