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FOR IMMEDIATE RELEASE

Destination Expert and Business Consultant Jon Schallert to Visit Abilene

ABILENE, KS — The Kansas Department of Agriculture and Abilene Convention & Visitors Bureau will host a business development workshop featuring Jon Schallert in Abilene on Monday and Tuesday, October 7-8. Schallert, an internationally recognized speaker and business expert, will present a workshop titled “New Rules of Business Success.” The workshop will provide Kansas agribusinesses and communities with the business principles and tools needed to reinvent their business or community into a consumer destination.

Last spring more than 15 Abilene businesses, attractions and organizations attending a one-day workshop with Schallert in Hays. The positive response prompted Abilene Convention & Visitors Bureau director Julie Roller Weeks to explore opportunities for funding to bring Schallert and his team to Abilene. With assistance from a U.S. Department of Agriculture Rural Business Development Grant and match from the Kansas Department of Agriculture and City of Abilene this project is possible.

“We are so excited to bring Jon Schallert to Abilene,” Roller Weeks said. “Jon’s coaching and tips will provide a shot of adrenaline to our businesses, attractions and organizations.”

The two-day agenda will include work sessions with group work, a social media working session, and question and answer sessions.



“This workshop is a great way to expand opportunities for communities and small businesses as they focus on growth and we build upon rural prosperity across the state of Kansas,” said Kansas Secretary of Agriculture Mike Beam. “Agricultural growth plays a big role in rural revitalization and the health of the Kansas economy, as agriculture contributes nearly \$64 billion to the Kansas economy.” Beam added that information and education help Kansas’ small and rural agribusinesses serve as economic engines for their communities.

The workshop will be held at the Greyhound Hall of Fame in Abilene and provided at no cost to attendees. Registration is now open but limited to 150. Registration includes meals; however, meals will only be guaranteed to those participants who register by October 1. Register at agriculture.ks.gov/BusinessDevelopment.

Established in the 2014 Farm Bill, USDA’s Rural Business Development Grant program is a program intended to help with technical assistance, training and other activities to allow small businesses in rural areas to expand.

For additional information, contact Russell Plaschka, KDA agribusiness development director, at 785-564-7466 or Russell.Plaschka@ks.gov or Julie Roller Weeks, Abilene CVB director, at 785-263-2231 or Julie@AbileneCityHall.com. For more information about business development opportunities at KDA, go to agriculture.ks.gov/BusinessDevelopment.

KDA is committed to providing an environment that enhances and encourages economic growth of the agriculture industry and the Kansas economy. This workshop will provide support and assistance to help make Kansas businesses more successful.

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