



CBED Newsletter, Spring 2008, Vol. 5, No. 1

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

All photos in this newsletter are provided courtesy of Bill Smith.

"Entrepreneurship is Everybody's Business" Workshop Conducted

Dr. Bill Smith moderated the discussion by a panel of local business entrepreneurs at a workshop on Entrepreneur Day held in the Flint Hills Room of the Memorial Union. The theme of the workshop was: "Entrepreneurship is Everybody's Business."

Approximately forty students and local interested persons participated in the workshop sponsored by the ESU School of Business Center for Business and Economic Development (CBED) and the ESU Small Business Development Center under an Academic Enhancement grant obtained by Dr. Smith, CBED Director.



The panel included Lee Alderman, Daystar Manufacturing; Greg Bachman, Emporia Fitness; and Mel Reed, Mel's Tire.



Rocky Slaymaker (center), Granada Coffee Company, and Kim Redeker, The Sweet Granada were also members of the panel.

AgriTourism Workshop

The ESU Small Business Development Center (SBDC) and the Flint Hills Resource Conservation and Development AgriTourism Initiative Grant Project presented a five-week series of workshops for persons interested starting an AgriTourism business, or any small business. Dr. Bill Smith, CBED Director, was a member of the planning group for the workshops.



Dr. Jim Stephens, ESU faculty member, spoke to the group about marketing techniques and developing their marketing plans.



Jan Jantzen, left, and Bruce Wells served as coordinators of the series of workshops.



Dr. Stephens shared some anecdotes he has observed while working with various small businesses on their marketing plans.

Spring Training Seminars Conducted

Under the direction of CBED Training Director Mr. Bill Barnes, ESU and local business middle managers attended a series of weekly afternoon workshop on Effective Supervision taught by a series of ESU professors.



Dr. Don Miller is introducing himself to the group.



Dr. Miller spoke to the group about resolving conflicts and motivating yourself and others.



Flint Hills Tourism Coalition, Inc., meeting in Wichita

Dr. Bill Smith, CBED Director and President of the 22-county Flint Hills Tourism Coalition, Inc., presided at the monthly meeting of the Coalition in Wichita.



Some of the board members assembled in the morning.

The program for the meeting in the afternoon included a presentation on park development on the north side of Wichita that prepares visitors for visits to the Kansas Flint Hills.

