

Approved: January 25, 2008

Date

MINUTES OF THE HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

The meeting was called to order by Chairman Lana Gordon at 3:30 P.M. on January 23, 2008 in Room 519-S of the Capitol.

All members were present except:
Ron Worley- excused

Committee staff present:

Kathie Sparks, Kansas Legislative Services
Ryan Hoffman, Kansas Legislative Services
Jason Long, Office of the Revisor of Statutes
Matt Todd, Office of the Revisor of Statutes
Ann Deitcher, Committee Assistant

Conferees appearing before the committee:

Caleb Asher, Dept. of Commerce
Becky Blake, Dept. of Commerce

A power point presentation was given by Becky Blake of the Commerce Department's Travel and Tourism Division. (Attachment 1).

Listed as the agency's key priorities for 2008 were marketing, product development, education/communication and research.

Ms Blake told the Committee that their budget for FY 08 was 4.121 million while that of FY 07 was 4.365.

She spoke of the 29 Kansas counties that were tied into Civil War history and the effort to incorporate this into an advertising promotion and of their partnership with the state Department of Transportation to install gateway monument signs along I-70 and I-35.

Questions and answers followed.

Caleb Asher showed promotional TV spots and the difference in the ads presently running to the upcoming ones. He explained those that ran during the Orange Bowl game in which Kansas University's football team participated, saying how they'd looked into certain markets hoping to target former Kansas now residing there. (Attachment 2).

Questions and answer followed.

The meeting was adjourned at 4:50 p.m. The next meeting is scheduled for Thursday, January 24, 2008.

KANSAS

Department of Commerce

Travel and Tourism Division



2008 Key Priorities

Marketing
Product Development
Education/Communication
Research

Marketing Plan Goals

Identify the most valuable target **consumer** audience segments

Develop measurable strategies and tactics against those audiences to increase travel-related spending throughout the state

The Importance of Research - The Variables

Demographics

- Age
- Income
- Marital status
- Male/female

Psychographics

- Interests
- Hobbies
- Listening habits
- Shopping habits
- Lifestyles

Market Research

Advertising Effectiveness
Website Effectiveness - Stats
AAU – Attitude, Awareness & Usage
Inquiries – Demographic & Psychographics
Secondary Research – TIA , NCSTD
Special Research – Interstate Travelers,
Cultural & Heritage Travel, Flint Hills

Marketing and Advertising

Print
Television
Online
Publications

Economic Development & Tourism

Date: 1-23-08

Attachment # 1-1

Placement Criteria

Consumer Target:

Age 45+

Household Income \$40+

Some college

Geographic: KS, OK, MO, IL, NE, IA,
ND, SD, MN, WI

2008 Advertising Strategy

- Less print
- More Online
- More Television
- New Creative

2008 Magazine Advertising

8 Publications

Over 7.4 million circulation impressions

Budget Travel
Midwest Living
Best of the Midwest

AAA Magazines
- Kansas
- Missouri
- Iowa
- Nebraska
- Oklahoma
- Minnesota
- South Dakota

Magazine Ads Midwest Living Mar/Apr



Magazine Ads Midwest Living Mar/Apr Co-op



Black's 2008 Wing & Clay Waterfowl



2008 Inserts



- Midwest Vacation Guide
- Madden Pre-Print

4.4 million circulation

2008 Kansas Press Association Co-op

144 Newspapers
470,000 Circulation
 – 12 insertions over 6 months



2008 Online Media Plan Banner Ads

- 18 weeks
- Tripadvisor.com (926,471)
 - Travel Ad Network (1,214,286)
 - Kansas City
 - Springfield
 - DesMoines
 - Ames
 - Columbia/Jefferson City
 - Lincoln & Hastings/Kearney
 - Oklahoma City
 - Tulsa
 - Omaha

2008 Online Media Plan Banner Ads

- KansasCity.com (312,292)
- KCTV5.com (649,170)
- NewsOK.com (483,000)
- TulsaWorld.com (773,300)
- Omaha.com (908,000)
- DesMoinesRegister.com (688,888)
- News-Leader.com – Springfield (638,165)
- JournalStar.com – Tulsa (771,167)
- NewsTribune.com – Jefferson City (1,014,500)

2008 Online Media Plan Pay Per Click

- March-May
- Google & Affiliated Syndicates
 - Yahoo & Affiliated Syndicates
 - Estimated clicks – 32,717

2008 Online Media Plan E-Mail Promotions

Purchased Leads

4 x 60,000 in 8 TV markets

237,548 Impressions

E-Blasts

<u>Holiday Shopping in Kansas</u>		
11/07	13,597	12%
<u>Discovering Dinosaurs & Sea Monsters</u>		
10/4/07	10,000	14%
<u>Pumpkin Patch Adventures</u>		
9/28/2007	20,000	9.08%
<u>Couples Getaway - Remainder of Audience</u>		
9/6/2007	15,926	13.88%
<u>Couples Getaway</u>		
8/23/2007	12,291	17.50%
<u>Girlfriend Getaways 2007</u>		
7/26/2007	16,713	14.47%
<u>July 2007 Newsletter</u>		
7/3/2007	20,000	11.99%
<u>May Family Fun Newsletter</u>		
5/16/2007	12,171	11.83%



2008 Television

- 7-8 Week Flight beginning May**
30 second spots
- Kansas City
 - Oklahoma City
 - Omaha
 - Springfield
 - Tulsa
 - Des Moines/Ames
 - Columbia/Jefferson City
 - Lincoln & Hastings/Kearney

Television

- Spot Cable**
- Same markets
 - 7-8 week flight
 - 5,465 spots

Return on Investment

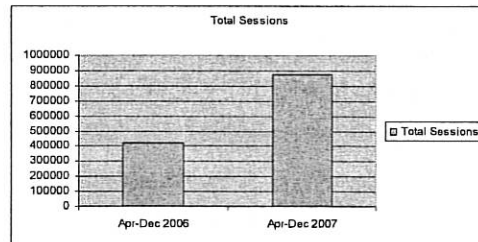
- 2006 Test Market - **\$34**
- 2007 Broadcast Market - **\$52**

TravelKS.com

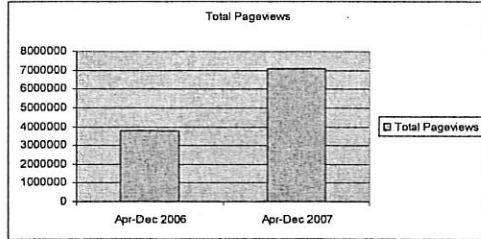
69,000 pages

- #1 organic listing in Google and Yahoo under key terms *Kansas travel* and *Kansas tourism*
- New Features
 - Video & Audio
 - Improved Navigation - expanded level
 - More Images in Community Pages
 - Photo Blog
 - Photo Library

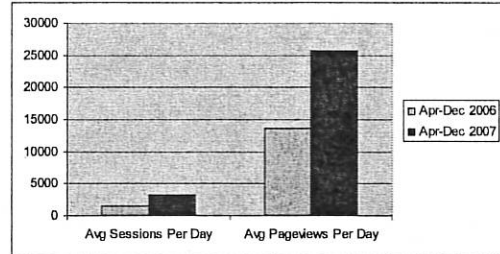
TravelKs.com Traffic



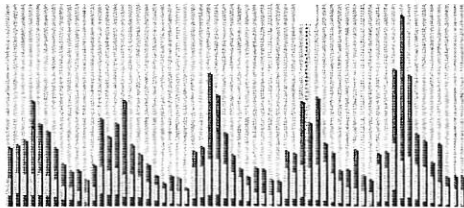
TravelKs.com



TravelKs.com



Inquiries



2007-2008
Kansas Visitors Guide
800,000
Certified Folder Brochure
Rack Program - 7,400/month



300,000 Distribution
400,000 - 2008

KANSAS! magazine



Stabilization and growth in circulation
- Holiday Promo
• 131 New Subscribers

New Features
- "Reasons We Love Kansas"
- "Our Town"

Alignment w/marketing objectives

Efficient management structure

Travel Information Centers

The two state Travel Information Centers (TICs) greeted over 258,000 people in FY07.

- Backlit Program
- Brochure Rack Program
- Kansas Showcase
- Refreshment Host (Goodland only)

TakeKansasHome.com Pilot Project

Attraction Signage

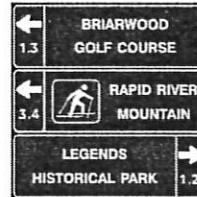
FY07

9 signs approved

- | | |
|---------------------------------|------------|
| - Dillon Nature Center | Hutchinson |
| - Marion County Park and Lake | Marion |
| - Windswept Winery | Udall |
| - Underground Salt Museum | Hutchinson |
| - Buffalo Bill Bronze Sculpture | Oakley |
| - William Allen White House | |
| State Historic Site | Emporia |
| - KC Watersports | Hillsdale |
| - Wild West World | Park City |
| - Deaf Cultural Center | Olathe |

TODS

Tourist Oriented Directional Signs Pilot Project



Official blue guide signs posted at rural intersections on conventional roads for gas, food, lodging, camping areas, and tourist activities.

*Annual Fee

Other Marketing Initiatives

Trade Shows

Agritourism – 225 Registered Operators

Marketing Grant Program

- 13 grants (\$21,588)

International Marketing – Germany & UK

- 10 Catalogs/9 websites
- \$200K out of state co-op leverage

Travel Media Relations - \$7.9 million ad value

Group Tour - \$2.6 million spending

Other Goals

Product Development
Technical Assistance
Communication/Education

Product Development



Worked with national Geographic magazine and Lindsborg photographer Jim Richardson to create a traveling exhibit of 32 photographs, including those featured in the April 2007 issue of the magazine. The exhibit appeared in 26 communities and the State Fair in 2007 and several additional locations into spring of 2009.

Partnered with Kansas Department of Transportation to install gateway monument signs along I-70 and I-35.



2008 Attraction Development Grant Program

4 Tourism Projects - \$85,413

- \$116,947 Leveraged Funds

- Boot Hill Museum
- Collyer Community Alliance Association
- Int'l Chess Institute of the Midwest - Lindsborg
- Kansas Underground Salt Museum

Communication/Education

TIAK Partnerships

- Annual Conference
- Educational Seminars



- Travel Talk
- Travel Talk Live
- Regional Staff Assignments
- Industry Page on Website



Industry Resources

- News
- Press Room
- Documents
- Research & Reports
- Program & Grant
- Information
- Industry Events
- Contact Information

Unique Opportunities

- Flint Hills
- Freedoms Frontier National Heritage Area
 - 2011 Civil War Sesquicentennial
 - 2011 Kansas Sesquicentennial
- wKREDA
- Nature Based Tourism

Tourism Satellite Account

\$5.6 billion - total impact (direct & indirect)

167,000 jobs supported by T & T economic activity

- 12.6 percent of total employment
- \$3.5 billion in wages & salaries

\$1.8 billion in federal, state and local taxes

KANSAS

Department of Commerce

Travel and Tourism Division



State Brand and Department of Commerce Marketing Update

Testimony to House Economic Development Committee

January 23, 2008

Presented by Caleb D. Asher

Kansas Department of Commerce

Madam Chairperson and Members of the Committee,

Thank you for the opportunity to update the Committee on the state's Brand Image campaign and our marketing efforts within the Department of Commerce. In the past year, we continued to build on the "KANSAS, as big as you think" campaign, which launched in 2005, and helped it evolve into a more dynamic brand for our state.

A brand is more than a few commercials or advertisements, and it's not simply a logo or tagline. Instead, it is the emotional connection a customer has with an organization, a product, a service or a location. A brand is a reflection of core values, a promise and all of the experiences that deliver that promise. In Kansas, our state brand is a link to the wants and needs of all our target audiences, including tourism, business development, individuals interested in moving to Kansas to support our workforce and Kansans themselves.

Just "selling" a product, service or location is no longer enough. States with strong brands will have an advantage in terms of economic development, tourism and overall economic impact. Our goal is to be a leader in the trend toward developing a single, cohesive state brand, rather than separate brands for tourism, economic development and other individual governmental units.

The way we market ourselves is changing. Technology plays a big role, and how we present ourselves is becoming more important than ever. People are hit with more than 3,000 marketing messages each day, so finding a way to grab their attention is extremely important. We must also adapt to new media to address the YouTube, iPhone and Facebook generation. Because of this, we will rely less on print advertising and more on broadcast, electronic media and new technology — using a combination of media whenever possible.

As I mentioned before, brand is more than advertising. To address this issue, we must continue to form strong partnerships with other public organizations, private industry, communities, our education systems and others. While the Kansas brand is administered by the Department of Commerce, we believe the only way for this campaign to truly be successful is by working with others. We have begun to form partnerships with communities (travel and tourism commercials), other state organizations (Secretary of State's Office and the Kansas Bioscience Authority) and our universities.

I will now provide some examples of the print and broadcast advertisements related to our marketing efforts and partnership.



Economic Development & Tourism

Date: 1-23-08

Attachment # 2-1



Kansas. Thinking Big In Bioscience.

Kansas Announces **BIG THINKERS** in the Biosciences

The history of Kansas has been shaped by the state's biggest thinkers, its most daring pioneers and its most creative innovators.

To recognize the efforts of extraordinary Kansans, KansasBio has named seven industry and policy leaders as "BIG THINKERS." This year's BIG THINKERS were selected for their bold leadership in bioscience innovation and their contributions to bioscience research, commercialization, policy, industry growth and expansion. The nominees are part of the Kansas Bioscience strategy to showcase historical strengths and new innovation in biosciences in Kansas—and they're pretty darn good advertisements, if we do say so ourselves.

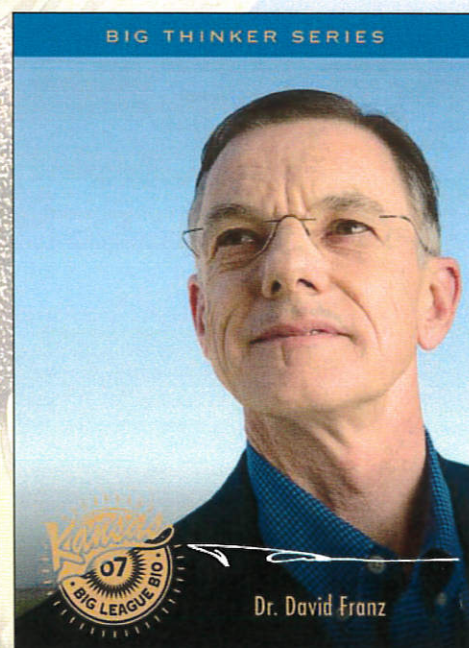
"This year's class of KansasBio BIG THINKERS is an absolute all-star team," said Angela Kreps, President of KansasBio. "With all the talent we have in Kansas, it's hard to pick just seven individuals. But these seven stood out, and they are demonstrating to the world that we have a strong track record of bioscience innovation and thought leadership. Our Big Thinkers are putting the right policy and effort into surrounding our industry with resources."

Here's this year's lineup of KansasBio BIG THINKERS:



Scott Deeter
*President and CEO,
Ventria Bioscience*

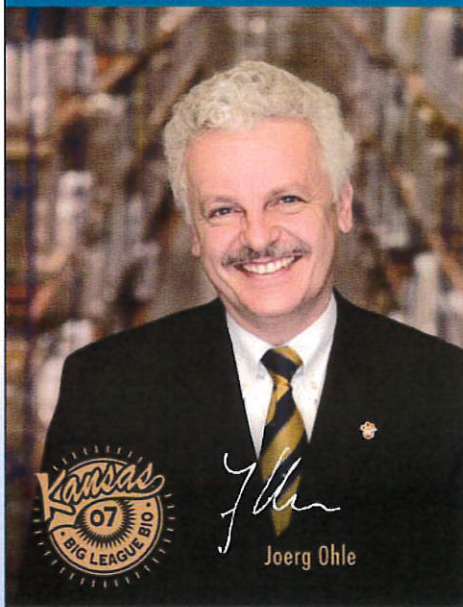
Sure, wheat is king in Kansas. But that isn't stopping Ventria Bioscience President and CEO Scott Deeter from growing rice here—genetically modified rice, to be exact. "We were extremely impressed by the state's clear commitment to the biosciences," said Deeter, who last year announced California-based Ventria would locate a rice-processing facility in Kansas devoted to plant-derived cures for illnesses and diseases. "In particular, we were impressed by Kansas' commitment to the emerging field of plant-made pharmaceuticals and its understanding of how



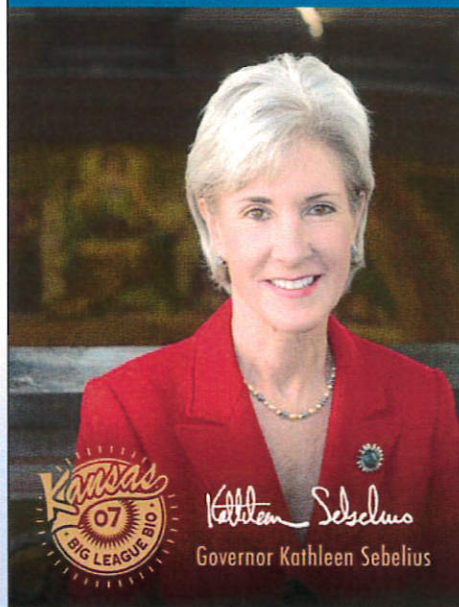
this field will improve healthcare around the world." Ventria's new facility is expected to contribute more than \$40 million to the Kansas economy, including direct benefits to Kansas farmers, who are eligible to earn a premium compared to their next most lucrative crop.

David Franz, DVM, Ph.D.
*Vice President and Chief Biological Scientist,
Midwest Research Institute*

As director of the National Agricultural Biosecurity Center at Kansas State University, David Franz facilitates development of a broad program in pre-harvest and post-harvest biosecurity and promotes collaborative



"If I bring more animal health companies here, if I bring more research here, if I bring more wealth here, it's easier for me to do business."
- Jörg Ohle,
Bayer
HealthCare LLC



activities to strengthen the role of public health and national security activities at the university and the College of Veterinary Medicine. As chief biological scientist of Midwest Research Institute, he develops business activities in the areas of biodefense education and preparation, non-proliferation, cooperative threat reduction and biosafety. Franz served in the U.S. Army Medical Research and Material Command for 23 of his 27 years on active duty and retired as a Colonel.

Jörg Ohle

*Bayer HealthCare LLC,
Animal Health Division N.A.*

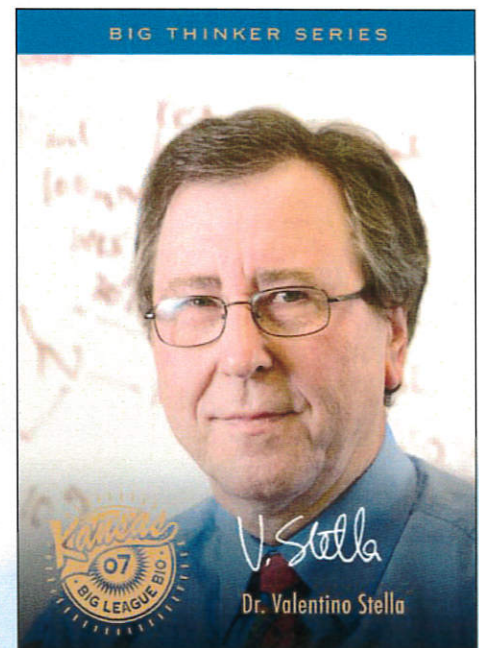
As chairman of the advisory board of Kansas City's recently formed Animal Health Corridor Initiative, Jörg Ohle has been instrumental in creating a dynamic industry and community partnerships to position Kansas City as the global center for animal health research and innovation. His goal: to improve the Kansas City area's already astounding share of the global animal health market, a share estimated to be about 30 percent of the \$15 billion industry. With Ohle at the helm, Bayer Animal Health jump-started the Animal Health Corridor Initiative last year by donating \$100,000 to each of three organizations managing the initiative.

Said Ohle of his efforts, "If I bring more animal health companies here, if I bring more research here, if I bring more wealth here, it's easier for me to do business."

Kathleen Sebelius

Governor of Kansas

Few governors have demonstrated a stronger commitment to the biosciences than Governor Kathleen Sebelius. Beginning with her stewardship of the Kansas Economic Growth Act of 2004 and its component Kansas Bioscience Initiative, the second-term governor continues to make bioscience industry development a top priority. In 2006, she approved pro-business legislation that eliminated the property tax on new business machinery and equipment to help emerging bioscience companies acquire capital goods. Earlier this year, Governor Sebelius signed an executive order creating a task force of prominent Kansans to lead efforts to bring the National Bio and Agro-Defense Facility to Kansas.



Val Stella

*Distinguished Professor of Pharmaceutical
Chemistry, University of Kansas*

It's hard to imagine anyone doing more for technology transfer in Kansas than

Continued on page 24

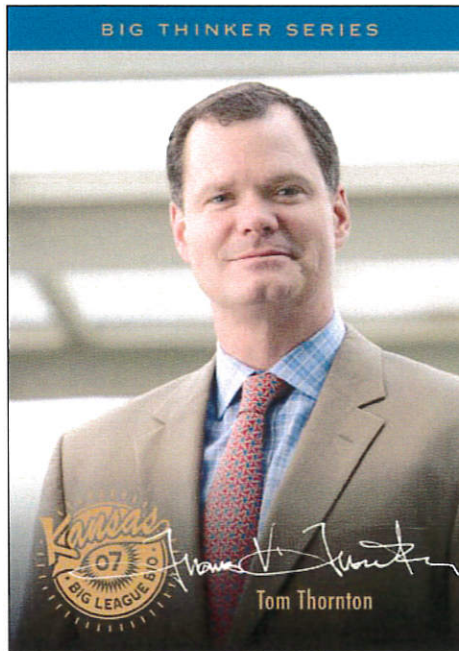
Continued from page 21

Val Stella. A distinguished professor of pharmaceutical chemistry at the University of Kansas and inventor of drugs to treat epilepsy and AIDS, Stella last year became the first recipient of the KU Technology Transfer Leadership for his efforts to transform university discoveries into commercial applications. During his tenure as director of KU's Center for Drug Delivery Research from 1989-99, Stella spun off three companies—CyDex, CritiTech and ProQuest—obtained seven patents and developed a series of modified cyclodextrins that are the basis of several pharmaceutical products.

Tom Thornton

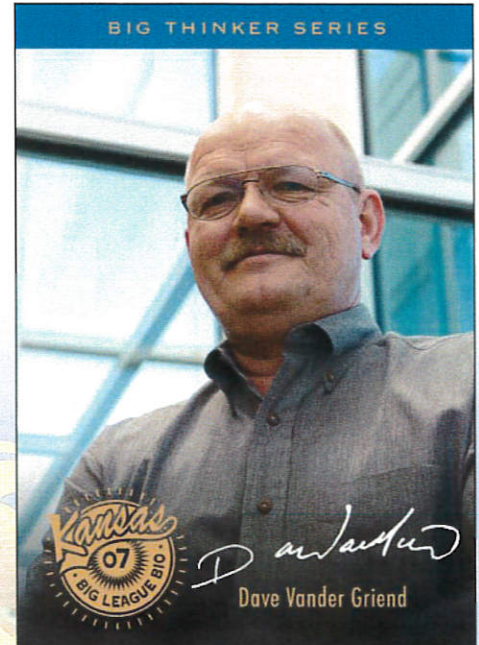
President and CEO, Kansas Bioscience Authority

Tom Thornton made a name for himself as President and CEO of the Illinois Technology Development Alliance, establishing it as one of the most respected and successful technology development organizations in



the country. Now, Thornton is looking to do the same for the Kansas Bioscience Authority, the state's lead bioscience industry development group. Thornton has been incredibly active

since joining the Bioscience Authority last year and has played a leading role in the state's National Bio and Agro-Defense Facility Task Force, which was created by Governor Kathleen Sebelius to advance Kansas' application for the \$450 million facility. "Tom brings many tools," said Bioscience Authority Chairman Clay Blair. "He is a world-class leader, and he can get results."



Dave Vander Griend

President and CEO, ICM Inc.

It's impossible to talk about the Kansas ethanol industry without talking about Dave Vander Griend. Driven by his mission to sustain agriculture by finding innovative ways to turn grain into renewable energy, Vander Griend has made ICM an industry leader in the design, construction and support of corn-based ethanol plants and helped position Kansas at the center of the ethanol universe. Vander Griend started ICM in 1995 in Colwich, where it's grown from 20 employees to more than 500, offering everything from research and development to plant support and maintenance. Last year, ICM was chosen from 284 nominees as winner of the Governor's Award of Excellence, the highest award a business can receive from the State. ...

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We understand technology issues important to your organization and industry. As a full-service IT firm, we deliver solutions that speak specifically to these needs:

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Our solutions are tailored to the individual requirements of your business. We offer a full suite of services to emerging and established businesses that include:

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2-4

Kansas... Thinking big in the biosciences

A decade ago, few observers would have predicted Kansas would be the next big thing in bioscience industry development.

So much for predictions.

Ten years and some monumental legislation later, Kansas finds itself on the frontline of the bioscience revolution. Through progressive policymaking, innovative leadership and old-fashioned collaboration, the state has become a recognized leader in the biosciences, with particular strengths in pharmaceuticals, plant science, human health, animal science and alternative energy. R&D capacity is increasing, capital is being raised and spinouts are spinning out. Meanwhile, the state continues to lure early-stage companies and established firms from throughout the nation and the world — companies that could go anywhere but see Kansas as the best fit.

"It's amazing how far we've come in just a few years," said Kansas Governor Kathleen Sebelius. "Once we decided the biosciences were the wave of the future, there was no looking back. The commitment has been remarkable."

Remarkable and unprecedented. The state's involvement in the biosciences began in 2004 with the Kansas Economic Growth Act and its component Kansas

Bioscience Initiative. Overwhelmingly passed by the Kansas Legislature, the Economic Growth Act gave policymakers and business leaders the tools to strengthen Kansas' bioscience infrastructure and support the state's life science companies.

Among those tools was the Kansas Bioscience Authority, an independent entity created to develop the research-to-commercialization continuum, recruit scholars, fund lab space and equipment, drive technology transfer and foster commercialization. While other states have established similar entities, most pale in comparison to the Authority's broad range of responsibilities.

"The Bioscience Initiative and the creation of the Kansas Bioscience Authority was our shot heard 'round the world," said Tom Thornton, President and CEO of the Bioscience Authority. "It was our way of telling the industry that we were a real player in the biosciences."

Looking for the perfect place to grow your bioscience company? Then Kansas is where you need to be.

World-class research

Kansas companies have ties with some of the world's leading bioscience research universities, including the Uni-

versity of Kansas, Kansas State University and Wichita State University.

Talented workforce

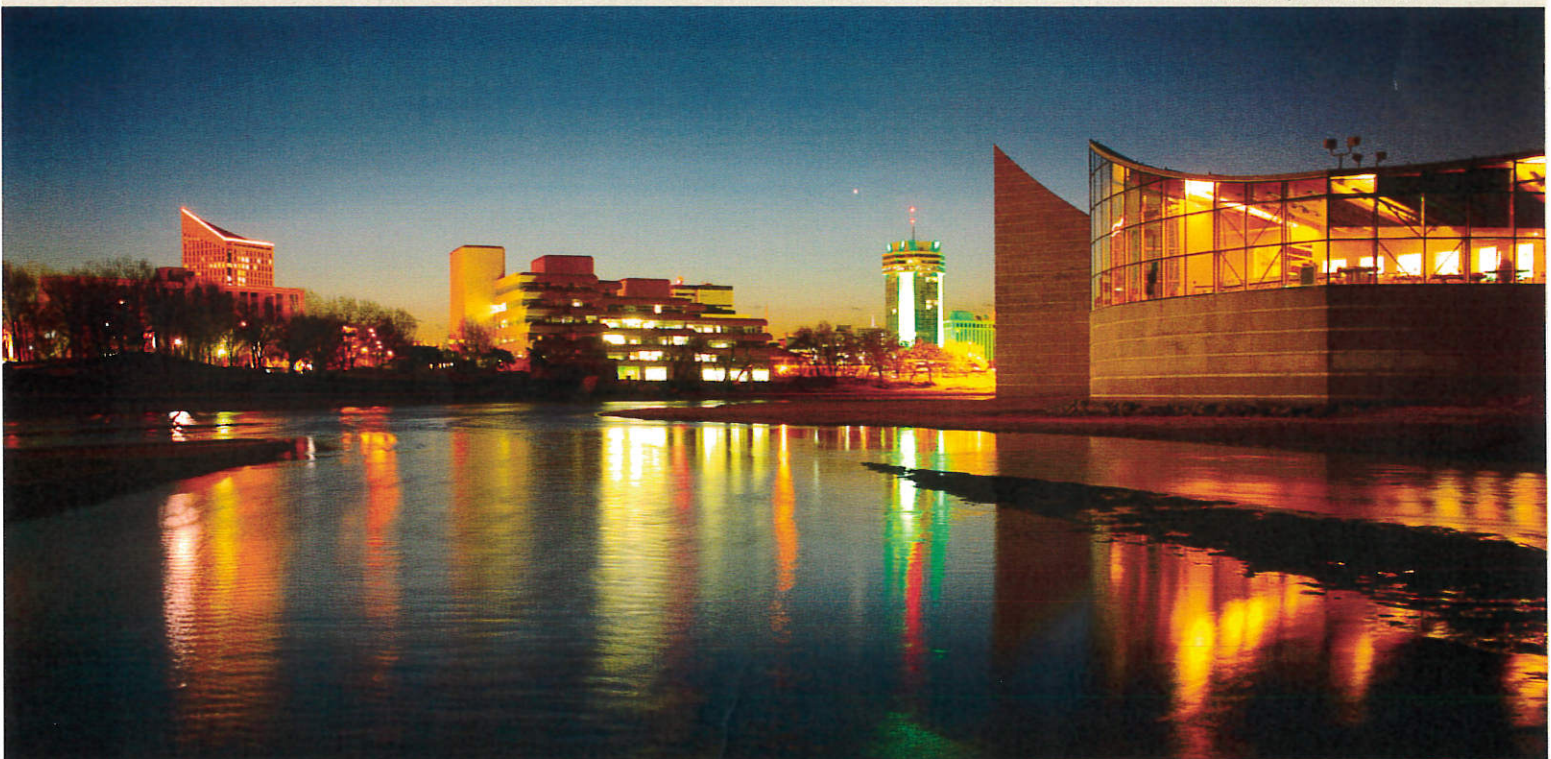
Kansas boasts one of the most educated workforces in the nation, a direct result of its having one of the nation's premier education systems. Kansas ranks in the top third nationally for percent of adults with a college degree, average ACT score, pupil-to-teacher ratio and students per computer.

Business incentives

Kansas offers one of the nation's most generous portfolios of economic incentives to bioscience companies considering a move to (or expansion in) Kansas. Benefits include:

- angel investor tax credits
- income and premium tax credits for new job creation
- sales tax exemptions on the purchase of construction labor and materials and facility machinery and equipment
- property tax abatements
- industrial revenue bonds
- federal Community Development Block Grants for projects in non-metro areas
- forgivable loans for project-related costs

Photo courtesy of Harland Schuster



Concentration of companies

Kansas is home to a number of the world's leading bioscience companies, including:

- Bayer CropScience
- Caravan Ingredients
- Cargill
- Hill's Pet Nutrition
- ICM, Inc.
- MGP Ingredients
- PRA International
- Quintiles

Access to the Animal Health Corridor

Kansas is located within the globally recognized Animal Health Corridor, which spans from Central Kansas into Missouri and comprises the largest single concentration of animal health and nutrition interests in the world. The Corridor is home to 37 global or U.S. headquarters and has more than 125 total companies,

including Bayer HealthCare and Animal Health, Fort Dodge Animal Health, Boehringer Ingelheim Vetmedica, Intervet and Hill's Pet Nutrition. This list represents four of the 10 largest global animal health interests, one of the five largest pet food companies and the world's largest animal health generics manufacturer.

Finalist for the federal biodefense facility

The Department of Homeland Security recently named Kansas a finalist for the soon-to-be-commissioned National Bio and Agro-Defense Facility. If awarded to Kansas, the facility would bring as many as 500 new bioscience jobs to the state, making it one of the most concentrated areas of bioscience talent in the nation.

Entrepreneur-focused programs

Kansas created some of the most innovative entrepreneur-focused programs and alliances in the nation, including the KTEC PIPELINE, which identifies tal-

ented entrepreneurs in the biosciences and sponsors them through a year of educational, mentoring and networking opportunities. Kansas bioscience leaders have also created Heartland BioVentures, an organization devoted specifically to the formation of startups that are commercializing innovations from research institutions across Kansas and within the Kansas City region. This independent organization will emphasize business formation and acceleration to grow bioscience companies and help them raise capital.

Logistical advantages

Kansas boasts a central location and access to interstate rail, trucking and air corridors that put the state's businesses within next-day freight service of nearly 70 percent of the United States. Kansas maintains the third-best state-owned road and highway system in the nation and access to Kansas City, the nation's second-leading rail center.

Kansas Bioscience Partners



As the State's lead economic agency, the Kansas Department of Commerce works to empower individuals, businesses and communities to realize prosperity in Kansas. To this end, Commerce comprises a variety of programs and services that create jobs, attract new investment, provide workforce training, encourage community development and sell the state as a wonderful place to travel, live and do business. These programs are administered by a dynamic staff that is dedicated to improving the quality of life of all Kansans. For more information, visit www.kansascommerce.com.



Partners in BioScience Growth

The Kansas Bioscience Authority

The Authority strives to make Kansas the most desirable state in which to conduct, facilitate, support, fund and perform

bioscience research, development and commercialization, to make Kansas a national leader in bioscience, to create new jobs, foster economic growth, advance scientific knowledge and improve the quality of life for the citizens of the state of Kansas. The Kansas Bioscience Authority was created as part of the Kansas Economic Growth Act of 2004 and will guide the state in the investment of over \$580 million generated through the Act. For more information, visit www.kansasbioauthority.org.



KansasBio

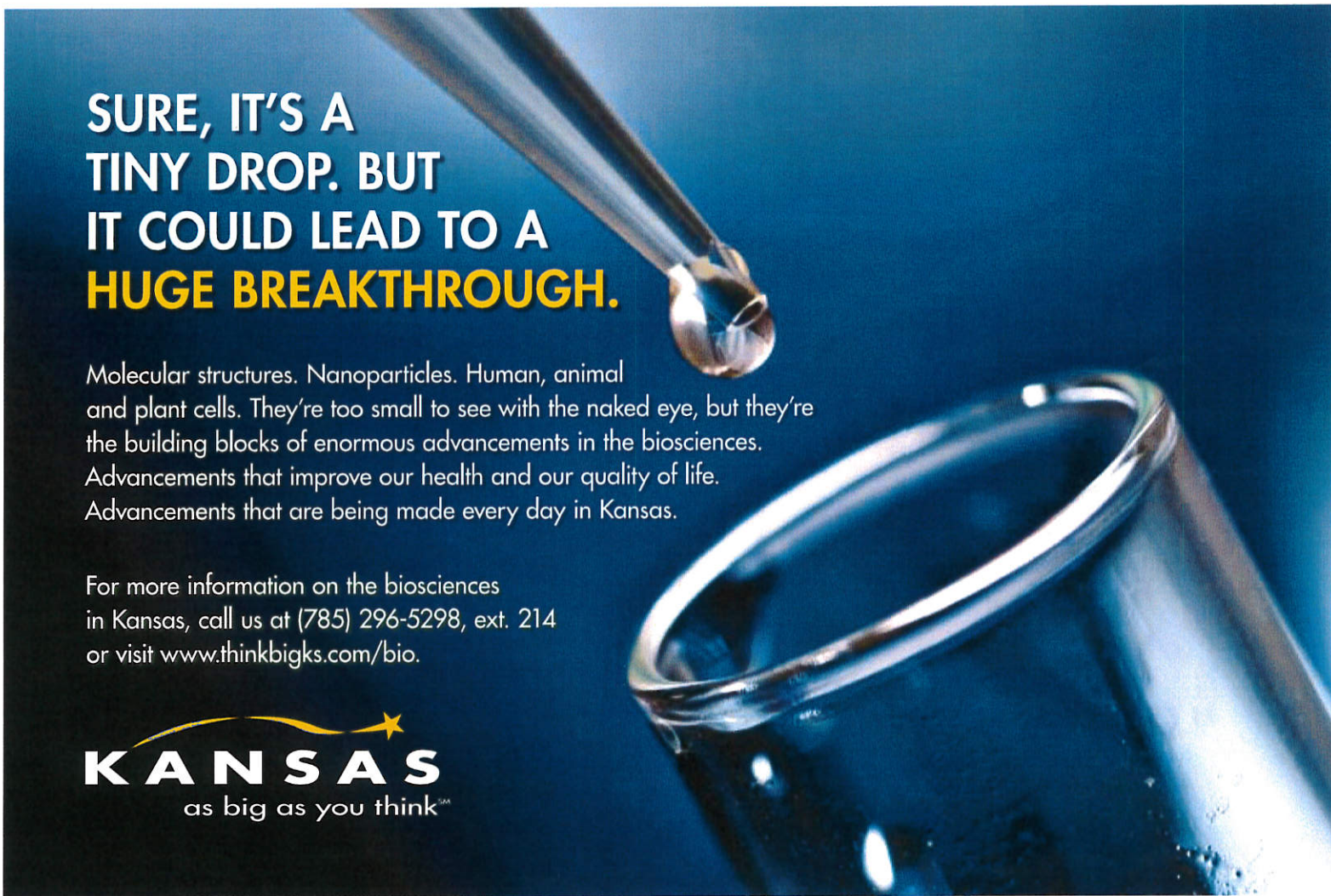
KansasBio is a state affiliate organization of the Biotechnology Industry Organization (BIO), a national organization representing more than 1,000 biotechnology companies, academic institutions, state biotechnology centers and related organizations in all 50 states and 33 nations. KansasBio is a unified voice representing the biosciences in Kansas. Across the human, plant, animal and industrial biosciences, KansasBio is focused on enhancing the business and

research climate and working with leaders across the state to attract and retain bioscience talent, companies and funding. KansasBio was founded in 2004 by the Kansas Technology Enterprise Corporation and the Kansas City Area Life Sciences Institute. For more information, visit www.kansasbio.org.



The Kansas Technology Enterprise Corporation

KTEC is a private-public partnership established to promote technology-based economic development. KTEC assists Kansas entrepreneurs and technology companies by supporting the development and commercialization of new technologies through a statewide network designed and built to support researchers, entrepreneurs and technology companies through each phase of the technology life cycle. The ultimate goal of the program is to create rapid growth companies and higher paying jobs. For more information, visit www.ktec.com.



**SURE, IT'S A
TINY DROP. BUT
IT COULD LEAD TO A
HUGE BREAKTHROUGH.**

Molecular structures. Nanoparticles. Human, animal and plant cells. They're too small to see with the naked eye, but they're the building blocks of enormous advancements in the biosciences. Advancements that improve our health and our quality of life. Advancements that are being made every day in Kansas.

For more information on the biosciences in Kansas, call us at (785) 296-5298, ext. 214 or visit www.thinkbigks.com/bio.


KANSAS
as big as you thinkSM



UNITED STATES OF AMERICA

THANK YOU.

For generations, America's men and women in uniform have put the nation's well-being before their own to defend liberty throughout the world. While we can never fully repay the debt we owe our veterans, the Kansas Department of Commerce continues to express its gratitude through a variety of services designed to help our military heroes pursue a rewarding career here at home.

With a staff of dedicated employment specialists, the Department stands ready to help our veterans find the job that's right for them. Services available to veterans include:

- One-on-one consultations with a Local Veterans Employment Representative
- Resumé-writing assistance and mock interviewing
- Access to online job databases
- Information about career fairs, local employers and training opportunities

For more information on veterans services, contact your local Workforce Center or visit www.kansasjoblink.com.


KANSAS
as big as
you think™

Thursday, January 10, 2008

Story last updated at 1/10/2008 - 1:01 am

ON DOWN THE ROAD

In terms of timing, Kansas was 'as good as you think'

By Craig Hull | SPECIAL TO THE MORNING SUN

Tradition tells us during the college bowl season, every state in the Union is going to roll out its best "come visit us because we are ?" television commercial.

Of course, given the national television audiences and the stage provided by a well-known and well-publicized sporting event, it's natural for the travel and tourism offices in each state, at least in the states with a team participating in a bowl game, to step up to the plate and make its "come visit us first" pitch.

Kansas was no different this year.

Along side the usual suspects – "Texas: It's like a whole other country," "Arkansas: The Natural State," "West Virginia: Wild and Wonderful," "Oklahoma: Native America" – and their consistent marketing message and image came the Sunflower State.

Utilizing the current, "Kansas: As Big As You Think" brand image, the Kansas Department of Commerce rolled out a series of new 30 second and 60 seconds spots featuring a series of rolling adjectives to describe Kansas.

Everything from "As Fun As You Think" to "As Adventurous As You Think" and "As Entertaining As You Think," instead of tagging just one of the positive virtues Kansas has to offer, the spots make a play of everything Kansas has to offer.

The Kansas Department of Commerce developed the spots in cooperation with Bozell, an Overland Park-based ad agency, recently selected to be the new cooperative agency working with the Kansas Department of Commerce.

Video footage was provided by Gizmo Pictures of Topeka and the background music was written and performed by Away Team, a Kansas City-based group.

Credit should go to the Kansas Department of Commerce on its timing. The spots first aired during the nationally broadcast Kansas vs. Missouri contest at Arrowhead Stadium on Nov. 24.

In anticipation of Kansas participating in a large, well-publicized bowl game, the commercials could not have come at a better time to market the state to the rest of country.

Since then, they have been seen locally in primetime during both regular scheduled programs and special broadcasts such as the recent BCS Bowl Games on FOX.

"The intent of this campaign is to remind Kansans that we have a lot to be proud of and an unparalleled quality of life," said Caleb Asher, Senior Director of Marketing Services for the Kansas Department of Commerce in a press release.

"As the commercial explains, our state allows us to enjoy a lifestyle that's as fast-paced as you want, as relaxing as you need or as ambitious as you aspire. When it comes right down to it, there's no place like home and there's certainly no place like Kansas."

Perhaps the secondary intent for the Department of Commerce is to "spin" Kansas a positive place to live, work as well as visit.

The effort put forth in the commercial goes beyond marketing to potential travelers and tourists, but to potential families looking to relocate to Kansas and to potential businesses looking to relocate in Kansas.

The bottom line – a broad brand image equals potential travelers and tourists, potential increased population and increased job opportunities? in short, economic development.

In terms of timing, Kansas was "as good as you think."

Craig Hull is the director of the Crawford County Convention and Visitors Bureau. It is the purpose of the Crawford County Convention and Visitors Bureau to promote travel and tourism in Crawford County, Southeast Kansas and the Midwest. He can be reached at cvb@pittsburgschamber.com or at 1-800-879-1112.