

## MINUTES OF THE HOUSE TOURISM COMMITTEE.

The meeting was called to order by Chairperson Barbara P. Allen at 1:30 p.m. on February 6, 1997 in Room 522-S-of the Capitol.

All members were present except: Rep. Larkin, excused  
Rep. O'Neal, excused  
Rep. Shriver, excused

Committee staff present: Tom Severn, Legislative Research Department  
Rena Jefferies, Revisor of Statutes  
Nancy Kirkwood, Committee Secretary

Others attending: See attached list

Conferees appearing before the committee: Ron Sallman, Sallman Racing Inc.  
Richard Raleigh, Board Member, Medicine Lodge Indian Peace Treaty Association  
Kay Kuhn, Executive Secretary, Medicine Lodge Indian Peace Treaty Association

Chairperson Allen recognized Senator Janis Lee to the committee. Senator Lee gave a background on Belleville, Kansas, how it became the Tourist Information Center on Hiway 81. Belleville also has the international finals for the midget races. Senator Lee introduced Ron Sallman to give the committee some data on the racing in Belleville.

Ron Sallman, Sallman Racing Inc, gave a summary on a proposal he is working on, describing how the State of Kansas would benefit from advertising with his organization. He testified that sponsorship of his car would build awareness of Kansas Tourism, give Kansas exposure on local and national TV, and provide a winning image of Kansas (Attachment 1).

Chairperson Allen recognized Richard Raleigh, Medicine Lodge Indian Peace Treaty Association. Richard showed a short video on the Medicine Lodge Peace Treaty Pageant. The pageant re-enacts the signing of the 1867 treaty between the U. S. government and the five Great Plains Indian tribes. The pageant is held the last full week-end of September every three years. Kay Kuhn, Executive Secretary, Medicine Lodge Indian Peace Treaty Association, spoke to the fact that the Indian Peace Treaty Pageant had been chosen as the event to represent Kansas in the American Bus Association's 1997 Top 100 events in North America (Attachment 2).

Chairperson Allen informed the committee that it had been invited to visit the Sternberg Museum. The committee would be flying out to Hays at 12:00 noon on Thursday, February 13, 1997, and returning the same afternoon. Chairperson Allen took a poll of those interested in making the trip.

Minutes for January 23,28,30 and February 5th were distributed. Rep Alldritt made a motion and Rep. Donovan seconded the motion to approve the minutes. The motion carried.

Chairperson Allen concluded the meeting at 2:35 p.m.

The next meeting is scheduled for February 11, 1997.

# HOUSE TOURISIM COMMITTEE GUEST LIST

DATE: Thursday February 6

NAME	REPRESENTING
Steve Hamilton	Prairie County Treasurer
Ron Ralston	M.J. Peace Treaty Assoc.
Kaye Kuhn	Medicine Lodge Peace Treaty
Rich Glover	Sullman Racing / Bellville
Ron Sullman	Sullman Racing / Bellville



*Motorsports  
Marketing Program  
for  
Kansas Tourism*



10702 West 101st Ter. Overland Park, KS 66214  
(913) 438-3940 Fax (913) 438-3935

January 1997  
House Tourism  
2-06-97  
Attachment 1

# Motorsports Marketing Summary

*Sallman Racing, a high profile midget racing team, can create a strategic marketing/promotional partnership with The State of Kansas that will show positive Tourism results.*

*Corporations large and small, as well as other states, have found that race team sponsorships increase sales, build brand loyalty and tourism. However, simply sponsoring a race team, even one that wins, will only deliver limited results. One must plan for promotion and advertising to communicate the sponsorship to the tourists.*

*Through sponsorship of Sallman Racing, Kansas can eliminate any confusion about sponsorship. Kansas will be reaching people on a "lifestyle level," a level of value, in which people are doing something they like. Advertising alone will not create value. Our program allows the State of Kansas to cultivate a two-way relationship with tourist before and after they make a trip. Relationships through racing offer a basis to gather information, develop and deliver products and services, and, ultimately, gain that competitive edge.*

*At Sallman Racing we recognize Kansas's needs. . . Sponsorship is a strategic vehicle, a means of realizing certain objectives. Racing has placed great emphasis on safety and sportsmanship, as well as professionalism, team work, and high performance under pressure. These characteristics parallel the values of Sallman Racing, Belleville, and that of Kansas.*

*Let us stress that there are several possible approaches to motorsports marketing. Sallman Racing can refine them or expand them to meet Kansas marketing needs. You get television, at-site hospitality and entertainment, and so much more. . . and we generate tourism.*

# Marketing Objective

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- Create a winning image for Kansas tourism within Kansas, across the United States, and internationally.
- Build sales before, during, and after each race.
- Create a unified marketing strategy by reinforcing the sponsorship in advertising, tourism promotion, PR, merchandising and trade tie-ins.
- Build awareness of Kansas tourism.
- Distinguish Kansas tourism from other states.
- Earn publicity exposure in local, regional and national TV, print, and radio media.
- Enhance tourism loyalty by providing Kansas tourism inf. at races.
- Increase Kansas tourism industry visibility through trade show appearances and tie-ins, vendor/supplier hospitality and media relations initiatives.
- Create a high-excitement merchandising vehicle for cross-promotions and tie-ins.

# Menu of Marketing Strategies

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- Builds Awareness of Kansas Tourism: *Awareness is the key; it is the first step in the planning process. Our marketing program will facilitate the tourist's awareness of Kansas, as outlined.*
  - » Distribution of Kansas literature, planning kits, etc.. at the following: national racing events where Sallman Racing competes; Belleville High Banks events; driver and race car appearances at car shows, race promotions, displays, the Kansas State Fair; and various other tourism-related events.
  - » Mailing of tourism literature aimed at increasing tourism-related expenditures and length of stay in Kansas.
    - Business reply card enclosed with reserved ticket sales for all events at Belleville High Banks, in racing programs across the United States. where Sallman Racing competes, and with any sale of merchandise.
    - Development of Promotional programs: (example) See how "Simply Wonderful" Kansas is and you can win a night at the Belleville High Banks Midget Nationals! Including: Tickets, crew member of the "Kansas Race Team", be an honorary flagman, plus much more!
    - All this can create a data base to conduct follow-up survey of visitors' experiences in Kansas.
  - » Our program provides aggressive marketing in that it combines all forms of media to include national, regional, and local television, print, radio, and promotion at local racing events. The value of this exposure and impressions will be documented by Joyce Julius of Ann Arbor, Michigan (a independent sports marketing research firm).
  - » The opportunity for Governor Graves and Ms. Kruse to promote Kansas on national television at the Belleville High Banks Midget Nationals.
    - Tape-delayed national broadcast on PRIME Sports Network (41 million households). This opportunity has been arranged with the producer.
    - Governor Graves and Ms. Kruse to draw winner of promotion mentioned above or appear with winner on TV.

# Menu of Marketing Strategies

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- Partnership: *"A Kansas Racing Team"*
  - » Kansas investment will be leveraged by a private sector investment ( a Kansas company). This company will serve as a primary sponsor to enhance Kansas associate sponsorship.
  - » The Sallman Racing (a Kansas Race Team) and Belleville High Banks (a Kansas tourism attraction) will serve as "spokesmen" for Kansas Tourism.
- Modern Technology
  - » Sallman Racing Team is developing a web site on the Internet to reach its established fan club nationwide. Kansas tourism information can be highlighted on this page via hypertext link.
- Race Team Transporter: Functions as a "billboard on wheels".
  - » As Sallman Racing travels across the United States, the transporter will display an "800" number on the right, left, and rear of the trailer. Tourism information can be obtained through this number.
    - In the first year, the State of Virginia's sponsorship of a race team generated 38,000 tourism inquiries alone from their "800" number on transporter; this has increased annually.
    - A special "800" number can be developed for tracking. (Example) "1-800 visit KS."
    - Exposure and impressions of transporter will be documented by Joyce Julius.
- The demographics of auto race fans mirror the profile of the Kansas tourist. They appreciate the type of tourism assets Kansas offers. Race fans have disposable income to spend; our program will keep those dollars in Kansas.

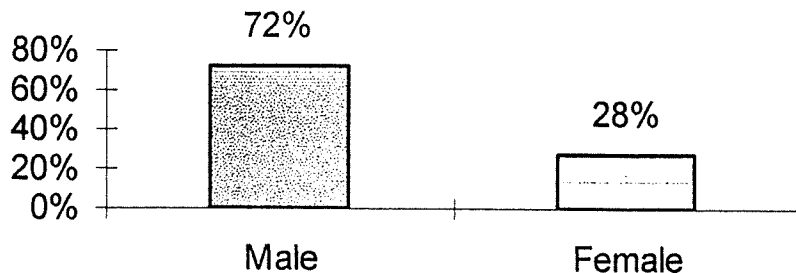
## THE TYPICAL USAC RACE FAN

*The typical USAC fan is a 42 year-old male who has attended at least some college, owns his own home, and is married. He and his spouse bring home an average of \$50,000 a year in household income and own about 2 vehicles. He enjoys attending races, usually among 15-20 times per year; however, as a rule does not belong to a fan club. He typically travels slightly more than 3000 miles per year to and from racing events, and ventures out of his home state four to five times per year to see a race. Of those four to five times, he will stay overnight in a motel/hotel three or four times. He spends on average, around \$1500 per year attending races. While at the track, he usually purchases a program. Midget and Sprint car races are his favorite form of USAC racing. He is generally "mechanically inclined" performing most minor maintenance on his own vehicles. When not attending races, he almost always watches racing on television, with ESPN and TNN being his favorite networks. He also is a subscriber to racing publications. Other than racing, he enjoys football, basketball, and baseball in that order, and also enjoys listening to country and rock music.*

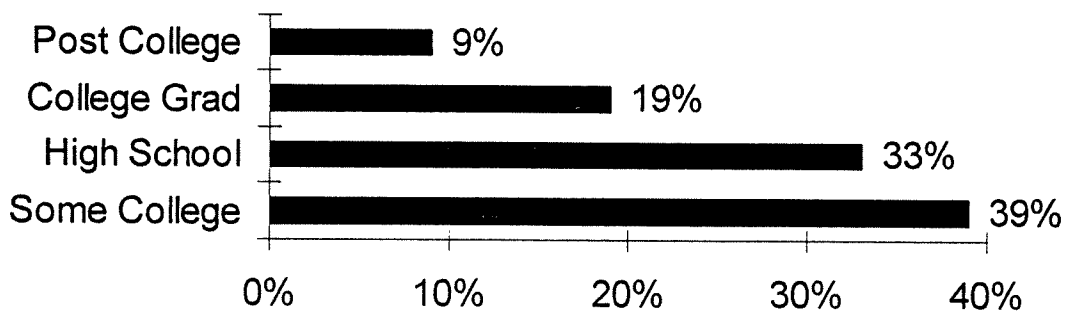


**1995 DEMOGRAPHIC INFORMATION  
FOR USAC MIDGET RACING**

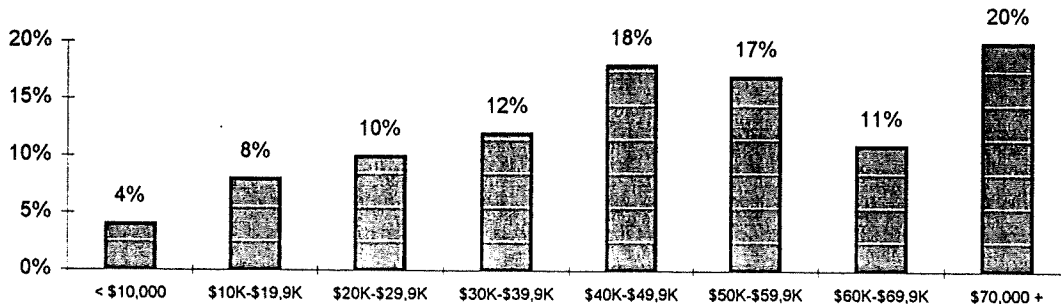
**Gender**



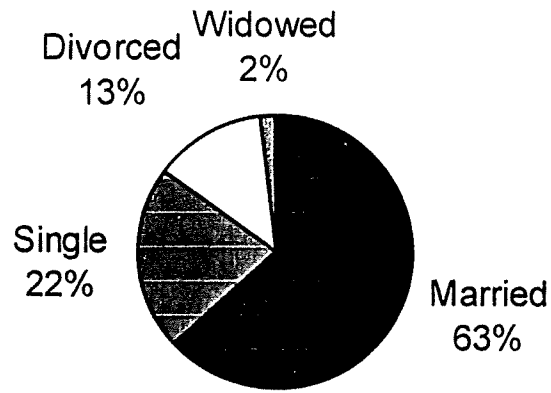
**Education (Highest Form)**



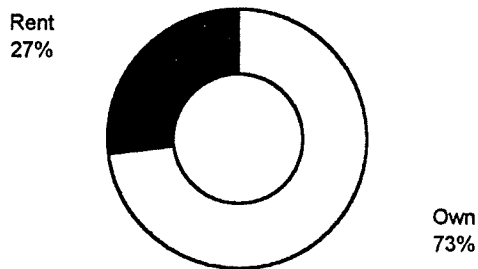
**Income Levels (Yearly per Household)**



## Marital Status



## Own/Rent Home



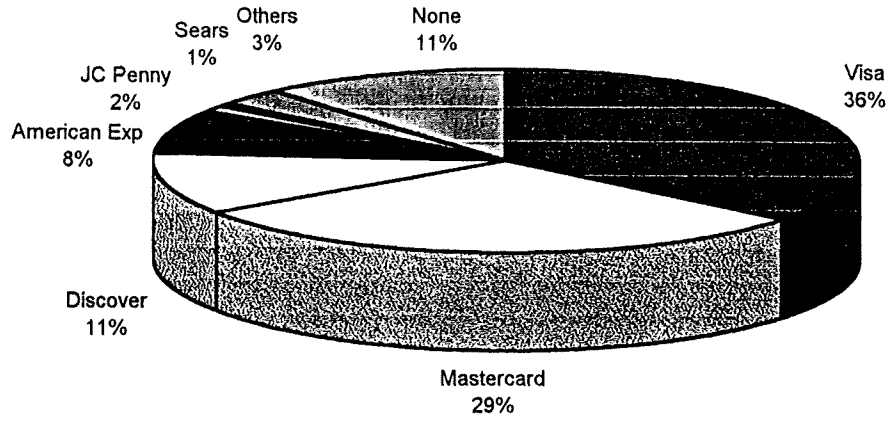
*2.5 VEHICLES PER HOUSEHOLD*

*65% PURCHASE RACING PROGRAMS*

*NIGHTS PER YEAR SPENT IN MOTEL WHILE TRAVELING TO RACES*

*3.9*

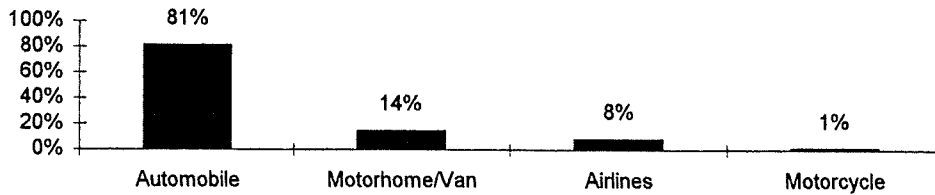
### Favorite Credit Cards



**AVERAGE AGE**  
**42.6 YEARS**

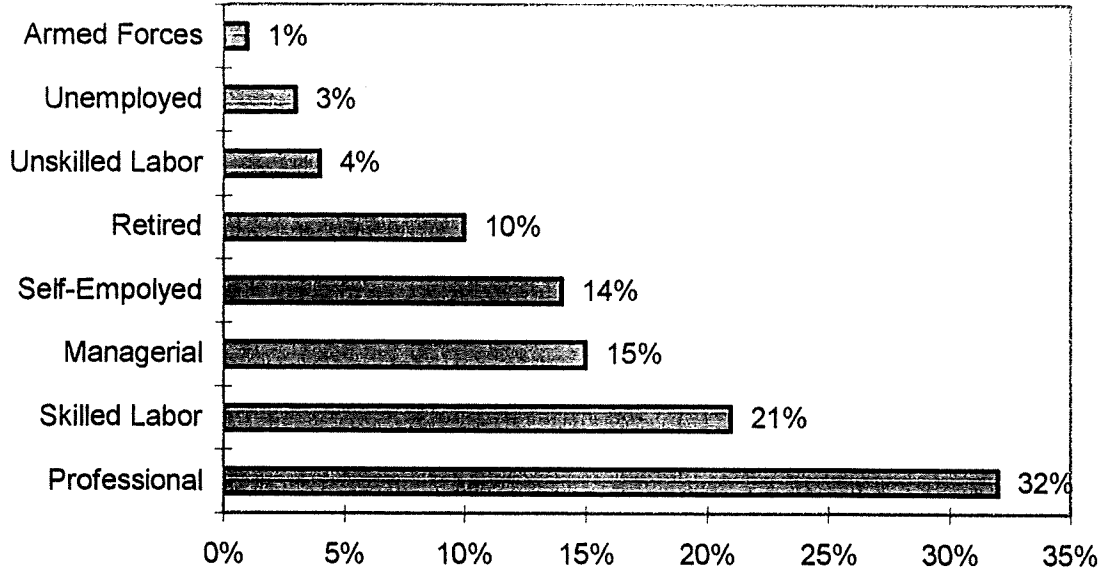
**RACES ATTENDED OUT OF STATE PER YEAR**  
**4.9**

### Pref. Means of Transportation

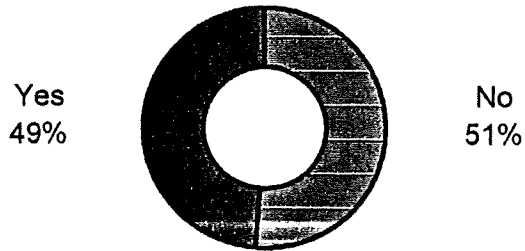


**AVG. MILES PER YR. TRAVELED TO SEE RACING EVENTS**  
**3111**

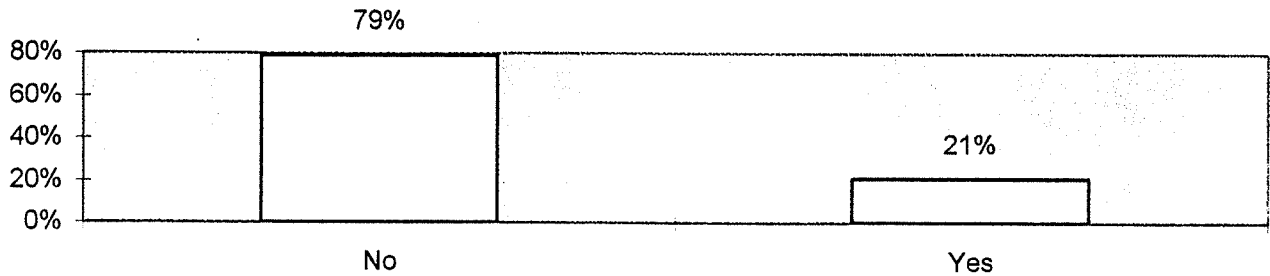
### Employment Categories



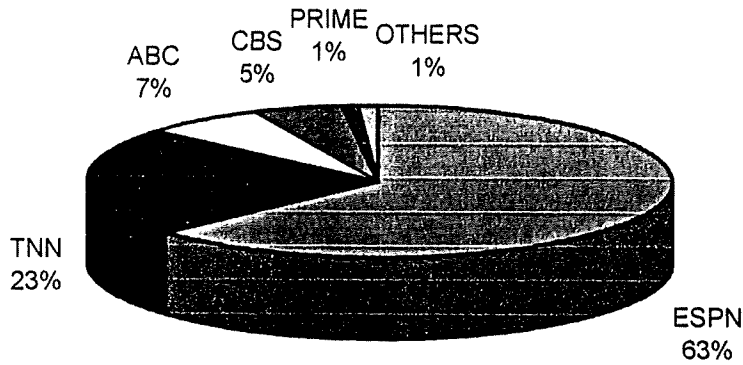
### Rent Autos For Business or Leisure



### Belong to Racing Fan Club



## FAVORITE NETWORK



## FAVORITE RACING PUBLICATIONS

NATIONAL SPEED SPORTS NEWS	21%
OPEN WHEEL	19%
CIRCLE TRACK	15%
STOCK CAR	10%
WINSTON CUP SCENE	7%
AUTOWEEK	6%
INDYCAR	5%
RACER	5%
OTHERS	12%

SOURCE FOR 1995 DEMOGRAPHIC INFORMATION:  
UNITED STATES AUTO CLUB 4910 W. 16TH STREET, SPEEDWAY, INDIANA 46224

# Menu of Marketing Strategies

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- Innovative: *While all states promote tourism through traditional venues such as travel magazines, Kansas would be distinguished from competing states with this unique sponsorship opportunity.*
  - » Many advertisers believe that through sponsorship they can reach consumers (tourists) at a "lifestyle level" that is most directly related to the interest and activity of their target consumers (tourists). In addition, because consumers (tourists) are being approached on a "lifestyle level" the impact and impressions are much greater and stronger. (ref. appendix)
  - » Fan Loyalty: Performance Research of Newport, RI, a independent sports market research firm, has gathered data concerning fan loyalty.
    - They found that 71% of racing fans said they would "almost always" or "frequently" choose a product or service involved in racing. You can see from the information that racing fans are very loyal to racing sponsors as compared to other sports.
    - 71% Auto Racing
    - 58% Major League Baseball
    - 57% NBA
    - 52% Tennis
    - 47% Golf
    - 36% NFL
- This state and national promotion program will reinforce Kansas' logo and slogan via:
  - » Right and left side of race car.
  - » Driver and crew uniforms.
  - » Right, left, and rear of team transporter.
  - » All equipment will carry logo.
  - » Midway displays.
  - » Signage at Belleville High Banks.
  - » Race programs.
  - » Promotions.

# Menu of Marketing Strategies

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- Arrangements for race tickets and race credentials for key people.
- A sponsorship announcement release will be issued to all media outlets on our media lists. This will include daily, weekly, trade publications, TV and radio outlets. We would also incorporate any media contacts you may wish to have included.
- A media kit will be created on the team and track program. This would incorporate considerable promotional materials on Kansas tourism.
- Arrangements can be made to carry your ad message on each track's public address system.
- Mailing list promotions.
- We would invite you to conduct tourism surveys and research at Belleville High Banks, and tracks where Sallman Racing competes. We will work with the tracks to make all arrangements.
- We invite you to make suggestions for additional promotional items.
- We will work with you to provide our team and race car for an agreed-upon number of personal appearances. A public relations representative would attend all key events to assure proper exposure for you...the sponsor.
- Hospitality and entertainment opportunities at the track. We help with arrangements.

# Advantages of Motorsports Marketing

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- **Consumer Following:** Racing is a remarkably efficient way for a company to reach that segment of the population which is male, well-educated, and growing in affluence. In addition, 28% of the audience is female.
- **Excitement:** Racing events provide an ideal backdrop for key account entertainment and/or internal public relations.
- **Advertising Impact:** The impressive sight of the sponsor's name on a race car that will remain in the minds of viewers of all ages for a long time. Fan loyalty is stronger in motorsports than any other sport.
- **Localized:** The high degree of visibility enjoyed by events in cities adjacent to the speedway allows for a wide range of promotional tie-ins.
- **Manageability:** Since the typical racing team participates in a scheduled series of events, a sponsor can work at effectively utilizing his involvement with the team over a period of months, tailoring his needs as he goes.
- **Focus and Emphasis:** An often overlooked phenomenon is racing's ability to provide Kansas dramatic exposure in its industry's trade press, reaching critical target audiences.
- The simple fact is: **RACE CARS ATTRACT A GREAT DEAL OF ATTENTION!!!** And that results in fantastic fan loyalty which can develop awareness of Kansas, that leads to **TOURISM!!!**



# Television Exposure

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- 1996 Nationally Televised Events. These events are televised on ESPN, ESPN 2, PRIME, and TNN (The Nashville Network).
- Sallman Racing will compete in the following
  - » Jan. 13 Tulsa, OK National Telecast Taped
  - » Feb.. 4 Phoenix, AZ National Telecast Taped
  - » Apr. 10 Ventura, CA National Telecast Live
  - » Apr. 13 Ventura, CA National Telecast Taped
  - » Apr. 24 Ventura, CA National Telecast Live
  - » May 25 Indianapolis, IN National Telecast Live
  - » June 15 Richmond, VA National Telecast Live
  - » July 3 Winchester, IN National Telecast Live
  - » July 17 Indianapolis, IN National Telecast Live
  - » Aug.. 3 Belleville, KS National Telecast Taped
  - » Aug.. 14 Indianapolis, IN National Telecast Live
  - » Aug.. 28 Winchester, IN National Telecast Live
  - In addition to these dates there will be reruns of the events
  - All taped and reruns are two hour telecasts.
  - Live events are 2.5 to 3 hr telecast
  - Live events are on 8:30 to 11:30 Eastern time
- In addition our racing series is featured on three half-hour racing news programs. These are national telecast and have news on sponsors, race teams, events, and drivers.
  - » Raceday TNN Sundays, all year, 10:00am & 6:30pm
  - » Speedweek ESPN Fri. Sat/ 10 months, various times
  - » RPM Tonight ESPN 2 Mon-Fri and Sun, evening

# Television Exposure

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- Example: if you had a \$100,000 budget and which to advertise with a 30 second ad nationally on ESPN it would cost \$8,400 per ad. This would equal 11.90 minutes exposure.
- Over a three hour telecast a top five team such as Sallman Racing can receive up to 15 minutes of exposure or more.
- Sallman Racing has obtained exclusive "in-car camera" for televised midget races. This maximizes exposure in addition to:
  - » Race car with logo and colors competing on race track
  - » Driver interviews (uniform with logo and colors)
  - » Sponsor mentions
  - » Crew interviews (uniform with logo and colors)
  - » Signage at Belleville High Banks
  - » Interview with Governor Graves and Ms. Kruse
  - » Pit equipment (logo and colors)
  - » This is what makes our program so "cost-effective". There is still 12 races that we can get exposure and this is only one venue. The value would be much greater because of all the strategies outlined in our program will create additional exposure.
    - all exposure will be documented by Joyce Julius
- TNN reaches 54 million households
- ESPN reaches 67 million households
- ESPN2 reaches 31 million households
- PRIME reaches 41 million households

# Statistical Data-- Belleville High Banks

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- Belleville Midget Nationals Attendance Growth
  - » 1990 8,858
  - » 1991 9,714
  - » 1992 10,498
  - » 1993 11,091
  - » 1994 11,202
  - » 1995 11,624 (1,300 no-shows due to rainout)
  - » 1996 13,230
- 80-85% of all reserve ticket sales are from out-of-state and overseas.
- Top ticket sales by state (in random order):
  - » Missouri
  - » Wisconsin
  - » Nebraska
  - » Colorado
  - » Arizona
  - » Oklahoma
  - » California
  - » Iowa
    - All states will receive reserve tickets except Vermont and Hawaii
    - Over 80 Race teams bring on average 20 people per team (over 90% of teams out of state)
- Ranking of top ticket sales by country:
  - » New Zealand
  - » Australia
  - » England

# Tracking Methods

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- Development of special 800 number--can track number of inquiries made.
- Business reply cards--completed to request tourism information on Kansas; total number of requests tracked.
- Follow up surveys
- Joyce Julius and Associates exposure summary:
  - » Number of impressions
  - » National television exposure
  - » Television news programming
  - » Local radio
  - » Event site and local market
  - » Print media
  - » Bimonthly and year-end reports
    - all reports contain exposure time and dollar value
- Web site--number of hits made.

# **USAC Midget Racing Data Summary**

## **A Supplement Data Report for Kansas Tourism Proposal**

### **Sallman Racing, August, 1996**

**BACKGROUND:** The most recent data made available to Sallman Racing from the Kansas Department of Tourism states that in 1994 it cost the State of Kansas \$2.58 per inquiry. In 1994, Kansas tourism advertising budget was \$398,000 dollars. From these figures (\$2.58 & \$398,000) we determined that the total number of inquiries in 1994 was 154,264.

**DATA:** Sallman Racing has compiled data on USAC midget racing from the following areas:

1. ESPN (Sports Channel, Television): 1995 total number of households that watched midget racing, 10,738,224.
2. PRIME (Sports Channel, Television) / TNN (Sports, Hunting, Country Music Channel, Television): 1995 total number of households that watched midget racing, 3,030,000.
3. ATTENDANCE (at midget racing events): 1995 total for 50 events, 295,949.
4. APPEARANCES: 1995 paid attendance at events where show car and display appear, 999,248.
5. TRANSPORTER (Truck & Trailer used to move race car across continental U.S.): Data is based on results from the State of Virginia's "800" phone number on a race team's trailer that Virginia sponsored. Virginia received 38,000 inquiries, Sallman Racing is using a conservative estimate of 19,000 inquiries for this proposal.

**COMPARISON:** For the investment of \$100,000 in Sallman Racing's marketing program, we suggest our program will receive a conservative estimate of 45,000 tourism inquiries. Our program reduces the cost of tourism inquiries from the most recent data from 1994 of \$2.58 per inquiry to \$2.22 through motorsports marketing. This is a savings of 38 cents per inquiry. If Kansas was to receive 45,000 inquiries at the 1994 rate of \$2.58 it would cost \$116,100 dollars. Sallman Racing's program at \$100,000 dollars reduces the cost by \$16,100 dollars.

**SUPPORTING FACTS:** Sallman Racing's estimates are very conservative when compared to previous sponsorships and events. During the week of the 1995 Belleville midget nationals, the city of Belleville, Kansas had 960 inquiries at the tourism center. This is a **7.4% response rate** as compared to Sallman Racing's attendance response rate of .173%. As mentioned before, the state of Virginia received 38,000 inquiries from a race team transporter 1-"800" phone number. Sallman Racing is using a conservative estimate of 19,000 inquiries.

**GENERATING INQUIRIES:** Sallman Racing will generate tourism inquiries through the programs outlined in our proposal (i.e. "800" number, promotional programs, ect.). This data shows the potential results from those programs.

**CONCLUSION:** Sallman Racing's motorsports marketing proposal for Kansas tourism can greatly reduce the cost of each tourism inquiry.

*This supplemental data report is the property of Sallman Racing. Any use of it or the material contained within, is not authorized unless by contract or Sallman Racing.*

# TOURISM INQUIRY DATA TOTALS

<b>Response Rate</b>	<b>ESPN</b>	<b>PRIME/TNN</b>	<b>ATTENDANCE</b>	<b>APPEARANCES</b>	<b>TRANSPORTER</b>	<b>INQUIRY TOTALS</b>
0.173%	18,535	5,230	511	1,725	19,000	45,000
0.250%	26,846	7,575	740	2,498	19,000	56,659
0.375%	40,268	11,363	1,110	3,747	19,000	75,488
0.500%	53,691	15,150	1,480	4,996	19,000	94,317
0.750%	80,537	22,725	2,220	7,494	19,000	131,976
1.000%	107,382	30,300	2,959	9,992	19,000	169,634
1.125%	120,805	34,088	3,329	11,242	19,000	188,463
1.250%	134,228	37,875	3,699	12,491	19,000	207,293
1.500%	161,073	45,450	4,439	14,989	19,000	244,951
1.750%	187,919	53,025	5,179	17,487	19,000	282,610
2.000%	214,764	60,600	5,919	19,985	19,000	320,268
2.500%	268,456	75,750	7,399	24,981	19,000	395,586
3.000%	322,147	90,900	8,878	29,977	19,000	470,903
3.500%	375,838	106,050	10,358	34,974	19,000	546,220
4.000%	429,529	121,200	11,838	39,970	19,000	621,537
4.500%	483,220	136,350	13,318	44,966	19,000	696,854
5.000%	536,911	151,500	14,797	49,962	19,000	772,171

<b>Response Rate</b>	<b>COST PER INQUIRY</b>	<b>BASED ON \$100,000 SPONSORSHIP</b>	<b># of inquiries needed to match Kansas data from 1994 with \$100,000</b>
0.173%	\$2.22		
0.250%	\$1.76		
0.375%	\$1.32		38,760
0.500%	\$1.06		
0.750%	\$0.76		
1.000%	\$0.59		
1.125%	\$0.53		
1.250%	\$0.48		
1.500%	\$0.41		
1.750%	\$0.35		
2.000%	\$0.31		
		<b>Kansas 1994 cost per Inquiry</b>	<b>\$2.58</b>
		<b>1994 Inquiries for Kansas tourism</b>	<b>154,264</b>

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# ESPN DATA

<u>Telcast #</u>	<u>Telcast Date</u>	<u>Households</u>		
1	3/30/95	705,006		
2	3/30/95	532,332		
3	4/6/95	145,008		
4	4/9/95	584,802		
5	4/13/95	128,790		
6	4/25/95	274,752	<u>% of Households</u>	
7	4/26/95	120,204	<u>That Inquire</u>	<u>Inquiries</u>
8	5/2/95	132,606	0.173%	18,535
9	5/4/95	369,198	0.250%	26,846
10	5/4/95	493,218	0.375%	40,268
11	5/4/95	493,218	0.500%	53,691
12	5/5/95	149,778	0.750%	80,537
13	5/5/95	83,952	1.000%	107,382
14	6/17/95	507,528	1.125%	120,805
15	6/20/95	124,974	1.250%	134,228
16	7/6/95	431,208	1.500%	161,073
17	7/7/95	79,182	1.750%	187,919
18	7/13/95	589,572	2.000%	214,764
19	7/15/95	91,584	2.500%	268,456
20	7/20/95	545,688	3.000%	322,147
21	7/20/95	525,654	3.500%	375,838
22	7/21/95	78,228	4.000%	429,529
23	7/21/95	80,136	4.500%	483,220
24	7/27/95	846,198	5.000%	536,911
25	7/28/95	145,962		
26	8/3/95	689,742		
27	8/9/95	82,044		
28	8/10/95	738,396		
29	8/11/95	167,904		
30	8/17/95	642,996		
31	8/19/95	133,560		
32	9/1/95	391,140		
	9/2/95	<u>126,882</u>		
		<b>10,738,224</b>	<b>Total Households</b>	

**Average # of  
 Households  
 per Telcast**      **335,570**

# PRIME SPORTS / TNN DATA

		<u>% of Households</u>	
		<u>That Inquire</u>	<u>Inquiries</u>
PRIME	410,000		
PRIME	410,000		
PRIME	410,000	0.173%	5,230
PRIME	410,000	0.250%	7,575
PRIME	410,000	0.375%	11,363
PRIME	410,000	0.500%	15,150
TNN	<u>570,000</u>	0.750%	22,725
	<b>3,030,000</b>	1.000%	30,300
		1.125%	34,088
		1.250%	37,875
		1.500%	45,450
		1.750%	53,025
		2.000%	60,600
		2.500%	75,750
		3.000%	90,900
		3.500%	106,050
		4.000%	121,200
		4.500%	136,350
		5.000%	151,500

*This Supplemental data report is the property of Sallman Racing.*



# ATTENDANCE 1995

	<u>DATE</u>	<u>LOCATION</u>	<u>ATTENDANCE</u>		<u>Inquiries</u>
1	1/10/95	TULSA, OK	26,462		
2	2/5/95	PHOENIX, AZ	75,000		
3	4/2/95	WINCHESTER, IN	2,500		
4	4/29/95	LOUISVILLE, KY	5,000	0.173%	511
5	5/6/95	INDIANAPOLIS, IN	4,000	0.250%	740
6	5/13/95	INDIANAPOLIS, IN	6,000	0.375%	1,110
7	5/28/95	INDIANAPOLIS, IN	9,000	0.500%	1,480
8	6/9/95	TERRE HAUTE, IN	3,400	0.750%	2,220
9	6/24/95	WINCHESTER, IN	2,700	1.000%	2,959
10	7/3/95	RICHMOND, VA	10,287	1.125%	3,329
11	7/6/95	WINCHESTER, IN	2,600	1.250%	3,699
12	7/13/95	INDIANAPOLIS, IN	4,000	1.500%	4,439
13	7/27/95	INDIANAPOLIS, IN	4,000	1.750%	5,179
14	8/2/95	INDIANAPOLIS, IN	7,500	2.000%	5,919
15	8/1-3/95	BELLEVILLE, KS	11,300	2.500%	7,399
16	8/11/95	KANSAS CITY, KS	4,800	3.000%	8,878
17	8/12/95	ODESSA, MO	5,200	3.500%	10,358
18	8/17/95	INDIANAPOLIS, IN	5,000	4.000%	11,838
19	8/19/95	SPRINGFIELD, IL	8,000	4.500%	13,318
20	8/23/95	KOKOMO, IN	5500	5.000%	14,797
21	9/10/95	TERRE HAUTE, IN	5500		
22	9/22-23/95	ROSSBURG, OH	10000		
23	10/15/95	LOUISVILLE, KY	6000		
24	10/22/95	WINCHESTER, IN	2700		
25	11/18/95	VENTURA, CA	2500		
26	11/23/95	BAKERSFIELD, CA	5,000		
27	11/25/95	PERRIS, CA	4,500		
32	MARA	5 EVENTS	12,500		
42	NAMARS	10 EVENTS	25,000		
50	NON SAN	8 EVENTS	<u>20,000</u>		
			<b>295,949</b>		
		<b>AVERAGE</b>	<b>5,919</b>		

This supplemental data report is the property of Sallman Racing.

# APPEARANCES

	<u>TOTAL</u>	<u>999,248</u>		<u>Inquiries</u>
BARTLE HALL CAR SHOW	70,000		0.173%	1,725
HARTLAND PARK (3 EVENTS)	70,000		0.250%	2,498
	90,000		0.375%	3,747
	53,000		0.500%	4,996
KANSAS STATE FAIR	361,647		0.750%	7,494
MISSOURI STATE FAIR	294,601		1.000%	9,992
COUNTRY STAMPEDE	60,000		1.125%	11,242
			1.250%	12,491
			1.500%	14,989
			1.750%	17,487
			2.000%	19,985
			2.500%	24,981
			3.000%	29,977
			3.500%	34,974
			4.000%	39,970
			4.500%	44,966
			5.000%	49,962

*This supplemental data report is the property of Sallman Racing.*

# The Bottom Line

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- Our Marketing Program = **RESULTS!**
- The Director of Tourism for the State of Virginia described their racing sponsorship as ***“Virginia’s most valuable tourism investment”!***
- “We’re letting the race fans in the locker room. No other sport does that.”
- Marketing through Sallman Racing and Belleville High Banks is the most **“cost-effective”** method today. No one can give you the marketing dollar value that we can!!

# Recommendation

---

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- Select the marketing strategies that can be implemented with or in addition to your current marketing plan.
- The results, if things go as proposed:
  - » “*Marketing Value at the bottom line.*” How much is it worth? No one can give you the “*value*” for your marketing dollar like Sallman Racing!! You get television, radio, print media, at-site hospitality, tie-ins, entertainment, and so much more. All for a fraction of the normal cost!!! . . . . And we generate *fan loyalty* and *tourism*.
- What to do next:
  - » Sallman Racing will arrange a meeting at a convenient time to discuss strategies, financial details and contracts.
- Thank You for your time, and we look forward to our partnership!
  - *This proposal is the property of Sallman Racing. Any use of it or the material contained within, is not authorized unless by contract or Sallman Racing.*



## Career History of Ron Sallman

*Ron Sallman began his racing career at the age of five, riding a go-kart on an oval track that his father built in their backyard. At the time, he could not reach the gas or brake pedals, so his father would set the throttle at half open and turn him loose. He either ran out of gas or would have to yell to get his father's attention to stop.*

*These experiences led to Ron running his first race at the age of eight, which in turn led to his first victory. At the age of 11, Ron finished second in the Oklahoma State Championship and his younger brother Steve finished third. They both entered national competition the following year.*

*Throughout Ron's teenage years, he won many features and track championships on dirt ovals, asphalt ovals, and road courses from coast to coast. Ron even had the privilege of racing in the World Karting Association Championships at Daytona International Speedway. At this event Ron's father, Richard, set a land speed record for karts.*

*At age 17, Ron finished runner-up in the International Kart Federation Speedway Grand Nationals, one spot short of the highest award in karting. At this time Ron had full sponsorship with engine and chassis manufacturers, and began to develop his own chassis designs.*

*Ron became a dominant figure in indoor kart racing, with a winning percentage of 82% over a three-year period. This was due to many of the designs he incorporated into his chassis, and gave him the edge over his competitors.*

*Three years after finishing as runner-up, Ron achieved the highest award in kart racing by winning the Grand Nationals. This opened the door to many new opportunities in racing, and the following year Ron began racing limited sprint cars at Knoxville, Iowa.*

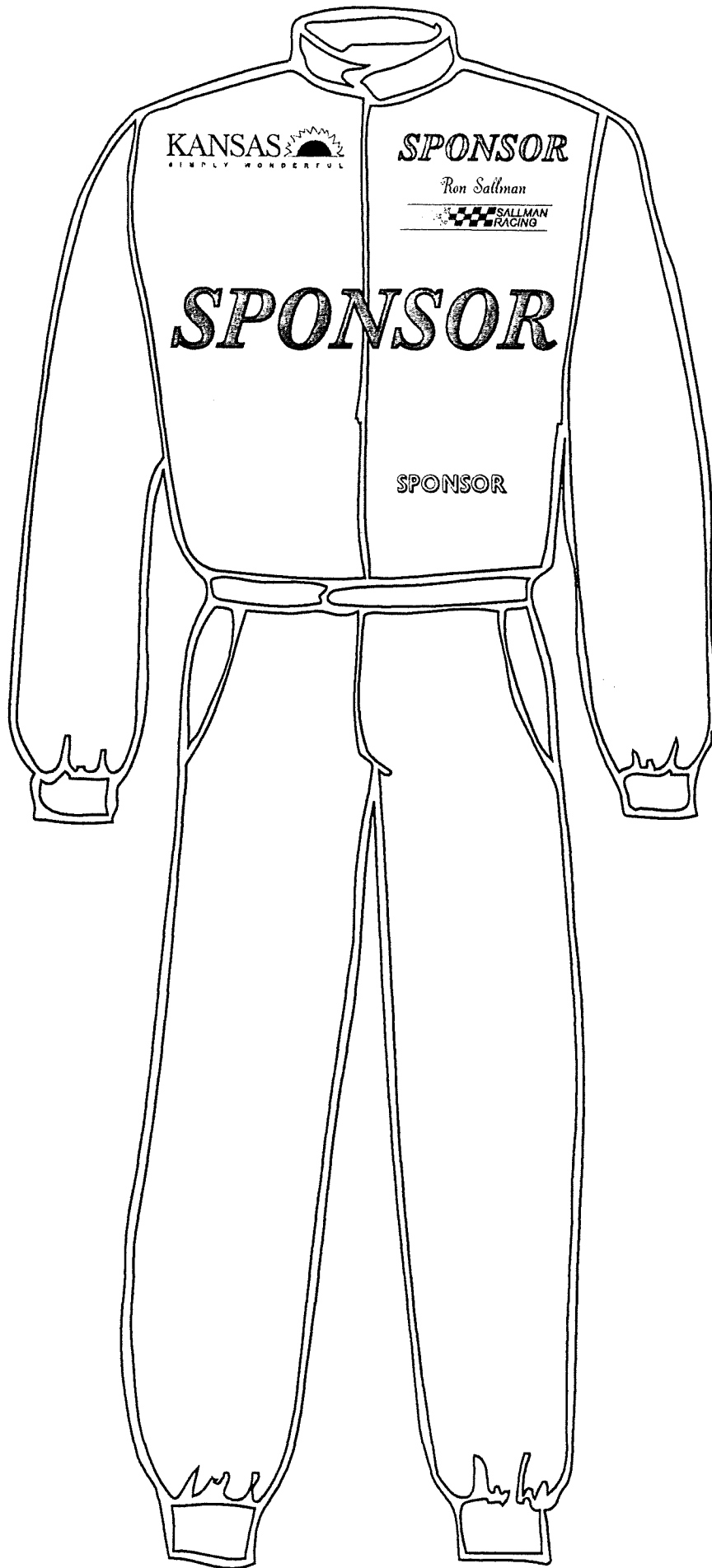
*Ron continued to race go-karts and sprint cars, and has collected several feature wins in sprint cars and additional championships in kart racing.*

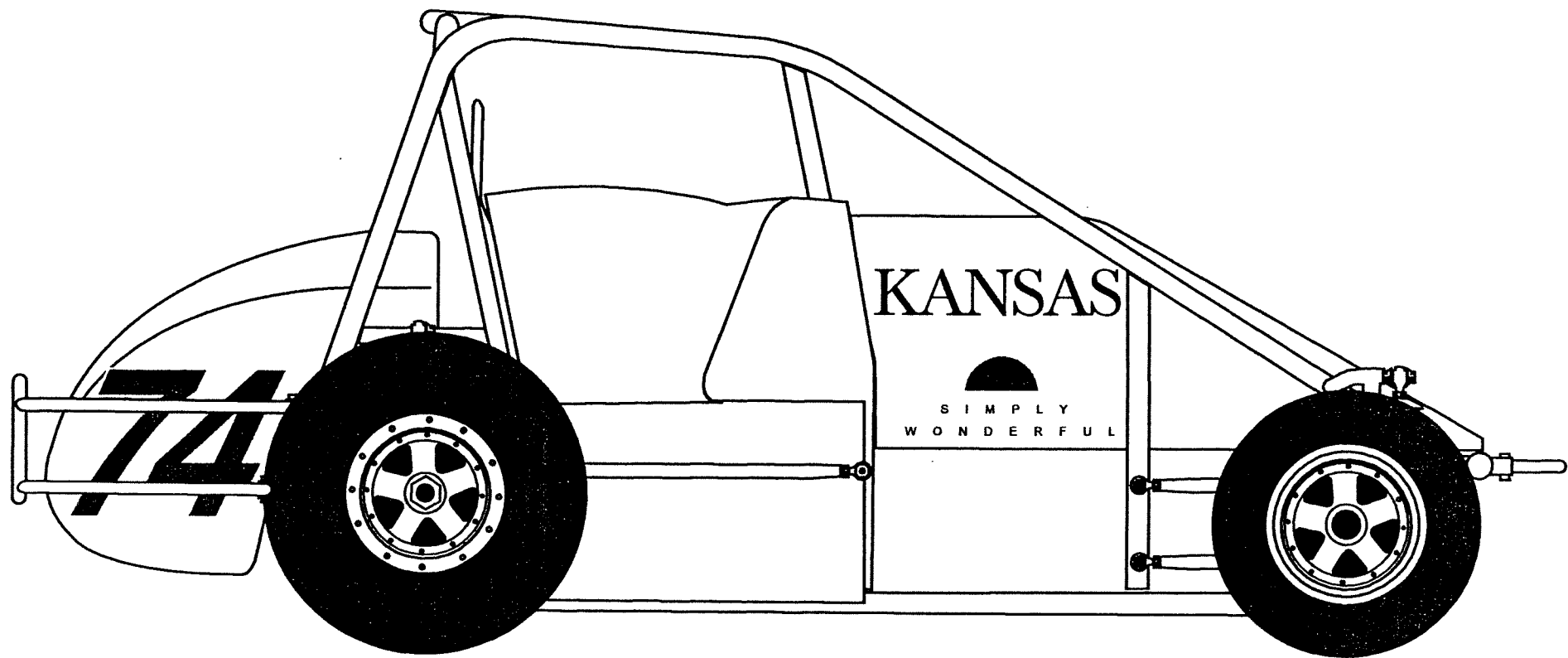
*Ron is a graduate of Central Missouri State University and is a Airline Transport Pilot in single and multi-engine aircraft. Ron is also rated in gliders and has flown over 75 different aircraft with over 3000 flying hours.*

*In addition to racing, Ron's interests include building and flying experimental aircraft and is currently finishing building a Pitts Special. He also enjoys restoring old cars and working on the family farm. Thirty year old Ron, his wife Elaine, and six year old Elizabeth, are all proud to announce the birth of Eric Sallman in January of 1996.*

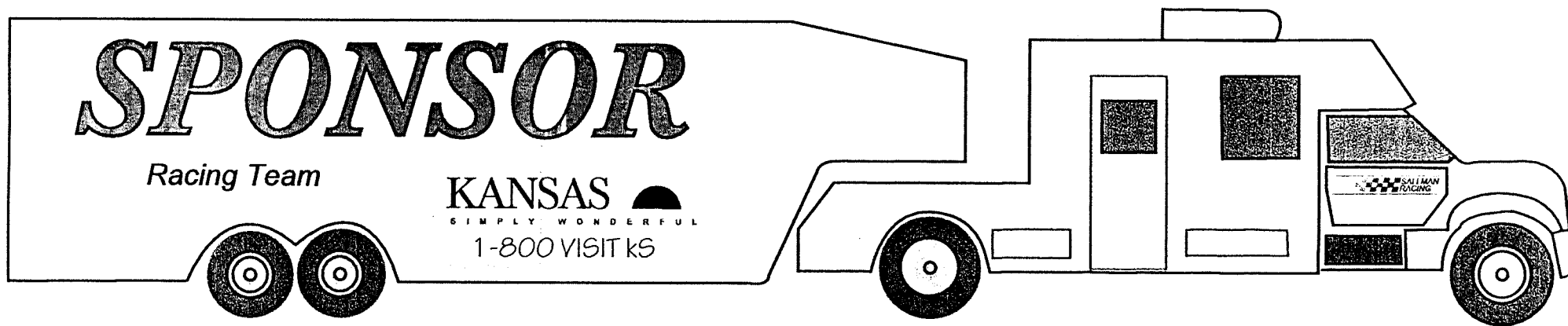
## Ron's "track record" is lengthy, and rich with highlights

- *Age eight, first year of racing. Four feature wins and track points champion.*
- *Age eleven, second in the Oklahoma State Championships.*
- *Age seventeen, second place International Kart Federation (IKF) Speedway Grand Nationals.  
Fourth place Super Stock Light IKF Grand Nationals.  
Fifth place Open Class IKF Grand Nationals.*
- *Age eighteen, Sunshine Winter Nationals Feb. 13-16, Daytona Memorial Stadium  
Two overall points titles in two classes; second place in another class.  
Eight feature wins.*
- *National Indoor Champion in three classes.*
- *Age nineteen, first year driving 360 Sprint car at Knoxville, Iowa and throughout the Midwest.  
Two feature wins at Knoxville.  
Four overall feature wins.  
Fourth place points at Knoxville.  
Two track records.*
- *1987 Results from IKF Speedway Grand Nationals:  
First place 150cc Open  
Second place 100cc Super Stock Heavy  
Sixth place 100cc Stock Heavy  
Fifth place Yamaha KT100S  
Fourth place 100cc Super Stock Light  
Fourth place 100cc Stock Light  
Fourth place 100cc Open  
Fourth place 200cc Stock  
Was the only driver to compete in every class throughout the three-day event.  
Competed in eight 30-lap A-Mains.  
Drove 672 laps, including coming from C-Main in two different classes to finish fourth.*
- *1988-1992 Attended Central Missouri State University; earned a Bachelor of Science degree in Aviation Technology with a minor in Marketing.  
Captain, CMSU Flight Team.  
Head Coach, CMSU Flight Team.  
Dean's List candidate.*
- *USA Speedway National Champion Seven Times*
- *World Karting Association Speedway Championships held in USA:  
Competed in three classes.  
World Champion 100cc Super Stock Light  
World Champion 100cc Super Stock Heavy  
World Champion Runner-Up 100cc Yamaha*
- *Designed, developed, and test-drove racing kart chassis for manufacture by Kermit Buller.*









# APPENDIX

## SOURCES OF INFORMATION:

Linger Group (317) 631-2500  
(ESPN Thunder Programs)

United States Auto Club (317) 247-5151  
4910 West 16th Street  
PO Box 24001  
Speedway, IN 46224-0001

National Speed Sports News (201) 445-3117

ESPN (203) 585-2000

ref. Mark E. Battersby, Reaping the Rewards of Sponsorship, Bank Marketing, Vol 24 #6, June 1992, page 24, paragraph 3

## FOR QUESTIONS OR ADDITIONAL INFORMATION REGARDING PROPOSAL, CONTACT:

Ron Sallman (913) 438-3940  
10702 West 101st Terrace  
Overland Park, KS 66214

Ron Sankey (913) 527-5585



# MEDICINE LODGE PEACE TREATY SEPT 26-27-28 1997



House Tourism  
2-06-97  
Attachment 2

Medicine Lodge Indian Peace Treaty Association  
P. O. Box 128  
Medicine Lodge, Kansas 67104  
316-886-9815

February 6, 1997

Members of the House Tourism Committee

The people of Medicine Lodge and Barber County are very proud of the Indian Peace Treaty Pageant and celebration weekend. We're proud of what it has always been and prouder still of what it has become and what we hope for it to become.

It is highly educational and entertaining for the whole family. Our community works hard to make it a weekend event that everyone can enjoy. Kanza Council of the Boy Scouts sponsors a trip that brings hundreds of Boy Scouts to camp for the weekend and participate in the activities. This year the Senior Girl Scouts of Kansas and Oklahoma will be here for a Camporee. In 1994 thirty-five schools brought 2,500 children for the Friday performance and festivities which we have designated as 'School Day'. In the weeks after the Peace Treaty celebration, when everyone is tired and trying to pick it all up and put it away, one of our greatest joys is the letters we receive from school children telling us what they learned and how much fun they had.

If we are to keep growing and improving, as we hope and anticipate, we will need help. In order to keep ticket prices reasonable so that it is affordable entertainment for families, and still make the improvements we need to make and obtain and replace equipment and costumes, we are at a point where corporate sponsorship and other financial assistance is necessary.

It is almost impossible to put into words what the Peace Treaty Pageant and celebration means to the people of Medicine Lodge and the surrounding area. It is a part of not only our lives, but that of all Kansans. It brings people from all over the country to our state, and gets the people of Kansas out to enjoy a Kansas too many of them are not familiar with. People from 'the city' have a hard time relating with us 'Out West' and we're always happy to have them come and see the countryside and show them what we have to offer. But most of all, we want them to leave with a sense of pride in their State, feeling that they have learned something about their heritage and what life was like when Kansas was young.

The Medicine Lodge Indian Peace Treaty Association is not a business, it is a living and breathing thing for those of us from this part of the State. It is something we want to perpetuate for generations to come. The September, 1997 celebration is the 70th anniversary of the beginning of this great event and our next presentation will be in September of the year 2000. If we are to be able to carry this tradition forward for future generations we must look ahead, preserve, and build upon what we have.



Kaye Kuhn, Executive Director

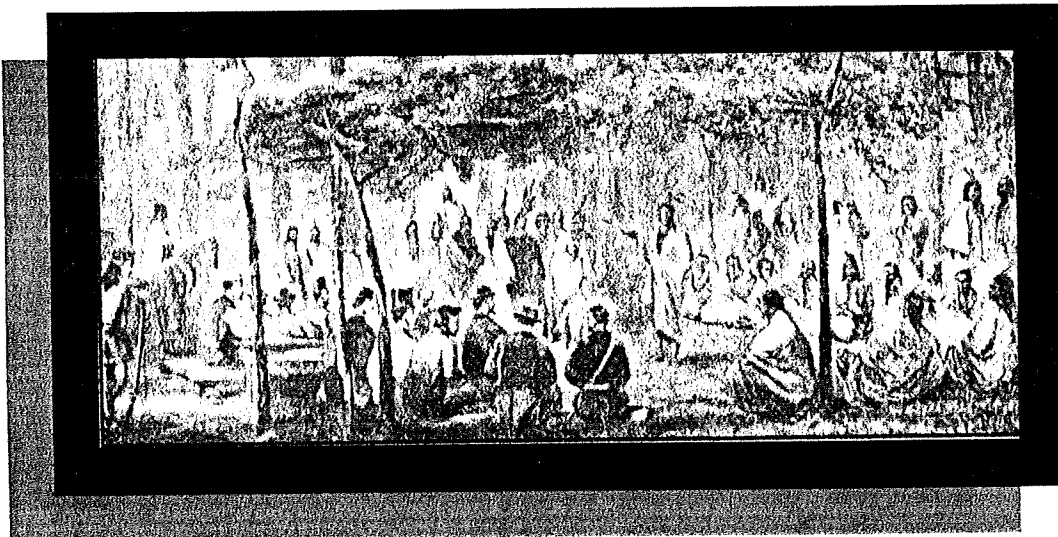
## HOW IT BEGAN

In 1917 an initial effort was made by citizens of Medicine Lodge to commemorate the historical significance of the Treaty of Medicine Lodge, signed in 1867 by the Peace Commission of the United States and the five tribes of Plains Indians - the Kiowas, the Comanches, the Apaches, the Arapahos and the Cheyenes.

In 1926 a citizens' committee secured the services of Sergeant I-See-O, a Kiowa Indian, who was also an army sergeant. I-See-O, as a young boy, had attended the treaty signing in 1867, and his mission was to rediscover the site of the event. After much searching and with the corroboration of Kiowa tribal records, Sergeant I-See-O declared the site to be at the confluence of Elm Creek and the Medicine River, south of the present city of Medicine Lodge.

The citizens' committee decided to commemorate the event with an historical pageant, which was first presented in 1927. The pageant was originally written and directed by Dr. F. L. Gilson of Emporia; the verses, some of which appear in the program, were composed by Rachael Nixon of Medicine Lodge.

The beautiful arena, which covers a quarter section of colorful Kansas prairie, was presented to the Association by the late E. S. Rule of Wichita, a Barber countian. It is designated as the Memorial Peace Park.



## **The Medicine Lodge Peace Treaty - The Result of a Community Working Together**

**The 19th Presentation of the Medicine Lodge Indian Peace Treaty Pageant to be held this September marks the 130th anniversary of the signing of the treaty and the 70th anniversary of the Pageant. The first Peace Treaty Pageant held in 1927 was very successful, and it has grown with every re-enactment.**

**The celebration was at first held every 5 years. The fourth pageant was moved up a year in order that it be held in conjunction with the state-wide Coronado celebrations of 1941, commemorating the 400th anniversary of the Spanish explorers' visit to the land that is now Kansas. More recently it has been presented every 3 years. The Pageant has been presented in 1927, 1932, 1937, 1941, 1947, 1952, 1957, 1961 (Kansas centennial), 1967 (Peace Treaty centennial), 1970, 1973, 1976, 1979, 1982, 1985, 1988, 1991, and 1994. It is a tradition established and fortified by a town working together to preserve its rich heritage.**

**The editor and owner of the local newspaper, J.C. Hinshaw, described the town's excitement for the first commemoration: "As time nears, it is evident that everybody in Medicine Lodge and surrounding country will be afire with enthusiasm concerning the celebration." From the beginning, the Pageant has necessitated the participation of nearly every man, woman and child in the surrounding area - hundreds of people. Many participants have become "regulars" - they have volunteered for the same part for so many times that they now demand "their part". Specific families have commandeered particular scenes. Many of these are individuals have moved away from the area but still return throughout the years to perform their part in the Pageant. Heaven help any unknowing person who might try to assign these parts to someone else! New faces always take their place among the old and after their first encounter, they're usually hooked, too!**

**Many of the committees that formed to prepare for the first Pageant are similar to those that function today in preparation for the celebration. The first Association had an advertising committee which undertook to have 100,000 stickers printed at a cost of \$200.00. Each member of the committee was then responsible for disposing of 7,000 of them at cost. Local businesses purchased them to send out in their mailings. The committee also purchased 'car banners' and window stickers. They endeavored to ensure that all cars in town had banners, especially those traveling out of town and that every car that came into town left with a sticker on its windshield.**

**Then, as now, there was an Indian committee which was responsible for bringing 250 Indians from the five tribes into town and providing a place**

for them to camp. That was how the Indian Village at the City Park got its start.

Community organizations have always played essential rolls in the celebration. The Lions Club, which had only been chartered for one year, sponsored the costs of bringing the Indians in for the weekend of the first pageant. The Monday Afternoon Club and the Community Club were some of the first organizations asked to appoint representatives to work with the Association. This practice has continued through the years. Community organizations have sponsored all kinds of activities during the weekend of the celebration from food booths at the Pageant Pantry to an Arts & Crafts show at the Intermediate school. The weekend of the celebration is the sole money maker for some of the more fortunate groups.

The Kansas Championship Ranch Rodeo which was more recently added to the venue of the celebration has grown quite successfully. Some of the oldest and largest ranches in Kansas gather not only during the year of the Pageant but during the off years as well. This year marks the 9th Ranch Rodeo and the third time it has been held during the Pageant.

Admission prices for the 1927 Pageant were \$.75 for adults and \$.25 for children. Programs sold for \$.15. Ticket prices for the 1997 Pageant have been set at \$9.00 for adults and \$5.00 for children. The Association has made it their policy to keep the ticket prices affordable for everyone. Where can one find a better deal these days?

Even in the beginning the celebration was cause for the town to spruce itself up. The "Better Yards and Gardens" committee was asked to urge people to have their town looking its best in 1927! It is most miraculous how everyone pulls together for each celebration, no matter how severely issues have divided them between times, to put forth their best for the many guests that arrive from all over. This is the spirit that perpetuates the celebration. While the frustrations encountered and the exhaustion resulting each time cause many to express their gladness when the pageant is over, these sentiments are soon forgotten and thoughts turn to preparation for the next presentation.

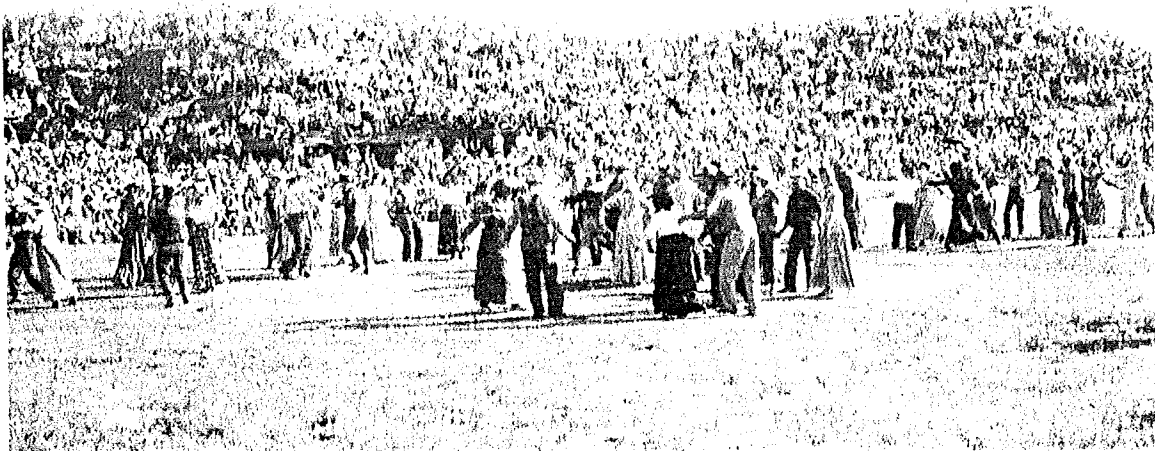
Over the years, when funds were available, the Association has purchased gear and equipment: Authentic covered wagons, buggies, stage coaches, saddles, costumes and more. While these originally were readily available from local sources, it has been necessary to acquire and maintain them to ensure continuance of their availability and usefulness.

Nellie Snyder Yost writes in her book Medicine Lodge: "The two-hour panoramic dramatization of the tremendous acts of history that are placed out in this section of the plains between 1541 and 1867 has changed but little

since the 1927 re-enactment . . . The tops and slopes of the hills surrounding the valley offer perfect seating . . . But it is next to impossible to do justice, with mere words, to the spectacle they see there. . . Without a doubt it surpasses many an impressive Hollywood extravaganza. Now known nationwide, 'The World's Largest Production on the World's Largest Stage' attracts visitors from every state. Medicine Lodge, of course, with only The Grand Hotel, two motels, and its several hundred hospitable homes, cannot begin to house and feed the hordes of guests that descend upon it come pageant time. But this is a small matter, for the surrounding towns of Pratt, Harper, Kiowa, Anthony, even Wichita, are all within convenient driving distance."

The original Association found the exact boundaries of the old Indian stockade, which was the first step in building the historic Stockade Museum, still operated today. Members of the original Association also commissioned, for the cost of \$5,000, a monument to be built to commemorate the Peace Council. The monument which was erected 68 years ago stands on the northeast corner of Main and First streets. Since that time, many other worthwhile community projects have been sponsored by the Association. Most recently, the amphitheatre where the pageant is performed was utilized by The Greater Barber County Historical Action Association for a charity concert performed by area native and country music singer, Martina McBride, to raise funds to build a new historical center in the county.





**The photo above was taken during the Wagon Train Scene. All of the dancers in the scene have arrived in the arena in the wagon train. After unhooking their teams from their wagons they settle in for an evening of square dancing as entertainment. Little do they know that they are about to be invaded by Indians.**

**We are uncertain what year this photo was taken, however, please note the crowds sitting on the hills surrounding the natural amphitheater. During the years, as funds have allowed, permanent seating has been built. This new seating is more convenient for the elderly and handicapped accessibility is provided, however, many of the people attending the performances are not first timers and know to bring lawn chairs and blankets.**



We haven't been able to determine what year this photograph was taken, but judging by the clothes, it was probably during the Nifty Fifties. The parade each morning is quite a calling card for our town. The sidewalks are completely filled on both sides of the street for blocks with people straining to see.

It has been the custom to designate Friday as 'School Day' when groups of school children come from all over as a field trip. We have also made Friday 'Band Day' and invite high school and junior high bands from far and wide to come and participate in our parade in the morning and then enjoy the Pageant in the afternoon.

## **PEACE TREATY: THE PRODUCT OF A TOWN WORKING TOGETHER**

In August of 1926, one year before the first pageant, the Association elected its first officers. Each week the local newspaper printed progress reports and plans. The Association found the exact boundaries of the old stockade that had encircled the city and took the first steps in building the Stockade Museum.

The advertising committee printed 100,000 stickers that were sold to the local businesses at cost (\$2.00 per thousand) to send out in their daily mail. They also purchased car banners and made sure every car had one.

As time neared for the celebration starting October 24, 1927, the citizens of Medicine Lodge became more involved with preparations. The pageant itself required the participation of nearly every man, woman and child in town.

The first Peace Treaty was a great success and has become greater every year. The Peace Treaty is now big business, but once long ago, it was simply the product of a town working together to preserve its heritage.



**Pictured are: Chief I-See-O, his interpreter and traveling companions, and members of the Association's committee.**

**EXCERPTS OF NOTE:**

**“This is the best kept secret in America! Participating in the Pageant as a narrator, and as an announcer at the Kansas Championship Ranch Rodeo has been a thrill for me. I cannot wait to tell the folks back home about the Pageant and its importance to the preservation of our great heritage!”**

**Senator Clem McSpadden  
Past National Finals Rodeo Announcer**

**“I am very interested in the Peace Treaty. I have participated in the last two celebrations. I would like to know who will be in charge of the Cheyenne and Arapahos. Ben Spotted Wolf was my grandfather and was in charge of the Arapahos. I would like to continue this tradition and become a director for the Arapahos.”**

**Patrick Spotted Wolf  
Bessie, Oklahoma**

**“I am so proud to represent my Comanche people as we re-enact the signing of the Medicine Lodge Peace Treaty. This is one event in my life that my parents taught me to respect and regard in a very honorable way. My father, Stacy Pahdopony, was the leader of the Comanches from 1970 to 1985 and his father was also a Comanche Medicine Man. My family resides in a rural area near Apache, Oklahoma, on an original allotted 40 acres which belonged to my grandfather, Frank Tooahimpah, a descendant of Chief Wild Horse, one of the last chiefs of the Comanches.”**

**Debra Pahdopony Sovo  
Apache, Oklahoma**

**“As Native American craftsmen, we really enjoyed being a part of your celebration. We wouldn't miss it. Please send an application to exhibit at the Indian Village.”**

**Jim Steiner  
Eugene, Oregon**

**EXCERPTS OF LETTERS FROM SCHOOL TEACHERS AND STUDENTS:**

**“Enclosed are letters written by my class of Fourth and Fifth grade Gifted Students. We had researched the background of the pageant (thanks to your providing us with research materials) and were quite prepared for the events. The class thoroughly enjoyed our windy Friday viewing our lessons. I know the amount of time, energy and money it took to put on such a production. Our hats off to you for a job well done!”**

**Robbin Thomas  
Washington Elementary, Wichita**

**“I learned many things which I enjoyed. I would love to come again, and would recommend it to anyone!” . . . .**

**“My favorite scene was the wagon train scene, when the Indians attacked. The parade was neat, especially when the Indians danced in the street!” . .**

**“I really enjoyed the parade and pageant. In the parade I liked the Indian Dancers. I really hope that in three years I can see this again. I wish you could put this on every year.” . . . .**

**“I really enjoyed your Peace Treaty Pageant. It was great! My favorite part was the covered wagons or prairie schooners. I enjoyed seeing what went on when the settlers first came into the Plains area. I also liked the part where Abraham Lincoln made the Gettysburg Address. I think everyone played their part well.” . . . .**

**“I thought the Peace Treaty was interesting. I think you should have it every year. Every year I would come with all my friends! Parts of it I did not understand, but maybe next time I will. Thank you for a wonderful show. You did a great job and so did your town. Thanks so much.” . . . .**

**“Thank you for letting me come to the Peace Treaty. I had a fabulous time. I think you should have it every year. I liked the race between the cowboy and the Indian.” . . . .**

**“I think you should have a Peace Treaty every year. I thought it was neat and exciting. I am going with my parents next time. I met a lot of people there that were nice.” . . . .**

**“I think you should have it every year so that Mrs. Kaufman can take her class every year. I just wanted to say how much I enjoyed the pageant. P.S. I hope next time it isn't so windy!”**

**ptpres2.wpd**

## **How The Association Keeps Costs Down**

### **1. Donated Labor -**

**Many of our local citizens and businesses donate many hours of their time to see that the pageant is a success. Without their many hours of work and determination we would not be able to put the pageant on.**

### **2. Actors -**

**None of the actors in the pageant are paid. The majority of the actors are from our local area. It is said that over half of the people in our community are involved as actors in the pageant.**

### **3. Self Directed -**

**The pageant is directed by local citizens. The head director (Brad Forsyth) is a member of the Peace Treaty Association board.**

### **4. Purchase of costumes -**

**The Association purchased costuming to cut cost of rental and upkeep on older outfits.**

### **5. Livestock -**

**Most all the livestock in the pageant is also donated for use in the pageant. We draw several horse and buggy teams from all over the state to be in the pageant. Many locals have their own teams and equipment as well.**

## Uncontrollable Costs Incurred By The Association

	1994	1991
1. Advertising -	\$58,886	\$35,305

There are several means of advertisement that we do. Most is done through promotions, brochures, radio, newspapers and television.

2. Sound System -	\$7,335	\$5,210
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The sound system used is rather extensive due to the fact that the pageant is done in an open air amphitheater.

3. Maintenance -	\$9,129	\$677
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Wagons must continually be kept up to insure the safety of the participants in the pageant. This expense has increased substantially due to the fact that wagon repair has become a lost art over the years and there are very few Blacksmiths who work on them.

4. Insurance -	\$7,530	\$5,564
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The Association purchases liability and rain insurance at each pageant.

5. Crowd Accommodations-	\$3,341	\$1,789
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Restroom facilities are brought in at the pageant.

\*\*\*\*There are many other uncontrollable costs the Association incurs. Our total expenses for the 1994 pageant were \$133,714\*\*\*\*



1100 New York Avenue, N.W. • Suite 1050 • Washington, D.C. 20005-3934  
(202) 842-1645 • (800) 283-2877 • Fax: (202) 842-0850

August 27, 1996

Kaye Kuhn  
Indian Peace Treaty Pageant  
P.O. Box 128  
Medicine Lodge, KS 67104

Dear Ms. Kuhn,

I am happy to inform you that the **Indian Peace Treaty Pageant** has been selected as one of the American Bus Association's 1997 Top 100 Events in North America.

Each year since 1982, the American Bus Association has awarded this prestigious honor to events throughout the United States and Canada. Your event joins a select few that have been chosen for the coming year.

From events nominated by state and provincial tourism offices, a committee of motorcoach operators and travel industry officials chooses 100 North American events based on their appeal to wide audiences and, in particular, to motorcoach groups. ABA publishes the enclosed brochure listing the events and distributes it worldwide to travel trade and consumer media, travel agencies, government officials, and the general public. Additionally, about 6,000 copies will be circulated with the September issue of ABA's *Destinations* magazine.

Along with the brochure, we've included 1997 Top 100 logos for your exclusive use in event promotions. There is also a news release on the selection of events in your state or province that you may adapt for your publicity efforts. We hope you will include the Top 100 designation in all your promotional activities and that your 1997 event is successful.

Congratulations on being chosen for this outstanding honor.

Sincerely,

*Peter J. Pantuso*

Peter J. Pantuso  
President & CEO

Enc.



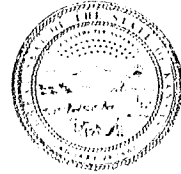
The Trade Organization of the Intercity Bus Industry



# KANSAS

DEPARTMENT OF COMMERCE & HOUSING

---



November 18, 1996

Bill Graves, Governor  
Gary Sherrer, Secretary

Indian Peace Treaty Pageant Committee  
PO Box 128  
Medicine Lodge, KS 67104

Dear Committee:

Congratulations! Your event has been chosen as the event to represent Kansas in the American Bus Associations 1997 Top 100 Events in North America.

As you know, this publications generates interest in your event and can be very useful in your publicity.

I am forwarding two counter posters for your use, a copy of the letter ABA sent to us and an event guide. (This is the first year these displays have been supplied.)

Please contact me if you have any questions. Good luck on your pageant.

Sincerely,

A handwritten signature in cursive script that reads "Melissa Windsor".

Melissa Windsor  
Travel Trade Manager

enclosure

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TRAVEL & TOURISM DIVISION

700 S.W. Harrison Street, Suite 1300, Topeka, Kansas 66603-3712  
(913) 296-2009 FAX (913) 296-6988 TTY (913) 296-3487

2-15

# KANSAS

DEPARTMENT OF COMMERCE & HOUSING

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Sincerely,

Melissa Windsor  
Travel Trade Manager

enclosure

# 1997 ABA'S TOP 100 EVENTS

## **Festivals Acadiens**

Lafayette, Louisiana  
Sept. 19-21

A tribute to the Cajun culture with events that include the Festival de Musique Acadienne, the Bayou Food Festival, the Louisiana Native and Contemporary Crafts Festival, and Downtown Alive! Held beneath the spreading oaks of Girard Park, the festival lets 100,000 visitors see, hear, taste, and experience the Cajun culture that makes this part of South Louisiana so unique.

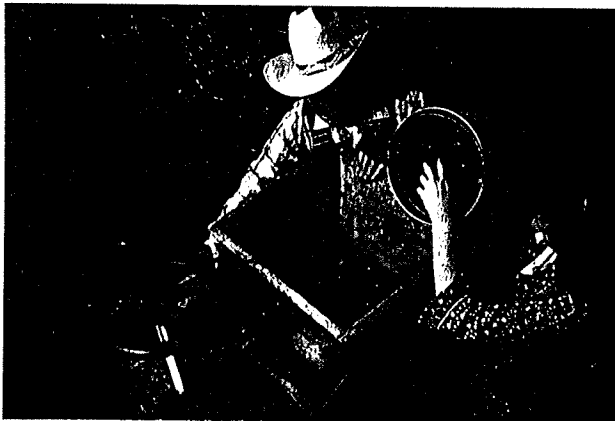
Contact: Lafayette CVC, P.O. Box 52066, Lafayette, LA 70505; (318) 232-3808, (800) 346-1958 (U.S.), (800) 543-5340 (Canada), Fax: (318) 232-0161.

## **The Maryland Wine Festival**

Westminster, Maryland  
Sept. 20-21

This is the first wine festival of its kind in Maryland and is one of the best-attended of such events on the East Coast. Highlights include Maryland wines from Chardonnays and Cabernets to French hybrid and fruit, 40 food vendors, 60 craft vendors, rose garden wine and dine, entertainment, memorabilia, wine education seminars, amateur wine judging, museum tours, and artisan demonstrations. Held at historic Carroll County Farm Museum. Shuttle service (handicapped accessible).

Contact: Dottie Freeman, Carroll County Farm Museum, 500 S. Center St., Westminster, MD 21157; (410) 848-7775, (800) 654-4645, Fax: (410) 876-8544.



## **Applejack Celebration**

Nebraska City, Nebraska  
Sept. 20-21

This annual festival celebrates the abundant apple harvest of four commercial orchards. A major event is the Applejam Fest at Nuckolls Square Park, which includes a concert in the park, apple pie baking contest, apple seed spitting contest, and clowns. The Apple Bowl Game "pits" two college football teams, and a parade features marching bands and floats. Foods made with apples are available. Also, orchard tours, trolley rides, quilt and craft shows, living-history displays, museum tours, a street dance, and grand prix style go-kart races.

Contact: Paula Darling, 806 First Ave., Nebraska City, NE 68410; (402) 873-3000, Fax: same.

## **Indian Peace Treaty Pageant**

Medicine Lodge, Kansas  
Sept. 26-28

The pageant re-enacts the signing of the 1867 treaty between the U.S. government and the five Great Plains Indian tribes. Attractions include parades, Indian village with dances and arts and crafts show, "Medicine Lodge History Melodrama and Musical," and the Kansas Championship Ranch Rodeo. The events portray the discovery, exploration, and settlement of the plains.

Contact: Indian Peace Treaty Pageant, P.O. Box 128, Medicine Lodge, KS 67104; (316) 886-9815.

## **State Fair of Texas**

Dallas, Texas  
Sept. 26-Oct. 19

Dallas' 277-acre Fair Park hosts 11,000 creative arts entries, 10,000 livestock entries, and some rides, including North America's tallest Ferris wheel. High-tech attractions, new cars, nightly fireworks, and college football make Texas' State Fair the largest in the U.S. Other attractions: Fair Park's new high-tech IMAX theater, the State Fair Musicals, and the Southwest Starlight Parade.

Contact: Nancy Wiley, P.O. Box 150009, Dallas, TX 75315; (214) 421-8716, Fax: (214) 421-8710.

## **Old Time Barnegat Bay Decoy & Gunning Show**

Tuckerton, New Jersey  
Sept. 27-28

Begun in 1983 to preserve and enhance the culture and environment along the Atlantic shore, this show now includes life in the Pinelands. Live regional music along with local lore pay tribute to the baymen in this unique event. Carving demonstrations, educational programs, conservation seminars, and displays of decoys, baymen's tools, Barnegat Bay boats, and antique photographs entertain visitors. Competitions in decoy carving, skeet shooting, wildlife art and photos, archery, and retrieving dogs.

Contact: Wells Mill County Park, 905 Wells Mill Road, Waretown, NJ 08758; (609) 971-3085, Fax: (609) 971-9540.

# OCTOBER



## **National Storytelling Festival**

Jonesborough, Tennessee  
Oct. 3-5

Older than the state of Tennessee and birthplace of

## KANSAS CHAMPIONSHIP RANCH RODEO

The 9<sup>th</sup> Annual Kansas Championship Ranch Rodeo will be held during this year's Peace Treaty festivities, Friday and Saturday evenings at 7:30 p.m. at the Pageant Rodeo Arena. Sponsored by the Medicine Lodge Indian Peace Treaty Association, the competition will feature twelve of Kansas' oldest and largest ranches in events very similar to daily tasks performed on the ranch. Ranches must have four full time employees to be eligible to compete.

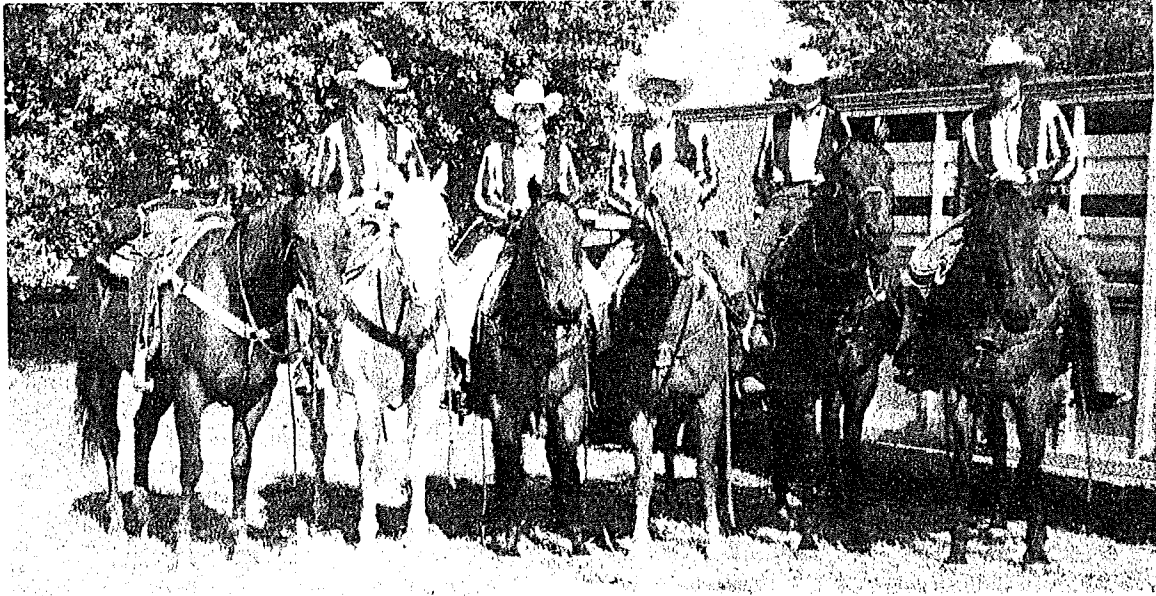
The Kansas Championship Ranch Rodeo is the only Kansas Ranch Rodeo to be sanctioned by the Working Ranch Cowboys' Association, and will be sending the winning team to the World Championship Ranch Rodeo Finals in Amarillo, Texas, November 13<sup>th</sup>, 14<sup>th</sup>, and 15<sup>th</sup>.



The 1997 ranches include: Adcock Cattle Company, Sedan; Brenton Cattle Grazing, Rosalia; Chain Land & Cattle Company, Medicine Lodge, Attica and Corwin; Christiansen Ranch, Durham; Circle Land & Cattle Company, Garden City; Fitzgerald Ranch, Liberal; Kuhn Ranch, Satanta; Les Cooper Cattle Company, Latham, Ashland and Cambridge; Rolling Hills Ranch, Salina; Tate Ranch, Lakin; Warner Ranch, Cimarron; and the XIT Ranch, Plains.

Ranch teams will be competing in Bronc Riding, Cattle Doctoring, Calf Branding, Double Mugging, and Wild Cow Milking. Prizes are awarded to event winners, high point team, All-Around Cowboy, and All-Around Horse.

The spirit of the competition is in seeing the team members work as a unit in performing the skills they use on the ranch in daily routines. Taking special care of the livestock and their land is what ranching is all about and no one is better at it than these ranch cowboys!



**1997 SCHEDULE OF EVENTS FOR THE 70TH ANNIVERSARY  
OF THE MEDICINE LODGE INDIAN PEACE TREATY PAGEANT**

**Designated on of the Top 100 Events in North America in 1997  
By the American Bus Association**

**Friday, September 26, 1997**

<b>6:00 a.m. to 9:00 a.m.</b>	<b>Lions Club Breakfast Intermediate School - Main and First Streets</b>
<b>6:00 a.m. to 9:00 a.m.</b>	<b>Sonshine Puppets Breakfast First Christian Church - Main and Lincoln Streets</b>
<b>9:00 a.m. to 5:00 p.m.</b>	<b>Western Art Show (Admission) The Peoples Bank - 117 South Main</b>
<b>9:00 a.m. to 5:00 p.m.</b>	<b>Carry Nation Home &amp; Stockade Museum (Admission) 209 West Highway 160</b>
<b>9:00 a.m. to 6:00 p.m.</b>	<b>Cowboy Trappings &amp; Trade Show North Barber County Recreation Center U.S. Highway 281 North</b>
<b>9:00 a.m. to 6:00 p.m.</b>	<b>Muzzleloader's Encampment Northwest Corner of Highways 281 &amp; 160 Junction</b>
<b>9:00 a.m. to 5:00 p.m.</b>	<b>Indian Village City Park - U.S. Highway 160 East</b>
<b>9:00 a.m. to 6:00 p.m.</b>	<b>Arts &amp; Crafts Show Intermediate School - Main and First Streets</b>
<b>9:00 a.m. to 1:00 p.m. 5:00 p.m. to 10:00 p.m.</b>	<b>Live Entertainment on Downtown Stage Main and Kansas Streets</b>
<b>10:00 a.m.</b>	<b>Parade - Main Street</b>
<b>11:00 a.m. to 10:00 p.m.</b>	<b>Carnival</b>
<b>2:00 p.m.</b>	<b>Pageant Performance Pageant Grounds - U.S. Highway 160 East</b>
<b>5:00 p.m. and 7:00 p.m.</b>	<b>Indian Dances and Ceremonials City Park - Highway 160 East</b>
<b>8:00 p.m. and 10:00 p.m.</b>	<b>Live Night Show Performances Downtown Stage - Main and Kansas Streets</b>

**1997 SCHEDULE OF EVENTS FOR THE 70TH ANNIVERSARY  
OF THE MEDICINE LODGE INDIAN PEACE TREATY PAGEANT**

**Designated on of the Top 100 Events in North America in 1997  
By the American Bus Association**

**SATURDAY, September 27, 1997**

6:00 a.m. to 9:00 a.m.	Lions Club Breakfast Intermediate School - Main and First Streets
6:00 a.m. to 9:00 a.m.	Sonshine Puppets Breakfast First Christian Church - Main and Lincoln Streets
9:00 a.m. to 5:00 p.m.	Western Art Show (Admission) The Peoples Bank - 117 South Main
9:00 a.m. to 5:00 p.m.	Carry Nation Home & Stockade Museum (Admission) 209 West Highway 160
9:00 a.m. to 6:00 p.m.	Cowboy Trappings & Trade Show North Barber County Recreation Center U.S. Highway 281 North
9:00 a.m. to 6:00 p.m.	Muzzleloader's Encampment Northwest Corner of Highways 281 & 160 Junction
9:00 a.m. to 5:00 p.m.	Indian Village City Park - U.S. Highway 160 East
9:00 a.m. to 6:00 p.m.	Arts & Crafts Show Intermediate School - Main and First Streets
9:00 a.m. to 1:00 p.m. 5:00 p.m. to 10:00 p.m.	Live Entertainment on Downtown Stage Main and Kansas Streets
10:00 a.m.	Parade - Main Street
11:00 a.m. to 10:00 p.m.	Carnival
2:00 p.m.	Pageant Performance Pageant Grounds U.S. Highway 160 East
5:00 p.m. and 7:00 p.m.	Indian Dances and Ceremonials City Park Highway 160 East
8:00 p.m. and 10:00 p.m.	Live Night Show Performances Downtown Stage Main and Kansas Streets

**1997 SCHEDULE OF EVENTS FOR THE 70TH ANNIVERSARY  
OF THE MEDICINE LODGE INDIAN PEACE TREATY PAGEANT**

**Designated one of the Top 100 Events in North America in 1997  
By the American Bus Association**

**SUNDAY, September 28, 1997**

6:00 a.m. to 9:00 a.m.	Lions Club Breakfast Intermediate School - Main and First Streets
6:00 a.m. to 9:00 a.m.	Sonshine Puppets Breakfast First Christian Church - Main and Lincoln Streets
9:00 a.m.	Old Time Gospel Service Downtown Stage - Main and Kansas
9:00 a.m. to 5:00 p.m.	Western Art Show (Admission) The Peoples Bank - 117 South Main
9:00 a.m. to 5:00 p.m.	Carry Nation Home & Stockade Museum (Admission) 209 West Highway 160
9:00 a.m. to 6:00 p.m.	Muzzleloader's Encampment Northwest Corner of Highways 281 & 160 Junction
9:00 a.m. to 5:00 p.m.	Indian Village City Park - U.S. Highway 160 East
9:00 a.m. to 6:00 p.m.	Arts & Crafts Show Intermediate School - Main and First Streets
9:00 a.m. to 1:00 p.m.	Live Entertainment on Downtown Stage Main and Kansas Streets
11:00 a.m. to 10:00 p.m.	Carnival
2:00 p.m.	Pageant Performance Pageant Grounds U.S. Highway 160 East
5:00 p.m. and 7:00 p.m.	Indian Dances and Ceremonials City Park Highway 160 East
6:00 p.m.	Live Night Show Performances Downtown Stage Main and Kansas Streets



**INTERNAL REVENUE SERVICE**  
District Director

**DEPARTMENT OF THE TREASURY**  
1100 Commerce St., Dallas, TX 75242

Medicine Lodge Indian Peace  
Treaty Association  
117 S Main St.  
Medicine Lodge, Ks. 67104-1408

Person to Contact:  
Annette Wilson

Telephone Number:

Refer Reply to:  
EP/EO:MC:4940 DAL

Date:  
August 30, 1996

EIN:  
48-6108417

Dear Sir:

Our records show that Medicine Lodge Indian Peace Treaty Association is exempt from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code. This exemption was granted February 1929 and remains in full force and effect. Contributions to your organization are deductible in the manner and to the extent provided by section 170 of the Code.

We have classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Internal Revenue Code because you are an organization described in section 509(a)(2). Any year, that gross receipts for your organization reach \$25,000.00, you will need to file Form 990 with the Service Center. See the instructions for Form 990 for further information.

If we may be of further assistance, please contact the person whose name and telephone number are shown above.

Sincerely Yours,

*Wanda K. Mann*

W. Mann  
Chief, Employee Plans  
and Exempt Organizations  
Customer Service Section

**MEDICINE LODGE INDIAN PEACE TREATY ASSOCIATION  
PROPOSED MARKETING PLAN**

**PURPOSE:** Stimulate the economic and cultural environment of the county and surrounding area by increasing the number of tourists visiting the region, and extending the length of their stay, thus increasing the amount of revenues produced.

**OBJECTIVE # 1 - STRENGTHEN OUR ASSOCIATION'S RELATIONSHIP AND COMMUNICATION WITH ITS MEMBERSHIP, PUBLIC OFFICIALS, THE MEDIA AND THE GENERAL PUBLIC.**

**Strategies:** 1. Develop a community relations program designed to increase awareness of the benefits of the tourism industry and promote the INDIAN PEACE TREATY ASSOCIATION as a strong representative support organization serving the public interests.

- A. Relate the purpose and goals of the Association, its activities, and the economic and social benefits of the tourism industry to our community.
  - 1. Personal contact and word of mouth
  - 2. Staff presentations
    - a. Public bodies (organizations)
    - b. Business -and professional groups
    - c. Civic and social groups
  - 3. Direct mail
    - a. Informative letters
    - b. Response to all inquiries
  - 4. News Releases
  - 5. Guest participation on radio and TV programs
  - 6. Association newsletter
  - 7. Host orientation meetings
    - a. New members
    - b. Executive members of committees
- B. Maintain membership and participate in activities of region's hotel/motel and restaurant association.
- C. Maintain membership and participate in activities of media and public relations associations.
  - 1. Kansas Broadcasters Association
  - 2. Kansas Press Association
  - 3. Public Relations Council of Kansas
  - 4. Outdoor Press Association
  - 5. Hotel Sales and Marketing Association
- D. Host public officials
- E. Strive to broaden participation in activities.
  - 1. Active recruitment of new member base
  - 2. Broaden use of committees

3. Staff meetings with community leaders
- F. Expand member services
  1. Distribute tourism newsletter
  2. Distribute member directory (list committees)
  3. Member distribution of brochures
  4. Provide staffed information booths at state events.
  5. Support promotional sales efforts of members
  6. Publicize attractions and events of member facilities through news releases
- G. Seek public service outdoor boards - SIGNAGE
- H. Informative open association meetings with travel professionals or headliner guests
  1. Annual meetings
  2. Board meetings
- II. Monitor results of community relations programs.
  - A. Subscribe to clipping service to monitor response
  - B. Member surveys
  - C. Read car tags

**OBJECTIVE #2 INCREASE AWARENESS OF ALL OPPORTUNITIES AND FACILITIES OF THE REGION.**

**Strategies: I. Design or produce support materials to execute marketing and public relations program.**

- A. Brochures
  1. "Attractions" brochure
  2. "Outdoor" brochure
  3. Accommodations brochure
- B. Publications
  1. Meeting planner at conventions
  2. Travel planner Tours
  3. Tourism newsletter
  4. Coloring book
- C. Display materials
  1. Identification signage for brochure racks
  2. Identify sponsors plaque or certificate for display
- D. Media Materials
  1. Media kits, news releases ,and feature stories
  2. Public Service announcements
  3. Photography
- E. Promotional items
- II. Execute marketing and public relations program to maximize the Peace Treaty's economic and social benefits to the region.
  - A. Advertising
    1. Publications and directories
      - a. AAA-Southern Living-Midwest Living - Americana

- b. Tour guides
  - 2. Display posters and outdoor billboards
- B. Consumer sales, promotion and solicitation
  - 1. Consumer travel and outdoor shows
    - a. Governor's convention on Tourism
    - b. TIAK conference
    - c. Frontier Country / South Central Tourism
  - 2. Direct sales calls
    - a. Social groups
    - b. Civic clubs
  - 3. Participate with lodging facilities and attractions in their marketing efforts in 200 mile radius
  - 4. Participate in marketing efforts of State Travel and Tourism, TIAK, Travel Council and US Travel and Tourism.
- C. Trade sales promotions and solicitation
  - 1. Trade shows
    - a. NTA tour and travel exchange (Pete Anderson, President, NTA, Maupintours)
    - b. American Bus Assoc. (through KS Dept. of Tourism)
  - 2. Direct sales to
    - a. Bus operators
    - b. Tour planners
    - c. Association executives
    - d. Corporate meeting planners
  - 3. Direct mail to existing mailing list
- D. Maintain public relations program to, promote consumer interest in special events and attractions.
  - 1. Timely flow of news releases, media kits, feature copy
  - 2. Seek out radio and TV programs
  - 3. Distribute public service spots and encourage their play
  - 4. Participate in cooperative promotional programs with area chambers in surrounding region
  - 5. Provide copy and encourage publication and distribution of travel supplements featuring the region.
  - 6. Participate in meeting and conventions that attract meeting planners.
  - 7. Host fam tour with travel writers and other media props
  - 8. Make staff presentations to consumer groups
  - 9. Distribute brochures featuring Pageant/events/attractions
    - a. Tourism Information Centers
    - b. Museums within 200 mile radius
    - c. Major attractions
    - d. Set displays featuring attraction/event at Welcome centers, conventions & events (a great place for posters)

- E. Maintain public relations program to promote special events and accommodations (Pratt Chamber of Commerce)
- III. Monitor results of marketing and public relations efforts (Clipping service and Travel impact study -car tags)

**OBJECTIVE #3: EXECUTE A PROGRAM TO UPGRADE VISITOR SERVICES**

- I. Expand visitor services - Training program for front line employees
  - A. Hospitality Seminars
  - B. FAM Tours
- II. Expand Visitor Information Programs
  - A. Expand brochure distribution
  - B. Work with highway dept. to improve highway signage
  - C. Continue support of tourism information centers
  - D. Expand and designate tourist information sources and provide with guest directories.
    - 1. Members of Chambers of Commerce
    - 2. Welcome centers
    - 3. Sheriff and police departments
    - 4. Member attractions
    - 5. Libraries
- III. Establish visitor resource bank
  - A. Materials
  - B. Personal assistance

## **PROMOTION AND NEWS RELEASE SCHEDULES**

### **EIGHT MONTHS AHEAD:**

**Send news releases and stories to magazines (see list attached)**

### **FIVE MONTHS AHEAD:**

**Send brochures to all tourism centers**

### **THREE MONTHS AHEAD:**

**Contact radio and television stations  
Obtain sponsors  
Restock brochures at all tourism centers**

### **TWO MONTHS AHEAD:**

**Contact radio and television stations to set up media blitz**

### **ONE YEAR AFTER:**

**Schedule next pageant dates  
Contact American Bus Association's for placement on their calendar  
Work with State Tourism (Department of Commerce)  
Work with District and Local Tourism Committees:  
Sunflower RC&D  
Frontier Country  
South Central Tourism  
Medicine Lodge Tourism**

## MAILING LIST FOR MAGAZINES AND NEWSPAPERS

American Cowboy  
P. O. Box 6630  
Sheridan, Wyoming 82801

True West / Old West  
P. O. Box 2107  
Stillwater, Oklahoma 74076

Wild West Events Roundup  
P. O. Box 3242  
Leesburg, Virginia 22705

Country America  
1716 Locust  
Des Moines, Iowa 50309

Persimmon Hill  
1700 NE 63rd Street  
Oklahoma City, Oklahoma 731111

Kansas Information Network  
501 East Pawnee, Suite 505  
Wichita, Kansas 67211

Kansas Country Living  
Box 4267 - Gage Center Station  
Topeka, Kansas 66604

Farmer Stockman  
1817 East US 81  
Belleville, Kansas 66935

Kansas Stockman  
6031 SW 37th Street  
Topeka, Kansas 66614

The Wichita Eagle  
P. O. Box 820  
Wichita, Kansas 67201

KAKE TV  
P. O. Box 10  
Wichita, Kansas 67201

The Cowboy  
P. O. Box 126  
Laveta, Colorado 81055

Western Horseman  
P. O. Box 7980  
Colorado Springs, Colorado 80933

Cowboys & Indians  
128 Grant Avenue  
Santa Fe, New Mexico 87501

Today's Old West Traveler  
P. O. Box 2928  
Costa Mesa, California 92628

LHJ Travel Planner  
P. O. Box 5477  
Boulder, Colorado 80329

Journal of the West  
P. O. Box 1009  
Manhattan, Kansas 66502

Kansas Territorial  
P. O. Box E  
Garden City, Kansas 67846

High Plains Journal  
P. O. Box 760  
Dodge City, Kansas 67801

Cowboys & Country  
131 East Exchange Ave., Suite 101  
Ft. Worth, Texas 76106

KFDI  
P. O. Box 47432  
Wichita, Kansas 67201

Western Spirit  
121 South Pearl  
Paola, Kansas 81055

**Farm Talk**  
P. O. Box 601  
Parsons, Kansas 67357

**AAA Calendar of Events**  
1000 AAA Drive  
Heathrow, Florida 32746

**Midwest Living**  
1912 Grand Avenue  
Des Moines, Iowa 50309

**Heartland View**  
800 University Drive  
Maryville, Missouri 64468

**Kansas Press Association**  
5423 SW 7th Street  
Topeka, Kansas 66606

**Tour Kansas Guide**  
P. O. Box 529  
Cottonwood Falls, Kansas 66845

**Kansas Sampler Foundation**  
Route 1, Box 176  
Inman, Kansas 67546

**Hot Lines**  
Alfalfa Electric Cooperative  
Cherokee, Oklahoma 73728

**Oklahoma Cowman**  
P. O. Box 82395  
Oklahoma City, Oklahoma 73148