

Visitor's bureau votes 5 to 2 to send director to Denver event

By Sharon Corcoran

The Goodland Star-News
What makes a "city person" come to the country? How do you convince people western Kansas is worth traveling to?

The Sherman County Convention and Visitors Bureau has found that showing people what they're missing stirs their interest, and the bureau's board voted at its meeting last Tuesday to pursue another opportunity to do that.

Donna Price, bureau director, has been invited to a media event in Denver in April and told the board it would be an opportunity to promote Sherman County to travel writers.

The Kansas Travel and Tourism Division invited Price to participate in the "Ready-Made Adventures" media reception Wednesday, April 11, in Denver. About 175 writers from well-known publications, such as *The Denver Post*, *The Washington Post*, *National Geographic Traveler* and *Conde Nast*, have been invited to the reception.

The writers all live in the Denver area, Price said, so they wouldn't have to travel far to come to Sherman County. The cost for the event is \$400 plus travel expenses, she said, which is less than it costs to run an ad in a magazine.

"We have spent that much on ads that we didn't get any response to," she said.

If you can get someone to do editorial copy and put it in a magazine, Price said, people pay more attention than to ads. Being able to meet one-on-one with the writers will be a good opportunity, she said.

The board voted five to two in favor of Price going. In favor were David Branda, Cindy Bowman, Jeanne Irvin, Brenda McCants and Bill Stoick. Lincoln Wilson and Ryan Hageman voted against.

Price had returned from a trade show in Long Beach, Calif., where people showed a great deal of interest in visiting northwest Kansas. About 3,700 Goodland and Sherman County guides were picked up, she said, 1,350 northwest Kansas guides and close to 6,000 state guides.

"We went through more literature in those days than all the other trade shows combined," Price said.

People were interested in the lifestyle here, she said; it's slower, they would have time to look at the birds. The booth was so busy, she said, people were walking behind the booth to pick up literature.

"We couldn't hand it out fast enough," she said.

Before the show, Price said, there

were lines around the building waiting to get in. Some went up and down the line handing out literature, she said, so people in line had the Kansas Getaway Guide and then went to the booth for more information.

The bureau shared a booth with Sherman County Economic Development, the Northwest Kansas Travel Council and other Kansas convention and visitors bureaus.

They took a buffalo hide, she said, a pheasant, quail, prairie chicken and white-tail deer (stuffed). People were fascinated by the animals and mauled them, she said; they had never seen this before.

"We take it for granted," said Board chair Dale Neill. "We don't have appreciation for how lucky we are."

Besides hunting, Price said, people were interested in stock car races and the Flatlander Fall Festival. People snatched up the promotional items. The bureau gave out 600 pencils, 400 pens, 125 letter openers and 300 can wraps advertising the Sherman County Convention and Visitors Bureau.

"They were all gone," Price said, "anything we gave away would have been."

matters of record

Sherman County Sheriff

The following incidents have been reported to the Sherman County Sheriff:

March 6 — Kear's, 403 E. 17th, received a worthless check for \$21 on Oct. 20, 2005.

Kear's, 403 E. 17th, received a worthless check for \$110 on Aug. 6, 2005.

Kear's, 403 E. 17th, received a worthless check for \$24 on Aug. 20, 2005.

Kear's, 403 E. 17th, received a worthless check for \$33.05 on Jan. 9, 2006.

Kear's, 403 E. 17th, received a worthless check for \$28.50 on Aug. 3, 2006.

Kear's, 403 E. 17th, received a worthless check for \$27.65 on Aug. 5, 2006.

Gambino's, 402 E. 17th, received a worthless check for \$15.99 on Aug. 10, 2006.

Kear's, 403 E. 17th, received a worthless check for \$30 on Aug. 10, 2006.

Kear's, 403 E. 17th, received a worthless check for \$30.70 on Aug. 17, 2006.

Kear's, 403 E. 17th, received a worthless check for \$37.90 on Aug. 12, 2006.

Kear's, 403 E. 17th, received a worthless check for \$9.60 on Aug. 14, 2006.

Kear's, 403 E. 17th, received a

worthless check for \$28.50 on July 28, 2006.

Kear's, 403 E. 17th, received a worthless check for \$12.90 on Aug. 12, 2006.

Kear's, 403 E. 17th, received a worthless check for \$24.05 on July 29, 2006.

Kear's, 403 E. 17th, received a worthless check for \$24.25 on July 31, 2006.

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SCHOOLS, from Page 1a

to do on weekends other than drinking. The first event will be a casino night at the Northwest Kansas Technical College on Friday, he said, adding that the committee wants to have something every month.

Monday, he said, the National Honor Society will induct new members.

Swager said he had met with the eligibility committee. He said the policy which started this year has isolated 23 to 25 students. Isolated students do not feel part of the school.

"It's hard to make it work for everybody," said board member LeAnn Friedrichs.

Swager reported for Activities Director Don Smith that 16 boys are out for baseball with a possibility of three more, 21 boys out for golf, 18 girls for softball with a possibility of four more, 27 boys and 14 girls for track and seven boys for tennis.

Superintendent Angelos said they are adding software called "My Learning Plan" for the Professional Development Committee to use.

She said the staff assignment report says that smaller school districts are struggling to have highly trained teachers as defined and required under the federal No Child Left Behind Act. She said the Focused and Assistance Monitoring performance data on special education says that dropout rates are too high, graduation rates too low and

special education did not meet its targets in math and English. One concern was the amount of time special education students are out of the regular class room, she said.

The Crime Stoppers Committee has money to help the school with security, Angelos said. They will get Perry George, a security expert from Salina, to look at the school buildings. The No. 1 concern is to secure the entrances, said Angelos.

In other business, the board:

- Approved payment of bills for \$109,200.
- Asked the policy review com-

mittee to look at the school's drug policy.

- Decided to seek bids for the demolition of the old Cobblestone Floral buildings. Bids are due by 1 p.m. on Monday, April 9.

- Went into closed session for eight minutes to discuss personnel issues

- Accepted the resignation of high school English teacher Linda Van Loenen with regret. She is retiring.

- Hired Terry Daise as high school assistant boys golf coach.

- Hired Megan Goodrow as an aide for Central Elementary.

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CLUES ACROSS

- German courtesy title
- Prevents harm to creatures
- Secret plan
- Healing herb
- European person
- Corpulent
- Hearing-impaired
- Copycat
- Zero
- New Year's Day
- Swindles
- Cranky
- More contemptible
- Spooky
- Plural of 14 across
- Humorous
- Single Lens Reflex
- Fuzzy fabric surface
- Afghan city
- Surround and isolate
- Fragrant resin from tropical trees
- 1950 Nobel Prize: Chemistry
- Get worse

- Used as a counterbalance to obtain net weight
- Horse racing
- Hurt by maltreatment
- About aviation
- Edible Pacific root
- French dynasty
- Eisaku __, Japanese Prime Minister
- The content of cognition
- Domestics
- Formerly (archaic)
- A branch of the Tai languages

- Burn residue
- Allow
- Publicizes
- Rhenium
- Pressed
- Stored fodder
- Assistant
- One who socks
- DNA sequence that codes for a gene
- Spinach dock
- Accumulated
- Preaching scarves
- Cutty __ (drink)
- Intestinal inflammation
- Thus
- Remove by rubbing
- Civil wrongs
- Walking
- Lacrimal secretion
- Nothing (Span.)
- Mastery (Scottish)
- Drench
- Academy of Country Music
- Blat
- News organization

CLUES DOWN

- Muslim pilgrimage
- Ancient Greek City
- Horse color
- Flees for safety
- Make steep
- Samuel __, diarist
- A musical notation
- Aweigh
- In a way, glided
- Landholder
- A way to request

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