

## Leaders look at paths to progress

By Tom Betz

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Nearly 100 people attended the third annual Fall Rural School and Community Development Conference held at Northwest Tech Friday morning.

The theme for the conference was Technology in Education and Dr. Ed Mills, college president, said the conference was to learn "what we in rural Kansas can do, not only to sustain our way of life but to grow it."

Dr. Mills talked a bit about the success Northwest Tech has had with its iPad program. The college was the first community college in the country to be an iPad campus where every student and faculty member has an iPad.

The college is the fastest growing in the state with a 23 percent increase this year, and has been honored by being picked by the Aspen Institute and U.S. Department of Agriculture as one of the top 20 community colleges in the nation.

He introduced Dan Senstock, an account executive from Apple, and Steve Rychly, a regional manager from Apple.

The two men paired in a presentation both about Apple and the growth of the company and how technology through innovation can transform the education process.

Rychly talked a bit about the history of Apple, how things happen and how you can progress and move forward.

Apple was founded in 1976 and introduced the Mac in 1984. He said the company went through big changes in the 90s and introduced the iPod in 2001, the iPhone in 2007 and iPad in 2010.

He said Apple has become a bigger computer company, consumer electronics company, software company and media company. He said the ease of use of the products is unparalleled and has transformed the computer, music, phone and publishing industries. He said education is the area Apple is looking at in the next few years.

The Apple message he said, is that the company grew because of innovation.

"Innovation distinguishes between a leader and a follower," said Steve Jobs, Apple President and innovative leader who recently died after fighting cancer.

Rychly said Apple did not invent the computer or the music player, but through innovation the company made better products.

Senstock said the challenge is to strive toward transformation.

"We talk about innovation and transformation," he said. "The idea is we have to get beyond the bottom tier of substitution where we are using a new device to do what we did before."

"We need to use technology as a tool to do things we did not do



Dr. Ed Mills, college president (right) with Dan Senstock of Apple.



Steve Rychly talks with a Northwest Tech student from Seattle about job opportunities Apple might have in that area.

before. This is a significant task of redefinition and that is what we are moving to with Apple."

He said he was excited by what has gone on at Northwest Tech. He said it was exciting to watch the students that first day and felt they were beginning to find ways to re-define the use of mobile technology. An example of moving beyond the substitution level is using the iPad in the auto program to get feedback in the wheel alignment program.

Senstock said the Northwest Tech app development program is a great step forward, allowing people to learn how to create mobile applications and stay in a rural area and make a good living.

"You do not have to live in New York," he said.

Rychly said he came back to Apple in the 90s after being gone for five years. He said he wondered about coming back, but when Jobs came back he had a sense things were going to turn around for the company.

He said by 1995 Apple had 36 different models of Macintosh computers and Jobs said the company had to have a product focus and the company went down to four models. Today there are three desktop and three laptops. One operating system fits all, and the company came out with better and more elegant products.

He said the company has been hiring people because the best time to hire people is when they need jobs. He said the company gets some great people.

When he asked if anyone had been in an Apple Store, a few held up their hands and Rychly said, "We want you to have the best possible experience."

The growth of Apple is because of people, products and innovation he said.



Caleb Asher, deputy secretary of the Kansas Department of Commerce.

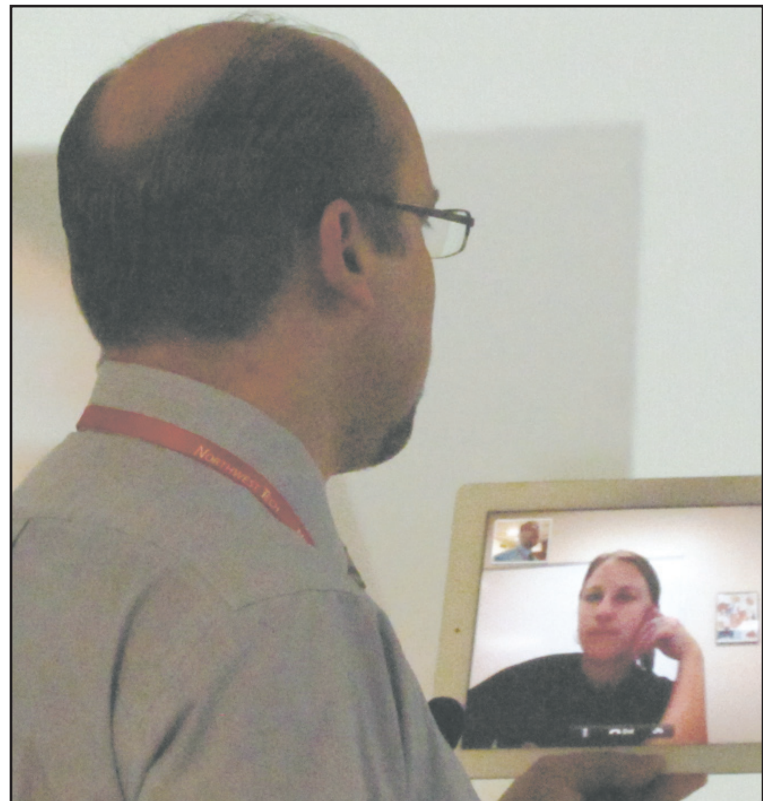
"It is not about the money," Rychly said. "It is about the customer experience. If you do the right things, the money comes."

Today Apple has 50 percent of the market with students and 95 percent of the music market.

Young people do work together and they do like to produce. He said you can go to YouTube to see the results. Young people are more open to learning from criticism and will find ways to improve what they are doing.

When students were asked how important technology is in choosing a college, 63 percent said it was important. When high school students were asked, 93 percent said it was important. These statistics show how increasingly important technology is as younger students with more technological experience move through the educational system.

He said Northwest Tech was creating a learning environment and accommodating a mobile lifestyle adapts to individual learning styles and encourages collaboration and



Ben Coumerilh, chief information officer, shows how facetime can be used to connect an instructor to a mentor in Hays as an example of how the iPad program is working at Northwest Tech.

Photos by Tom Betz/The Goodland Star-News

teamwork.

"Can you live without these things?" Rychly asked rhetorically, referring to the tools of the new technology. "We believe in possibilities, and all the little kids who are using iPads. This is the new generation."

Senstock said technology is transforming learning and he has found it to be a great disciplinary tool with his daughter. He said when she was 11 he told her she had to buy it herself, and "now I tell her if she doesn't stop doing what she is doing she will lose her phone for a few days. It works well," he said.

He demonstrated the new iPad2 program that allows programs to be shown on a compatible televi-

sion. He said Northwest Tech has set up televisions to be available throughout the campus, and using the technology to take it into the work job.

Rychly said the iPad is not technology, it is content with the Internet through Safari, iTunes, iBooks, iTunes U and the Apple Store.

"The Internet is full of information," he said, "and a lot of it is incorrect."

He said iTunes U is available in 90 countries, and there are many examples of programs around the world transforming education. Two examples were the Open University

See COLLEGE, Page 5

## Fire destroys house on Grant



Goodland firemen were called to a fire at 419 Grand Ave. Saturday evening that started in the kitchen and destroyed most of the house and caught the garage on fire as well. The house belonged to Eric and Audrey Corke. Chief Brian James said flames were about 25 feet high when he arrived on scene. No one was injured in the fire, and James said the firemen were able to save the garage.

Photo by Tom Betz/The Goodland Star-News

## Kanorado, Edson post office meetings tonight, Wednesday

The U.S. Postal Service has earmarked Kanorado and Edson as two rural post offices to be considered for closing, and community meetings are being planned for each town.

The Kanorado community meeting is planned for 7 p.m. tonight at the Kanorado Senior Citizen Center. Kanorado citizens will hold a community meeting to be held at 6 p.m. prior to the postal hearing.

The Edson community meeting is planned for 6:30 p.m. on Wednesday at Cochran Farm Supply a mile west of town.

Citizens can present their views and specific reasons for not closing the post office at the Kanorado

and Edson community meetings. Written comments for both towns may be submitted to the district office of the Postal Service addressed to District Manager Rick Pivovar, P.O. Box 199505, Omaha, Neb. 68124-9505.

The U.S. Postal Service has to give notice 60 days prior to a final decision to close a post office.

After a final decision about closing the post office, local citizens have appeal rights if the final decision is in favor of closing. The appeal from local citizens must be in the hand of the Postal Regulatory Commission in Washington, D.C., within 30 days after the written determination for closing.

### weather report

59°

10:30 a.m.  
Monday

Today

• Sunset, 5:53 p.m.

Wednesday

• Sunrise, 7:09 a.m.

• Sunset, 5:52 p.m.

Midday Conditions

• Soil temperature 54 degrees

• Humidity 39 percent

• Sky Mostly sunny

• Winds Southwest at 7 mph

• Barometer 30.02 inches

and falling

• Record High today 88° (1959)

• Record Low today 18° (1997)

Last 24 Hours\*

High Sunday 74°

Low Sunday 39°

Precipitation —

This month 1.87

Year to date 18.32

Above Normal .12 inches

The Topside Forecast

Today: Mostly sunny. Much cooler. Highs in the lower 60s. Tonight: Mostly cloudy. A chance of light rain in the evening and light snow likely after midnight. Lows in the lower 30s. Northeast winds around 15 mph. Chance of precipitation 70 percent.

Extended Forecast

Wednesday: Mostly cloudy with 20 percent chance of light snow in the evening then partly cloudy after midnight. Lows in the upper 20s.

Thursday through Sunday: Mostly clear. Highs in the upper 40s to 60s with lows in the 30s. (National Weather Service)

Get 24-hour weather info. at 162.400 MHz.

\* Readings taken at 7 a.m.

### local markets

10:30 a.m.

Wheat — \$6.66 bushel

Posted county price — \$7.31

Corn — \$6.37 bushel

Posted county price — \$6.57

Milo — \$6.00 bushel

Soybeans — \$11.03 bushel

Posted county price — \$11.74

Millet — \$11.50 hundredweight

Sunflowers

Oil current crop — \$27.30 cwt.

Confection — no bids

Pinto beans — \$28 (new crop)

(Markets by Scouler Grain, Sun Opta,

Frontier Ag and 21st Century Bean.

These may not be closing figures.)

### inside today

More local news and views from your Goodland Star-News



### Cowgirls season ends

The Cowgirls volleyball season ended Saturday afternoon with a loss to Cimarron in the 3A sub-state tourney held at Max Jones Fieldhouse. See story, photos on Page 8A.

