

MINUTES OF THE SENATE COMMERCE COMMITTEE  
JOINT MEETING WITH THE HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

The meeting was called to order by Chairperson Representative Lana Gordon at 8:30 A.M. on March 6, 2008 in Room 123-S of the Capitol.

All members were present.

Committee staff present:

Jennifer Thierer, Kansas Legislative Research Department  
Jason Long, Revisor of Statutes  
Jackie Lunn, Committee Assistant

Conferees appearing before the committee:

Eric Pedersen, Operations Manager, NetWork Kansas  
Ashley Cooper, Director, Greenwood County Economic Development  
Carrie Odell, entrepreneur, Fall River Grocery  
Steve Radley, Director NetWork Kansas  
Patricia Brasted, President/CEO, Wichita Technology Corporation and Founder Member/Midwest Venture Alliance

Others attending:

See attached list.

To read testimony submitted by conferees go to

[http://skyways.lib.ks.us/government/KansasSenateCommerceCommittee.](http://skyways.lib.ks.us/government/KansasSenateCommerceCommittee)

Chairperson Gordon announced that today's meeting would be a presentation by NetWork Kansas and introduced Eric Pedersen, Operations Manager for NetWork Kansas to give his testimony. Mr. Pedersen presented written copy (Attachment 1) which can be found in its entirety on the link listed above.

Upon the completion of Mr. Pedersen's testimony, he introduced Ashley Cooper, Director, Greenwood County Economic Development to give her testimony. Ms. Cooper presented written copy (Attachment 2) which can be found in its entirety on the link show above.

Upon the conclusion of Ms. Cooper's testimony, she introduced Carrie Odell, an Entrepreneur in Greenwood County; the owner/operator of the Fall River Grocery. Ms. Odell stated that in May of last year she decided River Falls needed the grocery store back that had been closed for the last year. She stated she believes because of reopening the grocery store the town has started to pull together instead of dying. She used the services of Greenwood Economic Development to help achieve her goal in getting the store reopened and would not have been able to do this without their help and guidance.

Steve Radley, Director, NetWork Kansas took the floor next to give his testimony. Mr. Radley presented written testimony (Attachment 3) which can be found in its entirety on the link listed above.

Upon the conclusion of Mr. Radley's testimony he introduced Trish Brasted, President/CEO Wichita Technology Corporation to give her testimony. Ms. Brasted presented written copy (Attachment 4) which can be found in its entirety on the link listed above.

Upon the completion of Ms. Brasted's testimony Chairperson Gordon opened the floor for questions. There was a question for Ms. Odell asking if her store is profitable enough to sustain. She stated the store has started out very slowly but she believes the store will be able to sustain. The Office of Rural Opportunity was discussed and how that differed from NewWork Kansas. The Kansas Inc. plan was discussed and the fact that NetWork Kansas endorses that plan.

Due to the time, Chairperson Gordon adjourned the meeting at 9:30 a.m. with the next scheduled meeting for the Senate Commerce Committee to be March 7, 2008 at 8:30 in room 123 S.





## SENATE COMMERCE COMMITTEE AND HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

March 6, 2008

Testimony by:

**Erik Pedersen, Manager,  
Kansas Center for Entrepreneurship  
*NetWork Kansas***



Chairperson Brownlee, Co-Chairperson Jordan and members of the Senate Commerce Committee; Chairperson Gordon, Vice-Chairperson Huntington, and members of the House Economic Development and Tourism Committee, I'm Erik Pedersen, Operations Manager of the Kansas Center for Entrepreneurship. We will cover the following in the next 45 minutes.

**Expertise:** I will provide a brief update about our NetWork Kansas resource partners, the activity at our intake center, how we're collaborating with Wichita State University to track and identify the characteristics of rural entrepreneurs, and a collaborative initiative with Information NetWork of Kansas and over ten other state agencies and resources to redesign the Kansas Business Center website.

**Resource Partner:** Ashley Cooper, Greenwood County Economic Development Director, is going to talk about her role as an Economic Director in a rural county and how NetWork Kansas has helped with some of her challenges.

Senate Commerce Committee  
March 6, 2008

Attachment 1-1

**An Entrepreneur Testimonial:** Carrie ODell, Owner of Fall River Grocery, is going to share her experience, the challenges she faces as a small business owner in rural Kansas and how StartUp Kansas funds assisted in her purchase of a retail grocery.

**Education & Economic Resources:** Steve Radley will provide an update on entrepreneurship education and Economic Resources that will include testimony from Patricia Brasted. Trish is the President of Wichita Technology Corp., a NetWork Kansas partner and KTEC organization and is a founding member of the Midwest Venture Alliance. Trish is going to share with you some of the vision behind the dialogue we are starting with rural communities.

### Mission of the Center

The mission of NetWork Kansas is *to promote an entrepreneurial environment throughout the state of Kansas by establishing a central portal that connects entrepreneurs and small business owners with the right resources—expertise, education and/or economic—at the right time.*

It is clear in the Kansas Economic Growth Act that the intention was not to create another program that competes with existing services already being provided in Kansas. We do not provide direct services to entrepreneurs. Our primary direct contact with the entrepreneur or small business owner is when they make initial contact with NetWork Kansas by phone, email or website. Our mission is to act as a conduit where entrepreneurs and small businesses can connect to the resources they need when they need them. Our goal is to accomplish one of two things: 1) We want to connect entrepreneurs and small businesses to resources that provide the 3Es I mentioned earlier: expertise, education, and economic resources; or 2) We want to utilize our funding programs to leverage partner capital and private capital for the entrepreneur or small business. We have not—nor will we—create a program that competes with existing services already being provided in Kansas.

Please allow me to reacquaint you with our resource network and our processes. On March 9, 2006 the Kansas Center for Entrepreneurship officially launched NetWork Kansas, backed by 240 resource partners. Since launch, we have grown the network strategically by identifying gaps in service—both physically and functionally—and then working to find resource partners that can fill those gaps. In the fall of 2007, we worked with Kansas State University Research & Extension to enroll all 104 county Research & Extension offices as resource partners. In addition, we've added many resource partners in counties and cities where we previously didn't have any, such as Lane County Economic Development, Montgomery County Action Council, Thomas County Economic Development, Hillsboro Development Corporation and the Louisburg Chamber of Commerce. We currently have more than 425 Resource Partners in this statewide referral network, as a result of these outreach efforts.

The resource partners consist of public-sector organizations that provide assistance to entrepreneurs and small business owners in the form of business plan development, workforce training, loan packaging and financial assistance, and many other services.

A sampling of the type of organizations that make up NetWork Kansas include the Kansas Department of Commerce business and trade development, Kansas Small Business Development Centers, Enterprise Facilitation, Kansas Main Street, KTEC Centers of Excellence, KansasWorks Centers, as well as the Certified Development Companies and Regional Foundations. We are working to enroll the first two Offices of Rural Opportunity, located at Sterling College and in Colby as they are staffed. ORO staff will be a great resource to proactively assist rural Kansas communities identify and connect with community resources that can assist with strategic planning, infrastructure assessment and leadership development.

The NetWork Kansas intake center interacts with entrepreneurs and small business owners via phone calls, emails and a comprehensive website. The front line for these interactions is often the NetWork Kansas counselors. In addition to playing a key role in the recruitment and retention of partners—without which there would be no network—the counselors are a key component in the intake process. When our counselors receive a phone call or email from an entrepreneur, they conduct a listen & learn session with the caller, getting a sense of where that entrepreneur is at in the business lifecycle, where the business is physically located in the state and other resources already used. Counselors take the time to really understand the needs and challenges of business owners and entrepreneurs so they can match them with the right resource partner at the right time.

We are currently receiving more than 5,000 inbound contacts per month, including website hits, inbound calls, and email contacts. In 2007, we received over 480 inbound leads, roughly double the number we received in 2006. In January 2008 alone, we received 90 inbound leads, which is greater than a 100% increase over January 2007. The leads NetWork Kansas has received since we launched have come from over two-hundred and twenty different Kansas cities and towns. About twelve percent of the leads are coming from cities with population under one thousand, and about twenty-five percent from cities with population between one thousand and five thousand. Just under 40% of our calls are coming from entrepreneurs in cities with population under five thousand. It's interesting to note that number has grown by about 8% since the testimony I gave in January 2007.

These leads were referred to NetWork Kansas by over sixty-five different sources, Kansas Department of Commerce and the Kansas Small Business Development Center lead center. In addition, our NetWork Kansas radio campaign has and continues to increase the activity at our center. Here's a number that speaks to the increased collaboration throughout our network; over sixty of our resource partners have referred at least one client to NetWork Kansas.

Here's examples of a few leads we recently received:

- 1) A person starting a health and deli grocery store in Southeast Kansas needed help registering a new business and with business planning.
- 2) A gentleman and his partner are the distribution company for the first environmentally friendly bottled water packaging in the country. They are looking for

help to get in front of buyers for grocery, organic and convenience stores, and to line up events like fairs, festivals, etc., to get exposure for this new green packaging.

3) A lady in the process of getting a stained glass business started in a rural community. She has a building, business name, an EIN, a partner, and people interested in taking classes. Her quote: "I have read so much my head is swimming. Help! I need to know what forms to file and what financing is available for start-up."

About 70% of our calls are from early-stage entrepreneurs, interested in business planning or licensing and permitting, like the ones I just listed. Many of those callers are referred to the Kansas Department of Commerce First Stop Clearinghouse and the Kansas Department of Commerce business development staff, Kansas Small Business Development Centers, or Enterprise Facilitation for start-up assistance. However, we also receive leads of a more mature nature; existing businesses with unique challenges that refer to the CDC's and Regional Foundations, as well as several KTEC organizations including the Advanced Manufacturing Institute (AMI) and the Alliance for Technology Commercialization.

Here is an example of multiple resource partners working to help an entrepreneur achieve their dream:

Dustin Andrews contacted us in May 2007. He lives in Cherokee County and was trying to locate capital that would allow him to purchase a print shop. He heard about NetWork Kansas after reading a StartUp Kansas press release. After conducting a listen & learn, NetWork Kansas referred him to both the Kansas Small Business Development Center at Pittsburg State University and to Mid-America Certified Development Company in Pittsburg. He worked with the KSBDC to develop a business plan and marketing plan and was able to acquire the print shop. He is currently working with Mid-America Certified Development Company to refinance a loan.

In a couple of minutes, you will have the opportunity to hear from Ashley Cooper, Greenwood County Economic Development Director and Carrie ODell, the Owner of Fall River Grocery. They will share their success story with you, the collaborative effort that took place between the Kansas Small Business Development Center, QUAD Enterprise Facilitation, Greenwood County Economic Development and the South Central Kansas Economic Development District Certified Development Company to provide them with the proper business foundation and funding to allow her dream to come true.

On any given day, we have about 300 active clients. These are entrepreneurs and small business owners who are working with resource partners, growing an existing business, starting a new business, or at the very least, exploring the idea of starting a business. We follow up with these active clients periodically to ensure they are successfully engaged with the resource partners we referred them to.

Currently, we have more than 2,000 serviced clients. These are clients who either searched for services online, had their question answered or accessed the proper resource (and do not require additional follow-up), have self-selected out of the

entrepreneurial process, or have reached a stage in their development where they no longer need to be actively engaged with one of our partners-they're running their business. Self-selected out means they called us looking for grant money to start their business and when it wasn't available, they chose not to go forward, or they got into the process and found out that it would take more work than they wanted to do at this point in their careers, and chose not to go forward.

We are working with Tim Pett, the Director of the Wichita State University Center for Entrepreneurship, and his staff of research professors to discuss how they can survey and/or communicate with the entrepreneurs in our database to learn more about the demographics, characteristics and behaviors of rural entrepreneurs in Kansas, including background, education, funding sources and what they consider to be high-priority challenges. We are early in this project but hope to develop a systematic process that enables Wichita State to track and report these findings as we go forward.

Finally, I'd like to update you on an exciting project that NetWork Kansas was asked to lead. Last spring, the Senate Commerce Committee asked NetWork Kansas to walk through the process an entrepreneur or small business owner would follow to register a business, select and reserve a business name and file the appropriate documents. The purpose was to get a feel for ease-of-friendliness of both finding and using the Kansas Business Center website. As a result of that exercise, NetWork Kansas has been asked to lead a collaborative process involving the various state agencies working together to develop a more integrated site. The Steering Committee includes staff from at least ten different state agencies, including: NetWork Kansas, Kansas Department of Commerce (KDOC), Kansas Small Business Development Centers (KSBDC), Information NetWork of Kansas (INK), Kansas Secretary of State (KSSOS), Kansas.gov, Kansas Department of Revenue (KDOR), Kansas Department of Health & Environment (KDHE), Kansas Department of Labor, Kansas Department of Insurance, Water Department and the Department of Agriculture. Our goal is to ensure that all of the appropriate agencies are involved as we work to accomplish two primary objectives: a) provide a clear and consistent link to the Kansas Business Center website, and b) improve the design, functionality and process flow. We're very excited about this opportunity and are very impressed with the cooperation and collaboration of all the agencies and resources involved in the project.

This concludes my testimony. I'd like to introduce you to Ashley Cooper and Carrie ODell. Ashley is the Economic Development Director for Greenwood County; she is going to briefly talk about her role as an Economic Director in a rural county and how she envisions NetWork Kansas helping with some of her challenges. Carrie is the Owner of Fall River Grocery in Fall River; she is a wonderful example of the entrepreneurial spirit that is alive in rural Kansas.

Erik Pedersen, Operations Manager, Kansas Center for Entrepreneurship  
1845 Fairmount, Box 202, Wichita, Kansas 67260-0202.

# overview



## EXPERTISE

The NetWork Kansas network includes more than 400 Resource Partners statewide who are public sector or non-profit organizations providing business building services to entrepreneurs and small businesses.

Entrepreneurs **1** are encouraged to call 877-521-8600 to speak with a NetWork Kansas counselor; the counselor then conducts a “listen and learn” session **2** to determine the entrepreneur’s exact needs. After these needs are understood, the counselor taps into a unique database of resource partners to identify the best person to fulfill their needs **3**. After a connection is made between the client and the appropriate resource partner **4**, the counselor tracks progress and engages additional resources, as required **5**.

## MISSION

To promote an entrepreneurial environment throughout the State of Kansas by establishing a central portal that connects entrepreneurs and small business owners with the right resources—Expertise, Education and Economic Resources—when they are needed most.

**1** Entrepreneur/  
Small Business  
Owner

877.521.8600  
**NetWork Kansas**  
 www.networkkansas.com

**3** Research,  
make calls to  
resource  
partners

**2** Listen  
and  
Learn

**4** Connect  
client with  
the right  
resource  
partner

**5** Follow client  
through the  
network



## EDUCATION

NetWork Kansas partners offer a variety of seminars and workshops, including “how to start a business,” tax workshops, business planning and more. Classes provided by our partners are listed on [www.networkkansas.com](http://www.networkkansas.com) under the tab, “Entrepreneurial Education.” In addition, NetWork Kansas is working with partners across the state to assess current educational offerings with the objective of developing a vision for entrepreneurship education across the state.



Resources for Starting or Growing Your Business

## ECONOMIC RESOURCES

NetWork Kansas has more than forty partners who provide loans and grants to entrepreneurs and small businesses. Partners include certified development companies, the seven regional economic development foundations, Mainstreet Kansas communities, USDA Rural Development and other organizations. Our resource network can also access additional matching dollars from NetWork Kansas through the following programs:

**StartUp Kansas:** StartUp Kansas was launched in August of 2006 to provide funding to small businesses in rural and distressed Kansas communities in the form of grants or unsecured loans matching the terms of the other financing provided by a NetWork Kansas partner working on behalf of the entrepreneur. Since its inception, StartUp Kansas has awarded more than \$550,000 in grants and loans to small businesses throughout rural areas of Kansas—equating to a rate of *one business per month*. These grants and loans have allowed businesses to leverage additional public and private funds totaling more than \$4 million (as of January 2008).

**E-Community Program:** Focused on the big “E” in the realm of rural economic development—entrepreneurship—a NetWork Kansas E-Community is a partnership that allows a town, a cluster of towns or an entire county to receive seed money through donations from individuals or businesses within the community. Becoming a NetWork Kansas E-Community results in the following:

- Through the Entrepreneurship Tax Credit, a fund is established to provide loans and grants to new and expanding businesses in each E-Community.
- An E-Community may be a single community or a partnership of communities with a total population of 50,000 or fewer.

The NetWork Kansas E-Community pilot program recently identified six communities that are already engaged in the process of developing the key components necessary to flourish in today’s competitive environment and in so doing, are becoming more entrepreneurial.

Kansas communities named to participate in the pilot program (starting in 2008) include:

- Cowley County
- Garnett (Anderson County)
- Great Bend (Barton County)
- Rawlins County
- Sterling/Alden (Rice County)
- Thomas County

**For more information about these programs and all the services offered by NetWork Kansas visit:**

[www.networkkansas.com](http://www.networkkansas.com)

OR CALL **877.521.8600**

## List of Resource Partners

Resources for Starting or Growing Your Business

*NetWork Kansas works with more than 400 Resource Partners statewide that are public sector or non-profit organizations providing business-building services to entrepreneurs and small businesses. NetWork Kansas provides a conduit that bridges the entrepreneur or small business owner with the right resources—at the right time.*

*When an entrepreneur calls our toll-free number, a NetWork Kansas counselor conducts a “listen and learn” session to determine the client’s exact needs. Once these needs are understood, our counselor taps into a unique database of Resource Partners to identify the best organization to fulfill their needs. After a connection is made between the client and the appropriate partner(s), a NetWork Kansas counselor tracks progress and engages additional resources, as required.*

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Advanced Manufacturing Institute  
 Alliance for Technology Commercialization, Inc.  
 Anderson County Economic Development  
 Arkansas City Area Chamber of Commerce  
 Asian-American Chamber of Commerce of Kansas City  
 Atchison Workforce Center  
 ATHENA PowerLink  
 Avenue Area, Inc.  
 Belleville Main Street, Inc.  
 Burden Chamber of Commerce and Economic Development  
 Business Center, The  
 Business & Technology Institute  
 Business Utility Zone Gateway - BUZGate  
 Butler County Economic Development  
 Butler County Workforce Center  
 CANBE: Community Association of Nonprofit Executives  
 Center for Civic Leadership  
 Central Exchange  
 Chanute Workforce Center  
 Cheyenne County Development Corporation  
 City of Abilene  
 City of Chanute  
 City of Fort Scott  
 City of Liberal  
 City of Maize  
 City of Marion  
 City of Parsons  
 City of Wichita  
 Citywide Development Corporation of Kansas City, Kansas  
 CLASS Ltd.  
 Clay County Economic Development  
 Cloud County Community College  
 Cloud County Community College, Geary County  
 CloudCorp  
 Coffey County Economic Development  
 Coffeyville Community College  
 Colby Community College  
 Colby Workforce Center  
 Columbus Economic Development Corporation  
 Community Resource Network (CRN)  
 Council on Philanthropy  
 County Economic Research Institute, Inc.  
 Cowley County Community College

Cowley First-Cowley Economic Development Partnership  
 Derby Economic Development  
 Dodge City Workforce Center  
 Dodge City/Ford County Development Corporation  
 Doniphan County Economic Development  
 Downtown Augusta, Inc.  
 Downtown Hutchinson Revitalization Partnership  
 Downtown Manhattan, Inc.  
 Downtown Parsons, Inc.  
 East Central Kansas Rural Development Tax Credit  
 ECI Development Corporation  
 Eckert Agrimarketing  
 Edwards County Economic Development Corporation  
 El Dorado Chamber of Commerce  
 El Dorado Main Street  
 Ellis County Coalition for Economic Development  
 Emporia Main Street  
 Emporia Workforce Center  
 Enterprise Center of Johnson County  
 Entrepreneur Development Center at Donnelly College  
 Entrepreneurial Legal Services at UMKC  
 Executive Service Corps of Greater Kansas City  
 FastTrac  
 Finney County Economic Development Corporation  
 Flint Hills Technical College  
 Fort Scott Area Chamber of Commerce  
 Fort Scott Community College  
 Four Rivers Development Inc.-Beloit  
 Four Rivers Development Inc.-Salina  
 Fredonia Chamber of Commerce  
 Frontier Financial Partners, Inc.  
 Garden City Chamber of Commerce  
 Garden City Downtown Vision  
 Garden City Workforce Center  
 Gardner Area Chamber of Commerce  
 Glacial Hills Resource Conservation & Development Region Inc.  
 Great Bend Workforce Center  
 Great Plains Development, Inc.  
 Greater Kansas City Chamber of Commerce  
 Greater Topeka Chamber of Commerce  
 Greater Wichita Economic Development Coalition  
 Greeley County Economic Development, Inc.  
 Greenwood County Economic Development  
 Harper County Economic Development Center  
 Harvey County Economic Development  
 Hays Workforce Center  
 Haysville Community Development  
 Heartland Business Capital  
 Heartland Procurement Technical Assistance Center  
 Herington Economic Development Corporation  
 Higuchi Biosciences Center  
 Hispanic Chamber of Commerce of Greater Kansas City  
 Hispanic Economic Development Corporation  
 Hodgeman County Economic Development  
 Hoisington Main Street, Inc.  
 Hutchinson Workforce Center  
 Hutchinson/Reno County Chamber of Commerce  
 IBSA, Inc.  
 Independence Main Street  
 Independence Workforce Center  
 Innovation Center  
 International Trade Council of Greater Kansas City  
 Invest Midwest Venture Capital Forum  
 IRS Small Business Taxpayer Education & Communications  
 Johnson County Library  
 Kansas Bioscience Authority

Kansas Bioscience Organization  
Kansas City Area Chamber of Commerce  
Kansas City Area Life Sciences Institute  
Kansas City, Kansas Public Library  
Kansas City, Kansas Women's Chamber of Commerce  
Kansas City Volunteer Lawyers & Accountants for the Arts  
Kansas City Workforce Center  
Kansas City, Kansas Community College  
Kansas Department of Revenue  
Kansas Electric Power Cooperative  
Kansas Industrial Training Program (KIT)  
Kansas Insurance Department  
Kansas Match  
Kansas Patent & Trademark Depository Library  
Kansas Sampler Foundation  
Kansas Secretary of State  
Kansas State University, Bioprocessing and Industrial Value Added Program  
Kansas State University, Center for Engagement and Community Development  
Kansas State University, Pollution Prevention Institute  
Kansas Statewide Certification Program, Minority & Women  
Kansas Technology Enterprise Corporation (KTEC)  
Kansas Women's Business Center  
Kansas World Trade Center  
Kansas City, Kansas Community College  
KC Sourcelink  
KDOC Office of Minority & Women Business Development  
KDOC, Business Development Division, EC Region  
KDOC, Business Development Division, General Office  
KDOC, Business Development Division, NC Region  
KDOC, Business Development Division, NE Region  
KDOC, Business Development Division, NW Region  
KDOC, Business Development Division, SC Region  
KDOC, Business Development Division, SE Region  
KDOC, Business Development Division, SW Region  
KDOC, Community Development Division  
KDOC, First Stop Clearinghouse  
KDOC, Trade Development Division, Overland Park  
KDOC, Trade Development Division, Topeka  
KDOC, Trade Development Division, Wichita  
Kearny County Community Development  
KSBDC at Emporia State University  
KSBDC at Fort Hays State University  
KSBDC at Garden City Community College  
KSBDC at Johnson County Community College  
KSBDC at Pittsburg State University  
KSBDC at University of Kansas  
KSBDC at Washburn University  
KSBDC at Wichita State University  
KSBDC Outreach Center at Cloud County Community College  
KSBDC Outreach Center at Manhattan  
K-State Research and Extension, Allen County  
K-State Research and Extension, Anderson County  
K-State Research and Extension, Atchinson County  
K-State Research and Extension, Barber County  
K-State Research and Extension, Barton County  
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K-State Research and Extension, Butler County  
K-State Research and Extension, Chase County  
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K-State Research and Extension, Washington County  
K-State Research and Extension, Wichita County  
K-State Research and Extension, Wilson County  
K-State Research and Extension, Woodson County  
K-State Research and Extension, Wyandotte County

Lawrence Chamber of Commerce  
Lawrence Regional Technology Center  
Lawrence Workforce Center  
Leavenworth Area Development  
Leavenworth Main Street Program, Inc.  
Leavenworth Workforce Center  
Leavenworth-Lansing Area Chamber of Commerce  
Leawood Chamber of Commerce  
Lenexa Chamber of Commerce  
Lenexa Economic Development Council  
Liberal Chamber of Commerce  
Liberal Workforce Center  
Lindsborg Chamber of Commerce  
Linn County Economic Development  
Logan County Development Corporation  
Manhattan and Junction City Workforce Center  
Manhattan Area Chamber of Commerce  
Marion County Economic Development Department  
Marshall County Economic Development Council  
Marysville Main Street  
McPherson Chamber of Commerce  
McPherson County Small Business Association  
McPherson Main Street  
Meade County Economic Development Committee Inc.  
Miami County Economic Development  
Mid America Manufacturing Tech. Ctr., Overland Park  
Mid America Manufacturing Tech. Ctr., Pittsburg  
Mid America Manufacturing Tech. Ctr., Western Kansas  
Mid America Manufacturing Tech. Ctr., Wichita  
Mid-America Minority Business Development Council  
Mid-America Incorporated  
Midwest Center for Nonprofit Leadership  
Midwest Energy, Inc.  
Minority Supplier Council of Kansas City  
Mitchell County Community Development  
Minneapolis Economic Development  
MO-FAST (MO Federal & State Technology)  
MO-KAN Development, Inc.  
NASA Mid-Continent Technology Transfer Center  
National Association of Women Business Owners  
National Federation of Independent Business  
National Institute for Aviation Research  
Neosho County Community College  
Ness County Economic Development  
Newton Workforce Center  
North Central Regional Planning Commission  
Northeast Johnson County Chamber of Commerce  
Northeast Kansas Enterprise Facilitation Initiative  
Northwest Kansas Planning & Development Commission  
Norton County Economic Development Center  
Oberlin-Decatur Area Economic Development  
Olathe Chamber of Commerce  
Olathe Economic Development Council  
Osage County Development  
Osborne Economic Development  
Ottawa Main Street  
Overland Park Chamber of Commerce  
Overland Park Economic Development Council  
Overland Park Workforce Center  
Pawnee Co. Economic Development/ Larned Area Chamber  
Pioneer Electric Cooperative, Inc.  
Pittsburg Workforce Center  
Pottawatomie County Economic Development  
POWER Mentoring Program  
Prairie Enterprise Project (PEP)  
Pratt Area Economic Development Corporation  
Q.U.A.D. Enterprise Facilitation  
Quest Center for Entrepreneurs, Inc.  
Republic County Economic Development  
Rooks County Economic Development  
Rural Development Association of Northeast Kansas  
Rural Telephone Service Co., Inc.  
Russell Main Street  
Salina Workforce Center  
SBA Disadvantaged Business Procurement  
SBA Economic Development Department  
SBA HUBZone Program

SBA Small Business Procurement Program  
SBA, Kansas City District Office  
SBA, Wichita District Office  
SCORE, Ark Valley Chapter, #317  
SCORE, Dodge City Chapter #388  
SCORE, Great Bend Chapter #673  
SCORE, Hutchinson Chapter #359  
SCORE, Kansas City Chapter #19  
SCORE, Liberal Chapter #388  
Smith Center Chamber of Commerce  
Smith Center Economic Development  
Smoky Hills Economic Development  
Solomon Valley Regional Entrepreneurial Center  
Shawnee Area Chamber of Commerce  
South Central Kansas Economic Development District  
Seward County Community College Shawnee Economic Development Council  
SCORE, Topeka Chapter #342  
SCORE, Wichita Chapter #143  
SCORE, McPherson Chapter #542  
SCORE, North Central Kansas Chapter #251  
See-Kan RC&D Project, Inc.  
Sherman County Economic Development  
Small & Home Business Connection  
Southeast Kansas Regional Planning Commission  
Southeast Kansas, Inc.  
Southern Kansas Telephone Co. (SKT)  
Southwest Johnson County Economic Development  
Southwest Kansas Technical School  
Spring Hill Chamber of Commerce  
St. John Main Street Corporation  
Stevens County Economic Development  
Successful Entrepreneur Program  
Sumner County Economic Development  
Sunflower Electric Power Corporation  
Sunflower RC&D Area, Inc.  
Sunflower Regional Enterprise Facilitation  
Support Kansas City, Inc.  
Taxpayer Advocate Service  
Topeka Workforce Center  
Trego County Economic Development  
U.S. Commercial Service Kansas City  
U.S. General Services Administration  
Unified Government of Wyandotte County, Purchasing Division  
University of Kansas Center for Research  
University of Kansas, Technology Transfer & Intellectual Property  
US Department of Commerce, Commercial Services  
USDA Rural Development, Area 1  
USDA Rural Development, Area 3  
Wabaunsee County Economic Development  
Wakarusa Valley Development, Inc.  
Washington County Economic Development  
Western Kansas Enterprise Facilitation Consortium  
Western Kansas Technology Corp.  
Western Prairie RC&D  
Wichita Metro Chamber of Commerce  
Wichita County Economic Development  
Wichita Downtown Development Corporation  
Wichita Independent Business Association  
Wichita Technology Corporation  
Wichita Workforce Center  
Winfield Area Chamber of Commerce  
Winfield Main Street  
Workforce Alliance of South Central Kansas  
Wyandotte County Workforce

# Kansas Business Center

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## Welcome!

The Kansas Business Center is your official state resource for information, filings, and personal assistance to start or maintain your Kansas business.

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Do you have what it takes? Explore if owning a business is right for you and gather tools to help you get started.

#### Starting

The development steps of starting a new business in Kansas: business planning, financing, licensing, permitting, legal requirements and more.

#### Maintaining

Monitor the ongoing requirements for your business, such as annual filings, licenses and permits

#### Closing

Ensure that the proper steps are taken to close a business, or transfer ownership to another party.

### Resources

To find organizations that are available to help you start, grow or fund a business. [Go!](#)

### Workshops and Seminars

Kansas offers many educational events to assist with the business startup, business plan development, taxes, government procurement, marketing and many others. To view the seminars available in your region, [Go!](#)

### Free Personal Business Counseling

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Maintaining

Closing

## Thinking About Starting a Business

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Explore if owning a business is right for you and gather tools to help you get started.

### 1 Assess Yourself

- [Assessment Video](#)
- [Do I Have What it Takes?](#)
- [What are the characteristics of successful entrepreneurs?](#)
- [Pros and Cons of Owning Your Own Business.](#)
- [Good Credit is Important. Click here to pull your credit report.](#)
- [What does my Personal Financial Statement look like?](#)

### 2 Choose a Business Idea

- [Initial Considerations](#)
- [Researching Your Ideas](#)
- [Entry Strategies](#)
- [General Resources on Choosing a Business Idea](#)
- [Resources for Buying an Existing Business](#)
- [Franchise Resources](#)
- [Franchise Consultants who help you self assess, evaluate and select a franchise business at no charge.](#)

### 3 Assess the Feasibility of Your Business Idea

- [Feasibility Checklist](#)
- [Initial Assessment Forms](#)
- [Find a "Start Your Own Business" Seminar in Your Area](#)
- [Feasibility Assessment Resources](#)

### 4 Search for Business Name

[Business Name Availability](#)

Type the name of the Business that you would like to use in the search box below.

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- [Business Name Reservation](#)
- [Business Structure & Definitions](#)
- [Business Entity Formation](#)
- [Business Tax Registration](#)

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## Starting a Business

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The development steps of starting a new business in Kansas, including the business planning process, financing options, licensing, permitting and legal requirements.

### 1 Business Planning

- [Resources to Help You With Business Plan Development](#)
- [Find a Business Planning Workshop in Your Area](#)
- [Steps To Success, A Resource Guide to Starting a Business in Kansas](#)
- [Frequently Asked Questions](#)
- [Business Structure & Definitions](#)
- [Strategic Planning - Learn to strategize in order for your business to succeed](#)
- [Essential Elements of a Good Business Plan for Growing Companies](#)
- [Sample Business Plans - Use examples to learn how to create your own](#)
- [Writing the Business Plan - Detailed, step-by-step explanation to help write your plan](#)
- [Using the Business Plan - How to get the most out of your plan](#)

### 2 Licensing and Permitting

- [State Tax Identification Number](#)
- [Federal Employer Identification Number \(FEIN\)](#)
- [Business Entity Registration](#)
- [Common Business Licenses/Permits](#)

### 3 Financing

- [Financial Resources](#)
- [Personal Financial Statement](#)
- [Business Financial Statement](#)

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- [Business Tax Registration](#)
- [Unemployment Tax Account](#)

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In Development

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### What You Can Learn

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Official State Filings, Contacts, Notes, Notifications

View Virtual Office



### View All Businesses

Official State Filings, Contacts, Notes, Notifications

View All Businesses



### Your New Business Here

Official State Filings, Contacts, Notes, Notifications

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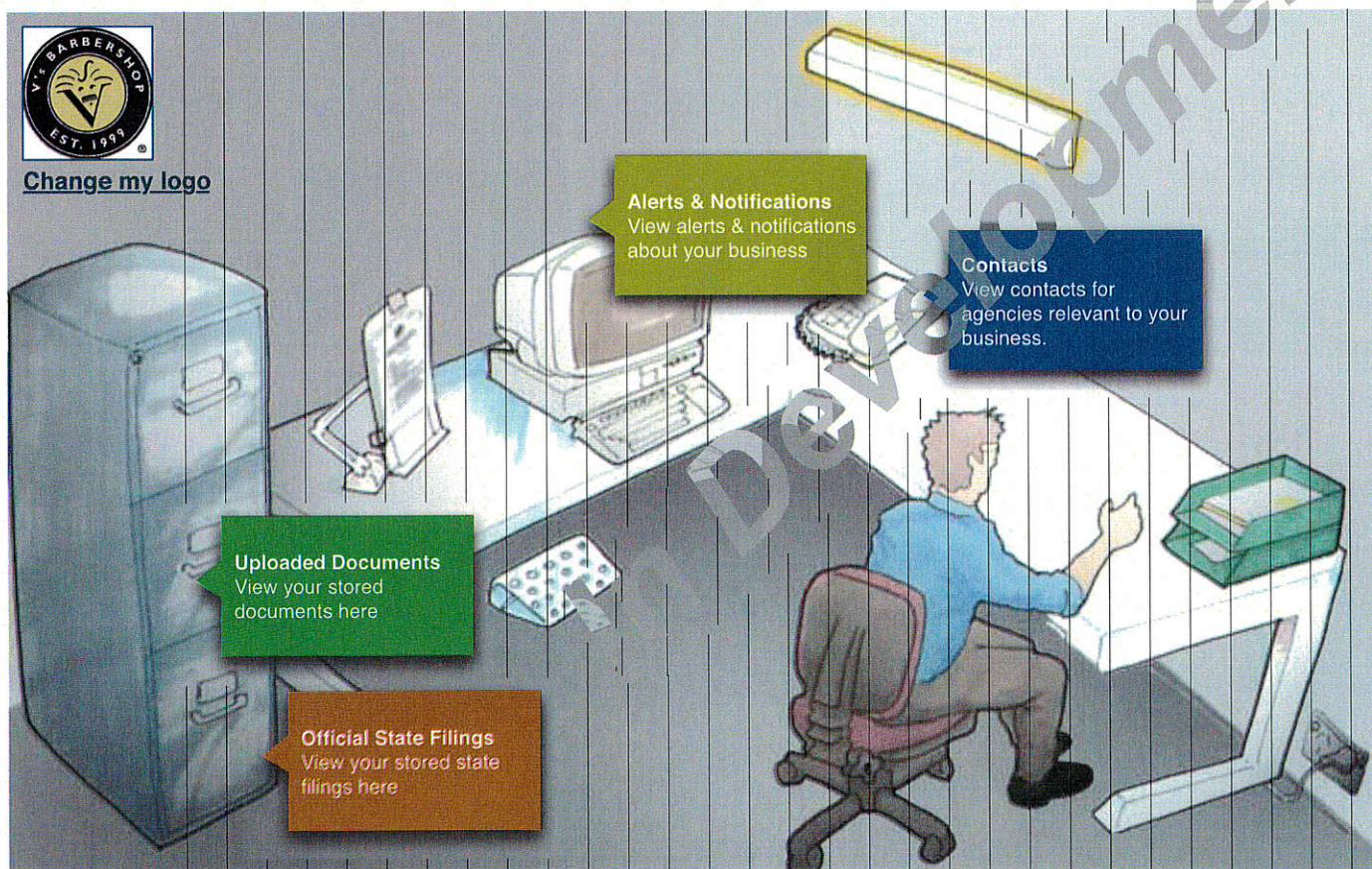


Graphical view

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[Business Tax Registration](#)

Date Filed: January 3, 2008



[Unemployment Tax Account](#)

Date Filed: December 20, 2007



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03-08-2008 Business Tax Registration Due



04-01-2008 Kansas.gov scheduled maintenance of Kansas Business Center



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[Business Plan.doc](#)

Last Uploaded by %username% on October 25, 2007



[Startup Budget.xls](#)

Last Uploaded by %username% on August 13, 2007



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**Secretary of State**, 1st Floor, Memorial Hall, (785) 296-4564



**Commerce, Department of**, Suite 100, Curtis State Office Building, (785) 296-3481



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Good morning, I am Ashley Cooper, the Greenwood County Economic Development Director. I would like to thank the Senate Commerce Committee and the House Economic Development and Tourism Committee for allowing me the time to speak on behalf of NetWork Kansas. NetWork Kansas is one of our most valued economic resources. They are not just a place for information. They truly care about the success of rural entrepreneurs.

There have been great strides taken, by the State of Kansas, to promote rural development. While these rural development initiatives are great opportunities for Counties like Greenwood, the biggest challenge we face is understaffing. Due to the small amount of taxes collected, Greenwood County can only afford to have one paid Economic Development position. This is why having partners like Network Kansas is crucial to our economic development efforts.

When I took my position about six months ago, I was faced with the task of learning a vast amount of knowledge in a short period of time. I was pleased to find that I could count on Network Kansas when I needed to find economic resources or even just answers to my questions. With the availability of over 400 resource partners through NetWork Kansas, I no longer feel like I am the only staff member in the Greenwood County Economic Development Department.

Their tag line, "We do not have all the answers, but we know who does" describes NetWork Kansas's dedication to teamwork and networking. They recognize different people have different levels of experience and expertise. Through teamwork and networking, they can match resources to the individual needs of each client they serve.

Business sustainability and job creation is of the utmost importance for rural counties. Rural communities tend to have a high percentage of self-employed individuals due to the lack of available jobs. Greenwood County's population has been in constant decline for 78 years. In the 1930's we had nearly 20,000 residents and now we barely have 7,000. It is important that we take care of the citizens we have, in the best way we can. It is also extremely important that we cultivate entrepreneurial spirit in hopes that we can retain business and jobs in our County.

Cultivation of entrepreneurial spirit is the first step but we cannot stop there; if we did very few great ideas would become reality. What I like to do is send each of my clients down a direct path with the tools for success. I would like to give you a general explanation of this process.

First, I begin by introducing them to Jack Newcomb with QUAD Enterprise Facilitation. QUAD is a local non-profit organization designed to provide free assistance to new entrepreneurs. They begin by analyzing their market and market position, building a solid business plan and preparing the individual to move closer to making their dreams

Senate Commerce Committee

March 6, 2008

Attachment 2-1

*Presented by  
Ashley Cooper*

a reality. QUAD has an 80% success rate after 5 year, and has helped to create nearly 300 jobs in its five county region.

After the entrepreneurs plan is put together Jack and I begin to partner up with financing resources such as South Central Kansas Economic Development District (SCKEDD) and NetWork Kansas to discuss financing options. Collectively we formulate the best mix of financing options for each specific client. As we work through the loan process, we also do an evaluation of client needs. We determine what skills the individual needs to hone to be a successful business owner and manager. From this evaluation, we can better pair each individual up with the resources and partners they need.

From there, we guide them to educational courses our partners like the KSBDC and SCORE provide. These courses will help make them successful business managers. Because of the great accessibility of these classes, most individuals can take course before their loan even closes. Upon closing of the loan, my partners and I have cultivated more than just the entrepreneurial spirit; we have cultivated an entrepreneur.

Shortly you will hear from Carrie Taylor, one of our clients who has been through this process. She was truly a pleasure to work with because of her desire and passion to be a business owner, and her dedication to providing a need for the citizens of Fall River, Kansas. Fall River is a small community in Southeast Greenwood County with an aging population. The median age in Fall River is 52.5 years, well over the states median age. Carrie realizes that as individuals age they prefer not to travel long distances for necessities. To help keep people from being forced to move to another town based on the need for groceries, she decided to purchase and re-open the grocery store in town.

Through the process previously described and the resource partners that NetWork Kansas has the ability to pair us with, Greenwood County has had success.

Embracing the unique dynamics of Greenwood County, will help us preserve what is left of our little towns. It may be an up hill battle with the slowing national economy, but because of partners like NetWork Kansas we do not have to go it alone.

This concludes my testimony. At this time, I would like to turn things over to Carrie Taylor, Owner of Fall River Grocery.



Resources for Starting or Growing Your Business

## SENATE COMMERCE COMMITTEE AND HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

March 6, 2008

Testimony by:  
Steve Radley, Director,  
Kansas Center for Entrepreneurship  
*NetWork Kansas*



### Education

NetWork Kansas partners offer a variety of seminars and workshops, including: how to start a business; tax workshops; business planning; and more. Classes provided by our partners are listed on [www.networkkansas.com](http://www.networkkansas.com) under the "Entrepreneurial Education" tab. In addition, NetWork Kansas is working with partners across the state to assess current entrepreneurial offerings with the objective of developing a vision for entrepreneurship education across the state. We conducted three Entrepreneurship Education Meetings: One for K-12 institutions and one for Community College and Public Sector organizations and one with Regents Universities. I have included the minutes of the meetings in your packets along with a list of attendees. Now that we've completed these meetings, we will focus on three areas: 1) Identifying key areas of opportunity for enhancing entrepreneurship education statewide; 2) Ferreting out pockets of opportunity for activities that can be pursued more quickly, (Example: Youth Entrepreneurship Fair in Atwood) and 3) Identifying new communication channels among all educational institutions in the areas of developing entrepreneurs, commercializing new ideas more effectively and playing to the strengths that each educational institution brings to the table. Once we do that, we'll bring together all three educational groups to get their feedback and identify short and long term actions to enhance entrepreneurship education statewide.

Senate Commerce Committee  
March 6, 2008

Attachment 3-1

## **Economic Resources**

NetWork Kansas has more than forty economic resource partners that provide loans and grants to entrepreneurs and small businesses. The partners are certified development companies, the seven regional economic development foundations, Mainstreet Kansas communities with their IWW loans through the Kansas Department of Commerce, City and County Economic Development organizations that have revolving loan funds, USDA Rural Development and others. Our resource network can also access additional matching dollars from NetWork Kansas through the following programs.

### **StartUp Kansas:**

StartUp Kansas was launched in August 2006 to provide funding to small businesses in rural and distressed Kansas communities in the form of matching grants or unsecured loans. We use the same financing terms as the NetWork Kansas economic resource partner working on behalf of the entrepreneur. During the first 18 months of operation which includes 6 rounds, StartUp Kansas awarded more than \$550,000 in grants and loans to 22 small businesses throughout rural Kansas. More than \$4 million of additional capital was leveraged from other sources for these businesses. Forty-one percent (9) of the businesses were pre-venture or startup businesses; forty-five percent (10) were expansion of existing businesses, and fourteen percent (3) were the purchase of existing businesses which we've identified as a key strategy for rural development. A little over 40% of the businesses were in communities of less than 1,000.

I've provided a list of NetWork Kansas partners who participated in these projects. These partners have either been involved from a funding standpoint or provided assistance with business plan development business coaching and other types of expertise.

### **FUNDING PARTNERS**

- Anderson County Economic Development, Garnett
- CloudCorp, Concordia
- Coffey County Economic Development, Burlington
- Four Rivers Development, Beloit
- Linn County Economic Development, Mound City
- Leavenworth Mainstreet, Leavenworth
- Russell Mainstreet, Russell
- South Central Economic Development District, Wichita

### **PARTNERS who have provided assistance with business plan development, business coaching and other types of expertise/assistance include:**

- Advanced Manufacturing Institute, Manhattan
- Cowley Community College, Arkansas City
- Kansas Small Business Development Center (KSBDC) at Cloud Community College,

Concordia

- KSBDC at Emporia State, Emporia
- KSBDC at Wichita State University, Wichita
- KSBDC at the University of Kansas, Lawrence
- Q.U.A.D. Enterprise Facilitation, Eureka
- Wichita Technology Corporation, Wichita

There are two key points that I'd like to share about StartUp Kansas.

Point 1: The StartUp Kansas Committee reviews and selects businesses based upon two primary factors.

1. The business has the potential to be an economic driver. This is a business the committee thinks that if successful, it has the ability to grow and create additional jobs. Also, it may have the capability of generating wealth from outside of the community. (Manufacturer, etc.)

2. The business provides a community benefit. It provides a benefit that the community perceives as either a necessity or enhances the community in another way. An example is a business like you heard about today, Fall River Grocery, which provides a recognized community benefit.

Point 2: StartUp Kansas wants to be at the end of the rural entrepreneur's capital food chain. 1. We don't to replace private capital and if a bank can do it, we don't want to.

2. An example: Bank—Partner—StartUp Kansas: **Fall River State Bank—South Central Economic Development District—StartUp Kansas.**

Listed are additional factors the StartUp Kansas committee considers.

***Considerations when reviewing StartUp Kansas proposals:***

In the majority of cases, the projects would not have moved forward without the assistance of the StartUp Kansas fund. The StartUp Kansas committee feels this is a key consideration because StartUp Kansas funds were not intended to replace private sector investment. Another implication is that these proposals represent more risky ventures. *(The StartUp Kansas committee consists of members of the Kansas Center for Entrepreneurship Board of Directors and includes: Ken Daniel, CEO, Midway Wholesale, Topeka; Wint Winter, President, Peoples Bank of Lawrence; Tony Delesaga, President, Community National Bank, Frontenac; Suzan Barnes, Owner, Grand Central Hotel, Cottonwood Falls; Kate Pope Hodel, Kansas City)*

***Other factors that were important to the committee included:***

- \*Whether the following organizations were involved in some capacity: SBA, other NetWork Kansas partners, banks or financial institutions, or other local funding sources;
- \*Whether the seller was participating in the case of buy-outs (peel back);
- \*High leverage;



- \*High risk;
- \*Ability to repay;
- \*Percent of local match;
- \*Whether there was new investment and in what;
- \*New jobs;
- \*Saved jobs; and
- \*Economic and community benefits.

### **E-Community Program:**

As we reviewed our experiences and decisions with StartUp Kansas and looked at ways to track our progress, we started thinking about some of the challenges that we wanted to address. First, we realized that because these 22 businesses are dispersed throughout Kansas, it would be difficult to measure the overall impact to the community. Second, we also wanted to figure out ways to: 1. Accelerate funding to businesses, 2. Partner with communities to help make them more entrepreneurial by ensuring that entrepreneurs in local communities were connecting entrepreneurs to the Expertise, Education, and Economic Resources available and 3. We wanted to figure out a strategy that would ensure we utilize 100% of our allocated tax credits. We also think that by concentrating resources in specific communities, we have a greater chance of measuring the overall impact not only on a particular business but also the community.

- The E-Community Pilot Program was launched in September of 2007. The first competitive round was in October of 2007; six communities were selected from 11 applicants. The E-Community Program is designed to help Kansas communities establish a fund for entrepreneurs and small business owners through a partnership with NetWork Kansas and the Entrepreneurship Tax Credit. A NetWork Kansas E-Community enables local communities to provide loans and grants to businesses in their own community in the same manner that StartUp Kansas provides funding on a statewide basis through a partnership with NetWork Kansas.

The initial interest in this partnership between NetWork Kansas and communities far exceeded our expectations. We expected 5 or 6 applications and we had 11 applications. The Board of Directors approved 6 applications and approved earmarking \$1.2 million of our \$2 million in tax credits for these 6 communities.

These six pilot E-Communities include: Cowley County, Garnett/Anderson County, Great Bend/Barton County, Rawlins County, Sterling/Alden/Rice County, Thomas County.

We are thankful for your support in passing Senate Bill 324 in June 2006, which raised the Entrepreneurship Tax Credit from 50% to 75%, as a result, these six communities raised \$2.67 million. \$1.634 million was designated for those 6 communities to provide matching funds to entrepreneurs in those communities and over \$1 million was put into the StartUp Kansas fund to continue to provide statewide funding to entrepreneurs and small businesses.

I want to discuss three very important points about the funds.

1. Loans and grants going to entrepreneurs have the same requirements of the StartUp Kansas fund. In essence, we've hired communities to partner with us to manage StartUp Kansas funds. We, meaning NetWork Kansas, manage the funds to ensure that it meets statutory guidelines and have final signatory authority on all loans and grants.

2. Second, the E-Community partnership is very important because it helps ensure collaboration among communities and our NetWork Kansas partners to make sure that communities not only have economic resources but also have access to other NetWork Kansas partners who provide consulting services, education, and other needs that local entrepreneur may have.

3. The E-Community program will allow us to benchmark our impact in a much more significant way. We will track every business utilizing the same spreadsheet that is in your packet. We are working with Dr. Art Hall at the Center for Applied Economics at KU to determine the best way to benchmark and track businesses and communities from both a micro and macro economic level.

We are very excited about the potential of this program; we've received inquiries from other states and national experts who think we're on the right track. The essential ingredient and strategy for rural development is local empowerment of communities because community and economic development happens within the community not top down. We think the E-Community program provides an important asset as well as an avenue for effective engagement with local, state, and federal resources that help entrepreneurs and small business.

### **Rural Angel Network**

Another opportunity to build the capital infrastructure in rural communities has emerged since the launch of the E-Community program; this is the opportunity to build a statewide rural angel network through existing services already provided by one of our partners. At this time, I'd like to introduce Patricia Brasted. Trish is the President of Wichita Technology Corp., a NetWork Kansas partner and KTEC organization and is a founding member of the Midwest Venture Alliance. Trish is going to share with you the vision behind the dialogue we are starting with rural communities.

### **Conclusion**

If you have any questions, I'd be more than willing to try and answer them now or you can email me at [sradley@networkkansas.com](mailto:sradley@networkkansas.com) or call 316-218-6304. Thank you.

Steve Radley, Director, Kansas Center for Entrepreneurship,  
1845 Fairmount, Box 202, Wichita, Kansas 67260-0202



Resources for Starting or Growing Your Business

## NEWS RELEASE

Contact: Laurie Gooding  
316.218.6305  
lauriegooding@gmail.com

For Immediate Release

### **NetWork Kansas Selects Pilot “E-Community” Designees** *New, Innovative Program Enables Six Kansas Communities to Leverage More Than \$1.6 Million For Entrepreneurs*

Wichita, Kansas, November 27, 2007 –NetWork Kansas today announced that it has selected six Kansas communities to participate in the new “E-Community” program, which was introduced in September of this year. Through its entrepreneurship tax credit program, NetWork Kansas is partnering with the following communities to raise up to \$1.6 million in seed funding for entrepreneurs in their respective communities: Cowley County; Garnett (Anderson County); Great Bend (Barton County); Rawlins County; Sterling/Alden (Rice County); and Thomas County.

Communities chosen to become E-Communities will partner with NetWork Kansas to achieve the following: 1) Establish a fund for entrepreneurs and small business owners that is administered by each E-Community; 2) Map all local, regional and state assets available to assist entrepreneurs and businesses in each E-Community; 3) Develop a long-term tracking and accountability system to measure business and economic growth; and 4) Form long-term partnerships with more than 400 NetWork Kansas partners statewide that assist entrepreneurs and small businesses in order to provide a positive impact on the Kansas economy.

“Becoming an entrepreneurial community is a process, not a project,” said NetWork Kansas Director, Steve Radley. “We believe we have identified six communities that are already engaged in that process and are developing the key components necessary to flourish in today’s competitive environment.”

“Great Bend’s designation as an E-Community will be key to our success in revitalizing our community,” said Nancy Francis, Chairman of the Board, Great Bend Chamber of Commerce and Economic Development. “We appreciate the endorsement and selection of Great Bend as an E-Community and look forward to a lasting and successful partnership with Network Kansas. This partnership ensures that entrepreneurs in our area have access to various tools to help them become successful and thus improving our local economy.”

“We are pleased to be selected as one of the first NetWork Kansas partners to participate in the E-Community partnership,” said Gerry Fulwider, Thomas County Economic Development Alliance. “The long term prosperity of Thomas County is dependent on our investment in small business growth and the NetWork Kansas E-Community partnership helps us in this effort. We are excited about the opportunity to implement this program.”

For more information about the NetWork Kansas E-Community program, visit [www.networkkansas.com](http://www.networkkansas.com), where the description and application are posted or call 877.521.8600. NetWork Kansas was established as a component of the Kansas Economic Growth Act of 2004 to further entrepreneurship and small business growth as a priority for economic and community development in the State of Kansas. Backed by more than 400 partners statewide, the NetWork Kansas service promotes an entrepreneurial environment by establishing a central portal that connects entrepreneurs and small business owners with the expertise, education, and economic resources they need in order to succeed. For more information about contributing to NetWork Kansas and receiving state tax credits, contact Steve Radley at 316.218.6304.

###



## E-Community

### Profiles

- **Cowley County:** Cowley County is a progressive area just south of the Wichita metro area that is poised for growth while preserving its history and natural beauty. Each of the communities in Cowley County has a mix of commercial, recreational and residential development. From the charm of the historic downtown districts to the four vibrant industrial parks, Cowley County retains a comfortable “small town” feel. Located where the prairie meets the Flint Hills in an area of unexpected geographical diversity that includes the Arkansas and Walnut River valleys, Cowley County has a quality of life that is second-to-none.
- **Garnett/Anderson County:** Anderson County has a diverse culture with Amish, German Baptist and Mennonite heritage within its farming communities. Agri-tourism efforts are currently underway to help the farmers and ranchers of the county market their goods and services. You’ll find a buggy-maker, berry and bee farm, organic chickens, elk farm and quilter’s paradise—and more—all in rural Anderson County.
- **Great Bend/Barton County:** Great Bend’s past and future are tied to the land. Natural resources are the foundation of its vitality, both economically and in terms of quality of life. Economically, oil drilling and agriculture are key drivers of the economy. In terms of quality of life the outdoor amenities are numerous: Cheyenne Bottoms Wildlife Area and the Quivira National Wildlife Refuge (20 miles to the south of Great Bend) are two of the largest wetland ecosystems in the world and are connected by one of two National Scenic Byways in the state of Kansas.
- **Rawlins County:** A current trend separating Rawlins County from others is the significant number of young entrepreneurs starting or taking over downtown businesses. Many are alumni returning home to be a part of “something.” Rawlins County is home to a growing group of agricultural producers and hunting and tourism businesses that are developing direct markets to the Rocky Mountain Front Range. Rawlins County Schools are a key element of the community’s success, consistently achieving academic test scores in the top 10% in Kansas and offering a tradition of excellence in athletics and extracurricular activities.

- **Sterling/Alden/Rice County:** Sterling and Alden are unique, rural communities for several reasons. Sterling College provides many aesthetic, educational and cultural activities and opportunities for the community. Rice County is centrally located in the state and has a rich history due to it's presence in the "Land of Quivira." Sterling also has a community lake that serves as the setting for Kansas' oldest Fourth of July celebration.
- **Thomas County:** Three defining factors have had the greatest impact on the development of Thomas County: Interstate 70; rich agricultural assets; and Colby Community College. The efforts of Colby Banker and legislator August Lauterbaugh influenced the northwest "jog" of Interstate 70 that is still sometimes referred to as the "Lauterbaugh Curve." With an abundance of high quality farmland, Thomas County ranks high in the production of wheat and feed grains. In 1970, a new campus was opened for Colby Community College which has continued to grow to serve the educational needs of western Kansas residents.

## **RESOLUTION NO. 2008-2 (RURAL DEVELOPMENT STRUCTURE)**

**WHEREAS**, the Kansas Center for Entrepreneurship recognizes the vital nature of rural development and of establishing an interdependent rural development strategy for the long term prosperity of rural communities across Kansas; and

**WHEREAS**, the Kansas Center for Entrepreneurship recognizes the importance of encouraging connectivity and linkages between private, quasi-governmental and governmental resources involved in rural development:

**NOW, THEREFORE, BE IT RESOLVED BY THE KANSAS CENTER FOR ENTREPRENEURSHIP BOARD OF DIRECTORS:**

That the Kansas Center for Entrepreneurship supports the Kansas, Inc. plan entitled “Enhancing the Structure of Rural Development in Kansas,” dated January 2008.

This plan produces key benefits through the following actions: 1) Providing visibility at the highest levels of government for rural development issues by creating an Office of Rural Development and a Deputy Secretary of Rural Development in the Kansas Department of Commerce; and 2) Creating an interdependent structure for assessing and increasing leadership capacity in rural communities by creating a Division of Leadership in the Kansas Department of Agriculture. Additional benefits of the enhanced structure that are recognized by the Kansas Center for Entrepreneurship Board of Directors include:

- Consistency with the Kansas Economic Growth Act’s mission of creating an interdependent environment through which private, quasi-governmental, and governmental assets are linked towards common goals;
- Reducing bureaucracy by streamlining operations within current governmental structures;
- Ensuring that strategic planning takes a holistic, integrated approach that ensures private, quasi-governmental, and governmental assets are fully utilized as delivery mechanisms, when applicable; and
- Kansas, Inc’s plan is supportive of our mission of creating an entrepreneurial environment through the coordination of resources that advance economic and community development in rural Kansas.

Adopted this 11<sup>th</sup> day of February, 2008.



## Kansas Rural Angel Initiative

### About the Kansas Rural Angel Initiative

The purpose of the Kansas Rural Angel Initiative is to help promote early-stage equity investing and to provide entrepreneurs and investors an effective, centralized forum to collaborate.

The Midwest Venture Alliance (MVA) is a state-wide network of accredited investors committed to investing in high-growth seed and early-stage technology companies in Kansas and the surrounding states.

Our members are entrepreneurs, business owners and executives experienced in funding and growing emerging businesses. Members engage in a participative style of investing in which they are encouraged to share their knowledge and expertise during the investment selection process and with companies that are funded and supported by the alliance.

#### Economic Impact of Angel Investment

- High growth companies make up 80% of new jobs in US economy
- Job creation as companies are formed and grown within their local community
- Decreased talent drain from region
- Technology companies consistently pay above average wages
- Companies import wealth and capital to their region as they export goods outside the region

#### Midwest Venture Alliance Provides:

- Ability to leverage regional deal flow
- Access to expertise in early-stage funding
- Professionally managed organization
- Ability to pool capital with others
- Portfolio diversification
- Standard due diligence

### About the Midwest Venture Alliance (MVA)

Founded in 2005, Midwest Venture Alliance (MVA), has grown to include over fifty members from across the state of Kansas. Since inception, the group has invested \$2.6 Million in five companies. Those five companies have raised \$37.6 Million collectively.

The MVA allows investors to benefit from a professionally managed organization while accessing better investment opportunities. The MVA makes it possible to leverage resources to make sound investments in private companies on terms that provide both the company and the investors with a greater chance to succeed.

In collaboration with - Wichita Technology Corporation, Network Kansas, and the Kansas Technology Enterprise Corporation.

**WICHITA TECHNOLOGY**  
CORPORATION









#### Midwest Venture Alliance

Contact: Trish Brasted  
Wichita Technology Corporation  
7829 E. Rockhill Rd., Suite 307  
Wichita, KS 67206  
Phone: 316.651.5900  
Fax: 866.810.6671

[admin@midwestventure.com](mailto:admin@midwestventure.com)  
[www.midwestventure.com](http://www.midwestventure.com)

## The Small Business Capital Food Chain

<b>Types of Businesses</b>					
<i>Type of Funding</i>	<i>Startup</i>	<i>Growth</i>	<i>Mature Low Growth</i>	<i>High Growth</i>	<i>Mature High Growth</i>
<i>Bootstrap</i>					
<i>Friends &amp; Family</i>					
<i>Banks</i>					
<i>Public Capital*</i>					
<i>Outside Equity**</i>					
<i>Venture Capital</i>					

\*Microloans, SBA Guarantees, Regional Foundations, Certified Development Co.'s, NetWork Kansas E-Communities, StartUp Kansas, Main Street Kansas, KDOC Loans

\*\*Individual Angels/Angel Networks, KTEC, Kansas Bioscience Authority, Private Equity

<b>Business Definitions</b>	
<i>Bootstrap</i>	The entrepreneur uses out of pocket money to fund the business.
<i>Friends &amp; Family</i>	The entrepreneur seeks investments and loans from friends and family.
<i>Banks</i>	The entrepreneur utilizes personal capital and guarantees to obtain business loans.
<i>Public Capital</i>	The entrepreneur obtains additional loans from public resources available. In some cases, the entrepreneur can receive grants. In most cases, private capital resources also involved. A small number of grants are available as well. (Kansas Mainstreet, Regional foundations, certified development company loans, Local community microloans, SBA guaranteed loans, NetWork Kansas E-Community and StartUp Kansas, Kansas Department of Commerce loans)
<i>Outside Equity</i>	The entrepreneur's business venture demonstrates high growth potential in technology or biosciences and seeks equity investment. (Individual angels/angel networks, Kansas Technology Enterprise Corporation, Kansas Biosciences Authority, private equity firms)
<i>Venture Capital</i>	The entrepreneur has utilized available resources to grow the company to a level that requires significant outside investment. The entrepreneur seeks an outside venture capital firm to fuel growth.



# Senate Commerce Committee and House Economic Development and Tourism Committee

Presented by: Trish Brasted, President/CEO  
Wichita Technology Corporation  
March 6, 2008

## **About WTC:**

Wichita Technology Corporation (WTC) is a private commercialization corporation created in 1994 through a partnership between Kansas Technology Enterprise Corporation (KTEC), the Wichita State University, and Wichita Area Development. This state-wide network was created to leverage public resources with that of the private sector in order to maintain and facilitate business formation and growth by enhancing research and development capacity, providing business assistance at critical phases of a technology start-up life cycle and **providing access to capital**.

## **Access to Capital:**

One of the most important components of the KTEC network and WTC's services is assisting entrepreneurs and technology companies find and increase their access to capital. Companies in our state are inherently disadvantaged when pursuing venture capital investment due to the scarcity of venture capital funds in our geographic region. Therefore several strategies have been developed over the years to level the playing field so that we can start and grow high potential world-class technology companies in Kansas.

**Wichita Technology Ventures** was founded as a seed and early-stage direct investment fund managed by WTC and funded by KTEC and Wichita Area Development. Also co-managed by WTC and Ms. Brasted are direct investment funds **Quest Ventures** in Hutchinson and **Milestone Ventures** in Pittsburg. The three funds combined have invested approximately \$3.0 million dollars into 40 companies leveraged by over \$80 million from other sources.

## **Angel Investing in the US:**

"Angel" investing originated in the early 1900's but it wasn't until the 1990's that Angel Groups became prevalent. According to the Kauffman foundation angel groups have grown from about 10 in 1995 to over 250 today. Today, it is clear that angel investors have proven themselves to be an integral part of the capital market, particularly for funding start-up companies and providing first-phase financing of businesses.

**Midwest Venture Alliance (MVA)** was founded by Wichita entrepreneurs Stan Brannan, Trish Brasted, and Dick West. It's affiliate/subgroup the Southeast Kansas Venture Alliance was founded at the same time in partnership with Gene Bicknell and Eric Ferrell. MVA made its first investment in April 2005.

MVA is a membership organization of accredited private investors committed to investing in seed and early-stage companies in Kansas. Members share their knowledge and business expertise throughout the selection and investment thereby providing a valuable resource aiding in the entrepreneurs success. This type of association allows investors to benefit from a professionally managed organization while accessing better investment opportunities and leveraging resources to make sound investments in private companies on terms that provide both the company and the investors with a greater chance to succeed.

**Economic Impact of Angel Investment**

- High growth companies make up 80% of new jobs in US economy
- Job creation as companies are formed and grown within their local community
- Decreased talent drain from region
- Technology companies consistently pay above average wages
- Companies import wealth and capital to their region as they export goods outside the region

**Midwest Venture Alliance Provides**

- Ability to leverage regional deal flow
- Access to expertise in early-stage funding
- Professionally managed organization
- Ability to pool capital with others
- Portfolio diversification
- Standard due diligence

<b>Midwest Venture Alliance Statistics 2005 - 2007</b>		
Members:	58	
Investor Location:	Prairie Village, Pittsburg, Baxter Springs, Fort Scott, Newton Lawrence, Wichita, Hutchinson, Salina, Great Bend, Larned	
Applications	Presentations	Meetings
65	22	27
<b>Company Location</b>		
5 Investments		Lenexa
Total Dollars Invested	\$2.6 M	Lawrence
Total Funding (Leverage)	\$38.3 M	Wichita
		Junction City
		Westwood

## **Kansas Rural Angel Initiative:**

If order to continue the growth in our entrepreneurial eco-system we need to seek participation from both investors and entrepreneurs in all corners of Kansas. These Kansas entrepreneurs, regardless of geography need access to capital. Investors in Kansas, regardless of geography, will find opportunities to invest their wealth. The ground work has been laid and now that MVA has some experience under its belt, it is time to take the MVA angel group opportunity to all corners of Kansas.

The Midwest Venture Alliance in collaboration with WTC, KTEC and Network Kansas has launched the Kansas Rural Angel Initiative. Our team members met in mid 2007 and it became immediately apparent that the first place to launch this initiative would be in collaboration with the forth coming designated Network Kansas E-Communities. The E-Community program provides an already established framework for collaboration among the various community funders, local economic development officials, the entrepreneurs in those communities and the investor base. MVA brings an established network of investors in other areas of the state, a professional process that can leverage the human assets in those communities for benefit of their entrepreneurs and both of these combined bring larger financial resources to bear on their local opportunities.

Meetings have already been held in Cowley County and are being planned for the other five E-Communities over the next few months. This launch through the E-Community program has already created interest in and discussion with Salina, Emporia and Hays among others.

**In collaboration with - Wichita Technology Corporation, Network Kansas, and the Kansas Technology Enterprise Corporation.**



**WICHITA TECHNOLOGY**  
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For more information:

### **Midwest Venture Alliance**

Contact: Trish Brasted  
Wichita Technology Corporation  
7829 E. Rockhill Rd., Suite 307  
Wichita, KS 67206  
Phone: 316-651-5900  
Fax: 866-810-6670  
[admin@midwestventure.com](mailto:admin@midwestventure.com)  
[www.midwestventure.com](http://www.midwestventure.com)