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Contact: Joe Monaco (785) 296-3760

FOR IMMEDIATE RELEASE

Kansas Department of Commerce to host five-part agritourism course
Sessions designed for farmers, business owners, entrepreneurs interested in agritourism

Farmers, business owners and entrepreneurs interested in agritourism are invited to attend a five-part agritourism course in August at the Netawaka Community Building in Netawaka, Kan.

The course, which comprises five consecutive Monday night sessions, will provide an overview of agritourism, including how rural entrepreneurs can start a new agritourism business or incorporate agritourism into an existing business. The course will be led by Jan Jantzen, 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.

The sessions will take place:

- August 2
- August 9
- August 16
- August 23
- August 30

Registration is \$75 per person for the five sessions and includes a light dinner each night, a course workbook and other course materials. The fee is only \$50 for additional members of the same business or organization. To register, download a registration form at www.kansasagritourism.com or contact Becki Rhoades at (785) 296-1847 or brhoades@kansascommerce.com.

The course is sponsored by the Kansas Department of Commerce in partnership with Flint Hills Resource Conservation & Development and Glacial Hills Resource Conservation & Development.

“Agritourism” typically is defined as the crossroads of traditional agriculture and tourism. Farmers across Kansas are realizing the benefits of tailoring their operations to tourists, who are increasingly longing to visit a working ranch, rope a calf, ride a horse, pick their own apples or tour a winery. These activities provide lifelong memories for tourists and additional revenue for Kansas farmers who host them. If you are a Kansas producer looking to grow your business, then becoming an agritourism vendor may be the perfect way to do it.

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 www.kansascommerce.com/agritourism.

For more information, contact Becki Rhoades with the Kansas Department of Commerce at (785) 296-1847; Jan Jantzen with Flint Hills RC&D at (620) 340-0113, ext. 9; or Jessica Bowser with Glacial Hills RC&D at (785) 945-6292.

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COURSE OFFERED

Agritourism: Your Next Cash Crop?

Want to get paid to play? Want to share your rural heritage with others? Did you know your farming and ranching activities are worth thousands of extra dollars? Wondering how to cash in on your beautiful views, peaceful countryside, small community values, authentic art, and homemade products?

THEN THIS MAY BE FOR YOU!

Schedule:

Mondays

August 2
August 9
August 16
August 23
August 30

Class times: 4 p.m. to 8:30 p.m.

Location: Netawaka Community Center, Netawaka, Kansas.

Registration fee:

\$75 per person (\$50 for each additional person from the same family or business.)

Includes all five sessions, a light dinner, the course workbook and other materials

Contact:

Kansas Dept. of Commerce
Becki Rhoades
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brhoades@kansascommerce.com



The instructors will be Jan Janzten, Director of Rural Tourism Development and owner of Kansas Flint Hills Adventures, LLC and instructors from the Kansas Small Business Development Center. The instructors along with guest presenters will help each participant complete workbook topics such as:

- Defining Your Agritourism Business;
- Financing Your Dreams;
- Pricing Your Product or Service;
- Finding, Reaching and Serving Your Customers;
- Legal Forms of Business;
- Risk Management and Insurance;
- Legal Liability and Creating Your Agritourism Business Plan.

There is no better way to explore and develop your own business!

Results of previous courses:

33 enrolled, 13 new agritourism businesses registered, 7 new limited liability corporations (LLC) formed, income being received, and existing businesses expanding.

What they are saying:

Roger Wells: "This was an excellent workshop and even presented more than I had expected."

Karmen Davignon: "This was one of the best workshops I have ever been to. Very motivating. The best thing, it pushed you to make goals and decisions. Hope to have more of these workshops" "For three years I wanted to do something ag-related. Meeting people with the same passion was a great help. I finally have a name and direction."

Gwen Hoy: "This workshop helped revitalize our agritourism business. It gave us the opportunity to develop additional parts to our business, create an action plan, and meet other people involved in agritourism."

Agritourism: Your Next Cash Crop? Course

Dates/Times: Mondays, August 2, 9, 16, 23 and 30, 2010
4 p.m. to 8:30 p.m.

Location: Northeast Kansas; Netawaka Community Center. The community center located next to City Hall, which is at 418 Kansas St. The community center is a green and white building located on the north side of the road.

Directions: Netawaka is 15 minutes north of Holton on Highway 75. From Highway 75, take Highway 9 east one mile.

Is this for me?:

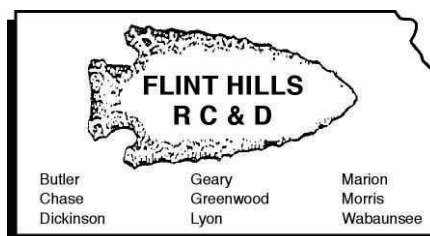
Yes, if you have been thinking about starting an agritourism or nature-base tourism type of business.

Yes, if you have such a business and wish to expand it.

Yes, if you have or would like to have a business that supports agritourism or nature-based tourism such as lodging, entertainment, or products for sale.

Registration fee covers the five classes, dinner each night, and your business planning workbook and materials.

SPONSORS



GLACIAL HILLS
RESOURCE, CONSERVATION AND
DEVELOPMENT COUNCIL
Serving — Atchison, Brown, Doniphan,
Jackson, Jefferson, Nemaha and
Marshall Counties

Agritourism: Your Next Cash Crop

REGISTRATION

Northeast Kansas

Registration Fee: \$75/person for the first person, \$50 for each additional person from the same family or business.

First Person *Please print clearly*

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone:
Home _____ Cell _____ Business _____

Email: _____

Additional Person(s)

Name: _____

Address (if different than first person): _____

City: _____ State: _____ Zip: _____

Phone:
Home _____ Cell _____ Business _____

Email: _____

Name: _____

Address (if different than first person): _____

City: _____ State: _____ Zip: _____

Phone:
Home _____ Cell _____ Business _____

Email: _____

Payment

First Person @ \$75 = _____

Additional _____ @ \$50 each = _____

Total Enclosed = _____

*Make checks payable to: **Kansas Dept. of Commerce**
Send payment to: 1000 SW Jackson St. Suite 100
Topeka, KS 66612*

Please use the back of this form to tell us a little about yourself, your business, and/or the business or activity you are thinking about.

Please let us know if you have any special dietary requirements.