



CBED Newsletter, Fall 2006, Vol. 3, No. 1

Sharing news from the Center for Business and Economic Development (CBED) at the School of Business, Emporia State University

Flint Hills Tourism Coalition April Meeting Held in Cottonwood Falls

The April 2006 meeting of the 22 county Flint Hills Tourism Coalition (FHTC) met in Cottonwood Falls. The local tourism attractions, including the Tallgrass Prairie National Preserve and the Clover Cliff Ranch, had exhibits for members to review.



Tallgrass Prairie National Preserve Exhibit
[Photo by Dr. Bill Smith, CBED]

Ted Eubanks, Fermata, Inc., shared the latest information from the Branding meeting and from meetings with the Kansas Department of Transportation and Travel and Tourism.



Ted Eubanks, standing, second from the right
[Photo by Dr. Bill Smith, CBED]

Dr. Bill Smith, ESU and Liz Martell, FHTC Chair, discussed with the group the latest developments on the Flint Hills of Kansas website developed at ESU. Options for migrating the site to a commercial provider, for hosting, and for ongoing maintenance of the site were sharing, coming from the Website committee meeting held earlier in the week in Emporia.



Exhibits were looked at during the lunch break.
[Photo by Dr. Bill Smith, CBED]

Flint Hills Tourism Coalition January Meeting Hosted by ESU

The January 2006 meeting of the 22 county Flint Hills Tourism Coalition (FHTC) met in the Roe Cross Conference Room in Cremer Hall so that the group could be introduced to the Flint Hills of Kansas website developed by the Fall 2005 “Entrepreneurship through Agri-Tourism” class taught and coordinated by Dr. William Smith, CBED Director.



Liz Martell, Emporia, FHTC Chair, discusses the agenda with the group



Emily Hunter, Sue Pridemore and Allen Walker listen to the proceedings



Sue Pridemore of the National Park Service, and liaison for National Heritage Areas, discusses with the group the criteria for becoming a National Heritage Area.



Scott Shields of the Kansas Department of Transportation, along with Seth Reece and Brad Spinney of Olson Associates Landscaping, presented their proposals for signage along the major highways announcing the Flint Hills area of Kansas.



Rotary Club Presentation, January 2006

Dr. William Smith, Chair, BAE Department, and Allen Walker, School of Business Webmaster and recent ESU MBA Program graduate, were guests of Dean Robert Hite at the noon Rotary Club meeting at the Emporia Country Club.

Dr. Smith and Allen Walker presented the Flint Hills of Kansas website developed as part of the Fall 2005 class: Entrepreneurship through Agri-Tourism, taught by Dr. Smith. Allen Walker was a student in the class and Project Manager for the website development project. The website promotes tourism to the Flint Hills of Kansas including many agri-tourism sites among the nearly 500 sites included on the website. The website will be donated to the newly created 22 county Flint Hills Tourism Coalition (FHTC) during 2006. It can be seen in test mode at: sbw.emporia.edu, and at flinthillsofkansas.org later on.



Dean Hite introducing Dr. Smith



Allen Walker discussing the technical aspects of the website