

## 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**

<b>12:45pm - 1:00pm</b>	Welcome- Kathie Starkweather and Carole Jordan				Cody ABC - 240 + extra chairs to accommodate 400 attendees
<b>1:00pm - 1:45pm</b>	Opening Session - Networking Presentation - Andrew McCre				Cody ABC - 240 + extra chairs to accommodate 400 attendees
<b>BREAK - 1:45pm - 2:15pm (Visit Tradeshow Booths)</b>					Atrium
Session Time	Session Code	Tracks	Session Title	Speakers	Room
<b>2:15pm - 3:15pm</b>	MP1-1	Business Development	Building Your Team: Finding the Right Employees	Matt Hoisington	Cody C (Banquet Rounds - 50+)
	MP1-2	Marketing	Marketing Your Business Through Social Networking (Beginner)	Shannon Dechant & Jenny Dixon	Cody B (Banquet Rounds - 50+)
	MP1-3	Financial	Financing Your Business	Wayne Bell	Custer (Theater - 60)
	MP1-4	Agriculture	Agritourism: Your Next Cash Crop?	Ron Wilson & Jan Jantzen	Hickok B (Theater - 40)
	MP1-5	Community Development	E-Dreams- Youth Engagement Through Service Learning	Chris Sramek & Simone Cahoj	Hickok A (Theater - 60)
	MP1-6	Technology	Building Tomorrow's Community Development (Class)	Scott Sproul	Cody A (Banquet Rounds - 50+)
<b>BREAK - 3:15pm - 3:30pm (Visit Tradeshow Booths)</b>					Atrium
<b>3:30pm - 4:30pm</b>	MP2-7	Business Development	If Winning Were Easy Everybody Would DO It!	Rick Meyer	Cody C (Banquet Rounds - 50+)
	MP2-8	Marketing	Guerrilla Marketing for Small Business Owners	Laurie Gooding	Cody B (Banquet Rounds - 50+)
	MP2-9	Financial	Business Finance: What are My Options?	Randall Hrabe & Patty Richardson	Custer (Theater - 60)
	MP2-10	Agriculture	Manage Your Risk or it Will Manage You	Mike Irvin	Hickok B (Theater - 40)
	MP2-11	Community Development	Community Foundation: Start-up Development & Purpose	Bob Muirhead	Hickok A (Theater - 60)
	MP2-12	Technology	Getting the Most Out of Your Spreadsheets	Jamie Morphew	Mobile Tech Unit - (12)
<b>BREAK - 4:30pm - 4:45pm (Visit Tradeshow Booths)</b>					Atrium
<b>4:45pm - 5:45pm</b>	MP3-13	Business Development	Don't Run a Business Alone!	Janet Miller	Cody C (Banquet Rounds - 50+)
	MP3-14	Marketing	How to Improve Your Marketing Effectiveness	Dave Buchholz	Cody B (Banquet Rounds - 50+)
	MP3-15	Financial	Loan Clinic: Understanding Financing Principles	Ron Newman	Custer (Theater - 60)
	MP3-16	Agriculture	What Flew? What Flopped?	Becky Walters, Joe Polo, Sr., Jeff Adair, Lenny Meier	Hickok B (Theater - 40)
	MP3-17	Community Development	Revitalizing Rural Communities Through Youth Ownership Programs	Weldon Sleight	Hickok A (Theater - 60)
	MP3-18	Technology	Social Media: Intermediate / Advanced (Lab)	Andy Stanton	Mobile Tech Unit - (12)
<b>BREAK - 5:45pm - 6:30pm (Visit Tradeshow Booths)</b>					
<b>6:30pm - 8:00pm</b>	Simply Kansas Networking Reception (Included with registration fee)				Atrium / Cody ABC
<b>Enjoy your evening - See you in the AM!</b>					

# 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**

<b>8:15am - 9:00am</b>	Welcome- Kathie Starkweather and Carole Jordan - Introducing Congressman Jerry Moran and Keynote Don Landoll	Cody ABC - 240 + extra chairs to accommodate 400 attendees
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**BREAK - 9:00am - 9:30am (Visit Tradeshow Booths)**

Session Time	Session Code	Tracks	Session Title	Speakers	Room
<b>9:30am - 10:30am</b>	TA1-1	Business Development	Media and Public Relations: Making it Work for Your Business	Pat Veesart	Cody C (Banquet Rounds - 50+)
	TA1-2	Marketing	Shoestring Budgets = Creative Marketing	LeaAnn Seiler	Cody B (Banquet Rounds - 50+)
	TA1-3	Financial	Public Capital Funding for Entrepreneurs	Erik Pederson	Custer (Theater - 60)
	TA1-4	Agriculture	Ag Tourism Liability and Risk Management	Mike Irvin	Hickok B (Theater - 40)
	TA1-5	Community Development	Leadership: Cultivating Success	Carol Meyer	Hickok A (Theater - 60)
	TA1-6	Technology	Bringing Technology to the Business (Class)	Steve Riat	Cody A (Banquet Rounds - 50+)

**BREAK - 10:30am -10:45am (Visit Tradeshow Booths)**

<b>10:45am - 11:45am</b>	TA2-7	Business Development	Customer Service: It's Not Rocket Science	Deb Persinger	Cody C (Banquet Rounds - 50+)
	TA2-8	Marketing	Small Business Websites	Ron Newman	Cody B (Banquet Rounds - 50+)
	TA2-9	Financial	Pricing Your Product or Service	Linda Sutton	Custer (Theater - 60)
	TA2-10	Agriculture	Ag Marketing Opportunities	J.J. Jones	Hickok B (Theater - 40)
	TA2-11	Community Development	Building Tomorrow's Community Development (Class)	Scott Sproul	Hickok A (Theater - 60)
	TA2-12	Technology	Getting the Most Out of Your Spreadsheets	Jamie Morpew	Mobile Tech Unit - (12)

**BREAK - 11:45am - 12:15pm (Networking & Visit Tradeshow Booths)**

**Lunch - 12:15pm - 1:15pm -3 Buffet - Chuck Hassebrook Thank you and Sponsor presentations with Kathie Starkweather and Carole Jordon**

**Break - 1:15pm - 1:45pm (Visit Tradeshow Booths)**

<b>1:45pm - 2:45pm</b>	TP1-13	Business Development	Business Plan Essentials	Ron Newman	Cody C (Banquet Rounds - 50+)
	TP1-14	Marketing	How to Improve Your Marketing Effectiveness	Dave Buchholz	Cody B (Banquet Rounds - 50+)
	TP1-15	Financial	Turn Your Profits into \$	Linda Sutton	Custer (Theater - 60)
	TP1-16	Agriculture	Agritoruism: Your Next Cash Crop?	Ron Wilson, Jan Jantzen	Hickok B (Theater - 40)
	TP1-17	Community Development	Rural Policy 101	Chuck Hassebrook	Hickok A (Theater - 60)
	TP1-18	Technology	Web 2.0 - InTune, InterACT w/ Customers Online	Andy Stanton	Mobile Tech Unit - (12)

**BREAK - 2:45pm - 3:15pm (Visit Tradeshow Booths)**

<b>3:15pm - 4:15pm</b>	TP2-19	Business Development	Using Local Economic Development Offices Effectively	Diane Stiles; Roger Hrabe & Jeff Hofaker	Cody C (Banquet Rounds - 50+)
	TP2-20	Marketing	Guerilla Marketing for Small Business Owners	Laurie Gooding	Cody B (Banquet Rounds - 50+)
	TP2-21	Financial	Financing Your Business	Wayne Bell - SBA	Custer (Theater - 60)
	TP2-22	Agriculture	Revitalizing Rural Communities Through Youth Ownership Programs	Weldon Sleight	Hickok B (Theater - 40)
	TP2-23	Community Development	Creating an Entrepreneurial Community - Elements & Challenges	Stephen Radley	Hickok A (Theater - 60)
	TP2-24	Technology	Social Media: Intermediate / Advanced (Lab)	Andy Stanton	Mobile Tech Unit - (12)

**Final Wrap up - 4:15pm - 4:45pm (Wrap up/Door Prizes)**

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**DRIVE SAFE!**