

# 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:

Wednesday January 20, 2010  
Wednesday January 27, 2010  
Wednesday February 3, 2010  
Wednesday February 10, 2010  
Wednesday February 17, 2010

### Time:

Each class will run from  
4:00 to 8:30 pm and will be held at  
OCCK, Inc. in Concordia, KS.

### Cost:

\$95 per person  
(\$50 for each additional person  
from same family/business or  
Directors of Chambers, Economic  
Developments or Extensions.)

Includes all five sessions, a light  
dinner, and the workbook *Self  
Employment: From Dreams to  
Reality*.

### For More Information Contact:

North Central Kansas Small  
Business Development Center,  
NCK SBDC, 785-243-9913 or visit  
<http://ncksbdc.com/seminars.html>;  
John Forshee, 785-632-5797 or visit  
[www.KansasCrossroads.com](http://www.KansasCrossroads.com).



The instructors for the course will be Jan Janzten, Director of Rural Tourism Development, Flint Hills RC&D, and owner of Kansas Flint Hills Adventures, LLC and Linda Sutton, Consultant with the North Central 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; and
- Legal Liability and Creating Your Agritourism Business Plan.

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

**Results of previous course:** 69 people enrolled in the course, 26 new agritourism businesses registered, 11 new limited liability corporations (LLC) formed where income is being received and existing businesses expanded.

### **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."

*The USDA is an equal opportunity provider and employer.*

*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration and Rural Business Development Tax Credits, administered by the Kansas Department of Commerce and as invested by the North Central Regional Planning Commission.*

## **Agritourism: Your Next Cash Crop?**

**Dates/Times:** January 20th, 27th and February 3rd, 10th, & 17th.  
4:00 - 8:30 p.m.

**Location:** OCCK, Inc. - Occupational Center of Central Kansas, Inc.  
1502 Lincoln Street (Highway 81), Concordia, Kansas

**Directions:** OCCK, Inc. is located in the strip mall south of  
McDonalds on the west side of Highway 81 in Concordia.

**Is this for me:** *Yes*, if you have been thinking about an agritourism, rural  
tourism, or nature based 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, rural or nature based tourism  
such as lodging, entertainment, or products for sale.

### **Registration Fee Covers:**

**five classes, dinner each night, and your business planning workbook**

## **SPONSORS**



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## REGISTRATION

Registration Fee: \$95/person for the first person,  
\$50 for each additional person from the same family or business.  
\$50 for directors of Chambers, Economic Development or Extension Agents.

**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 @ \$95 = \_\_\_\_\_

Additional \_\_\_\_\_ @ \$50 each = \_\_\_\_\_

Total Enclosed = \_\_\_\_\_

*Make checks payable to: **Kansas Crossroads RC&D***

*Send payment to:*

**P.O. Box 501**

**Clay Center, KS 67432**

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

Please use this space to tell us about your existing business or business idea  
and what you expect to learn in this class.