



## THE WE KAN! CONFERENCE

is held every other year and is a project of the public, non-profit Kansas Sampler Foundation.

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### SPECIAL THANKS

Thank you to all the **sponsors, presenters, facilitators, silent auction donors and bidders.**

Big thanks to **Melody Spurney and the Newton CVB.** Your help was the best!

The **Meridian Center, Michael Lunsford and staff** for providing a first class experience. We appreciate you!

# Connecting for Grassroots Success

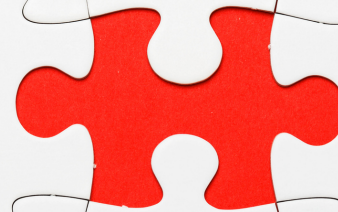
Meridian Center ~ Newton ~ March 23, 2022

## SCHEDULE AT A GLANCE

8:30 - 9:30am	<b>Registration and Morning Refreshments</b>
9:30 - 11am	<b>Let's begin! Opening Session and Morning Keynote, Beth Barlow, Humboldt</b>
11 - 11:15am	<b>Break - Appointment #1</b>
11:15am - 12pm	<b>Breakout Session A (page 2)</b>
12 - 12:45pm	<b>Lunch</b>
12:45 - 1pm	<b>Announcements</b>
1 - 1:15pm	<b>Break - Appointment #2</b>
1:15 - 2pm	<b>Breakout Session B (page 2)</b>
2 - 2:15pm	<b>Break - Appointment #3</b>
2:15 - 2:45pm	<b>Afternoon Keynote - Ernestor De La Rosa shares his journey as an immigrant.</b>
2:45 - 3pm	<b>Break - Appointment #4 and Refreshments</b>
3 - 3:45pm	<b>Consult Circles</b> (Round table topics, 2 rounds @ 20 minutes each)
3:45 - 3:50pm	<b>Break</b>
3:50 - 4:30pm	<b>Wrap-up with Power!</b>



We Kan! Conference 2022



## Breakout Session A

11:15am - 12pm

### BOARDROOM

**Fight for Kansas Kids and our economy. Join the Zero to Thrive rural statewide coalition:** Child care is vital to our local economies and families, especially in rural Kansas where the need for improved child care access and supporting programs is clear. Come learn more about local and statewide actions that will advance early childhood development and childcare access in your community. *Logan Stenseng, Thrive Allen County, Iola*

### SOUTH POINTE 1

**Diverse communities are stronger together.** Learn how to break down barriers and bridge the gap between diverse cultures in your community. *LeLan Dains, Founder and Director, Emporia Spanish Speakers*

### SOUTH POINTE 2

**Easy (And Cheap!) Tips For Taking Your Marketing To the Next Level.** Marketing your business or attraction doesn't have to break the bank! Learn more about affordable marketing with Jordan Roemerman, marketing manager at Kansas Tourism. While these approaches are framed for tourism outreach, many of these basic principles can be leveraged for general marketing purposes. *Jordan Roemerman, Kansas Tourism*

Sponsored by **Winter School**

### SOUTH POINTE 3

**Trail Talk for Beginners and Beyond. Building a community trail with little money and zero experience isn't easy - but it CAN be done!** Hear from those who tapped into their small town's resourcefulness to create a special place. Also learn from case studies of how community trails are being showcased through events, promotions and programming. *Elizabeth Burger (Sunflower Foundation), Mike Goodwin (Kansas Trails Council), Jennifer Huehl (Sylvan Grove), Gwen Hartley (Benton), and maybe more!*

### MAIN HALL

**Community ideas with spark!** *Sara Bloom, Director, Downtown Hays Corporation*

Sponsored by **Washington County Tourism**

## Breakout Session B

1:15 - 2pm

### BOARDROOM

**Best Legal Practices for Starting and Growing Businesses in Small, Rural Communities.** *Attorney Daniel Coughlin and Patent Agent Stuart Aller, Sabetha,* will share their experience working with businesses to start well and use the legal toolbox to compete at the national and international levels.

### SOUTH POINTE 1

**Gravel Cycling is hot!** Come learn how your community can get involved and capture gravel cycling tourists. *LeLan Dains, Director, Visit Emporia*

Sponsored by **Wichita Times/Travel Kansas**

### SOUTH POINTE 2

**Community foundations can provide solutions to a menagerie of local challenges.** Whether you have a community foundation, have a fund with an affiliate, or are interested in the concept, come here to learn more. *Tara Vance, Norton County Community Foundation, Norton*

Sponsored by **Arvon Historic Preservation Society**

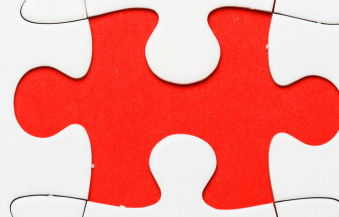
### SOUTH POINTE 3

**Beehive Quilt Shop.** Hear about the magic sauce to create this successful fabric and toy business. *Annarose White, Wellington*

Sponsored by **Small World Gallery, Lindsborg**

### MAIN HALL

**Share Community Initiatives that are creating energy in your town!** The women of Great Bend (*Sara Hayden, Great Bend Eco. Dev.; Megan Barfield, Great Bend Chamber of Commerce; Christina Hayes, Great Bend Convention & Visitors Bureau*) will share how working together has leveraged resources. Also hear about their new downtown entertainment district. Then, it's sharing time! Two minutes from anyone who has an exciting community effort, little or big.



## Consult Circles

(Round table topics, 2 rounds @ 20 minutes each)

**3 - 3:45pm**

**CC1 Lobby 1 Putting free public transportation and free safety net transportation into place.** *John Castellaw, Thrive Allen County, Iola*

**CC2 Lobby 2 Employee engagement:** What is it and what are we doing about it? *Tara Morrow, Rural Health Education and Services, KU Medical Center, Wichita*

**CC3 Lobby 3 Kansas PRIDE:** Volunteer Education for Successful Communities. *Jaime Menon, K-State Research & Extension*

**CC4 Boardroom Finding grants, writing grants, finding grant writers.** How can we help? *Nancy Daniels, Community Vitality Specialist, Kansas State Research and Extension*

**CC5 South Pointe 1 Getting views, creating hype, and capitalizing on it.** Learn how two film makers and multimedia specialists have created a small empire of Kansas lovers using video and photos through social media and how they can help you grow your audience and further your vision online. *Adam Dreher and Nick Abt, Scenic Kansas*

**CC6 South Pointe 2 \*An introduction to Canva,** a free application to help you with your graphic design projects, *WenDee Rowe, Kansas Sampler Foundation (\*first round only)*

**CC6 South Pointe 2 \*I've bought a historic building....Yikes, what do I do next?** *Lea Ann Seiler, Hodgeman Co. Eco. Dev. and Kelly Gourley, Lincoln Community Economic Development Foundation (\*second round only)*

**CC7 South Pointe 3 Main Street to D.C.:** Ask about what you need and see if there are federal resources, programs or funding for your community. *Katie Sawyer, state director for Senator Roger Marshall*

### MAIN HALL - CC8 through CC19

**CC8 \*Ask questions about the Gravel KS** iconic routes initiative and opportunities to get involved. *LeLan Dains, Visit Emporia (\*first round only)*

**CC8 \*Ask LeLan about building bridges with your Latino community** through cooperative programming and language learning. *LeLan Dains, Emporia Spanish Speakers (\*second round only)*

**CC9 Ask general business legal questions,** especially about patents, trademarks. *Daniel Coughlin and Stuart Aller, KanPat, Sabetha*

**CC10 What is trending in housing?** *Mollea Wainscott, Dodge City/Ford County Development Corp.*

**CC11 Ask about the Mural Movement** and the other new energy in Clay County. *Natalie Muruato and Shannon Stark, Grow Clay County, Clay Center*

**CC12 Grow the future of your community** by exposing your middle school and high school students to entrepreneurship through the Youth Entrepreneurship Challenge. *Sarah LaRosh, NetWork Kansas, Western Kansas*

**CC13 Need help recruiting health care providers?** Find help here. *Sasha Randolph, Recruitment and Retention Manager for Kansas Recruitment Center, KU Med Center*

**CC14 Bridgette Jobe, State Director, and Jordan Roemerman, Marketing Manager, are here to answer questions on all things Kansas Tourism.** Learn a little more about what Kansas Tourism is, and what they can do for you, in this informative Q&A session.

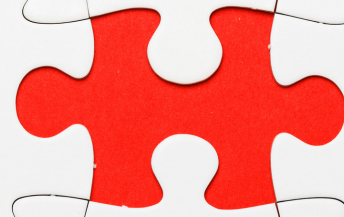
**CC15 Are you stuck moving your community forward?** Ask any questions about grassroots efforts that address rural community challenges of *Trisha Purdon and Kerri Falletti, Office of Rural Prosperity and Kayla Savage, Community Development Division.*

**CC16 Connecting farmers to consumers and local institutions.** *Rick McNary, Shop Kansas Farms*

**CC17 Promoting entrepreneurship among "unlikely" entrepreneurs** from rural areas, low-income neighborhoods, and other historically-marginalized groups. *Jackson Swearer, StartUp Hutch*

**CC18 Michael Travis, author of "Celebrating Kansas Breweries: The Communities, People & Beer",** visited every one of the 59 microbreweries in the state to research for his book. **Ask him questions like what makes for a successful microbrewery, how are they good for the community, etc.!**

**CC19 Ask here about programs, funding, and services to support cultural and arts initiatives** in your community. *Kate VanSteenhuysse, Chief Programs Officer, Kansas Creative Arts Industries Commission.*



## Kansas Sampler Foundation

Inspired to work for you!

### APPOINTMENT CARDS

Would you like a 10-minute one-on-one time with an "expert" in a certain subject? Just introduce yourself and ask if you could schedule an appointment at one of the designated times. Have one or two questions ready.

### PUT STICKY NOTES IN THE WE KAN! BANK

"Deposit" a need, or a question you have, onto the wall "bank." Use the bright pink sticky notes for your question or need. Use a bright green sticky note to offer a resource, solution, or a deeper visit and post it right beside the question. **ALWAYS include your name and email on any sticky note.** Thanks for helping each other.

### THE REFRAME RULE

You'll see a yellow card in your notebook. It can be flashed when you feel someone is being negative, dominating, or sapping the group of energy. Please use it gently, and receive it with grace. It's a little signal designed to help remind us all to be constructive and forward-moving in our discussions.

### POWERUPS ARE 21-39 AND RURAL BY CHOICE

If you were asked this question, how would you answer? What is something you like about living rural and what is one thing that would make you, or your family, happier living where you are at?

### KANSAS SAMPLER FOUNDATION

We're a public non-profit with a mission to preserve and sustain rural culture by educating Kansans about Kansas (creating a thoughtful audience for rural) and by networking and supporting rural communities at the grassroots level. We're located near Inman in McPherson County.

### WHAT IS WE KAN!?

The "WE" in We Kan! means it is easier to help rural thrive when we do it as a team. The "KAN" is an affirmative that we can succeed at making progress. The "!" signifies that enthusiasm can help propel us ahead in this journey.

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