



**February 21, 2007**  
**Creating and Developing Authentic Flint Hills Products and Services**  
**Workshop**  
**1:30 p.m.**

**Presented by the ESU Center for Business and Economic Development**  
**In partnership with the Flint Hills RC& D Agritourism Initiative and**  
**the ESU School of Business Small Business Development Center**

**Agenda**

**Welcome and Introductions – Bill Smith**

**Participants introduce selves – name, location, and affiliations**

**Experiential Tourism in the Kansas Flint Hills – Bill Smith**

**Session One: Panel Presentation and Discussion – Jan Jantzen, Moderator**

**Panel Members: Kent and Rose Bacon, Winston and Jane Sommerfield, Josh and Gwen Hoy, and Susan Hague**

**Break – drinks, snacks, and good conversations**

**Session Two: Full Discussion continues, including Questions and Answers, with full involvement by each workshop participant**

**Workshop Leadership:**

**Dr. Bill Smith – Professor and Director, Center for Business and Economic Development; Flint Hills RC&D Agritourism Initiative Executive Committee**  
**[wsmith@emporia.edu](mailto:wsmith@emporia.edu); 620-341-5729**

**Jan Jantzen – Kansas Flint Hills Adventures, LLC; Project Coordinator, Flint Hills Agritourism Business Development and Support Project**  
**620-342-2625**

## February Archive

Bill Smith and Jan Jantzen, Kansas Flint Hills Adventures (<http://www.kansasflinthillsadventures.com/>) led the “Creating and Developing Authentic Flint Hills Products and Services” Workshop in February. This workshop, co-sponsored with the Flint Hills RC&D Agritourism Initiative, was the second of the monthly *Flint Hills Training Workshop Series 2007* being hosted by the ESU School of Business Center for Business and Economic Development (CBED) in the Roe Cross Conference Room. The other co-sponsor of the workshop was the ESU Small Business Development Center.



Photo courtesy of Bill Smith/Sam Hill

A seven member panel of Flint Hills ranchers and agritourism providers shared their experiences with the audience of persons interested in learning the procedures and techniques the members of the panel has used to move their agritourism businesses along.



Photo courtesy of Bill Smith/Sam Hill

Bill Smith presented his Experiential Tourism in the Kansas Flint Hills slide show, including this quote from Theodore Roosevelt: “Do what you can with what you have where you are” which set the tone for the meeting.