

# Rural Grocery Store Summit II: Saving Our Critical Infrastructure

June 14-15, 2010 K-State Alumni Center

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June 14

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<b>Registration / Check-in</b>	<b>8:30 a.m.</b>	<b>Alumni Lobby</b>
<b>Welcome</b> President Schulz	<b>10:00 a.m.</b>	<b>Alumni Center</b>
<b>Keynote</b> David Procter, CECD Director	<b>10:30 a.m.</b>	<b>Alumni Center</b>
<b>Break</b>	<b>11:00 a.m.</b>	<b>Alumni Center</b>
<b>Breakout Session One</b>	<b>11:15 a.m.</b>	<b>Alumni Center</b>

## Track 1: Improving Access to Locally Grown Food in Rural Grocery Stores

1. *Improving Access to Fresh Foods in Rural Areas: Policy Strategies and Lessons learned from Pennsylvania:* The Food Trust, Presenters: Tracey Giang and Brianna Almaguer Sandoval
2. *Internet Brokerage System - a way to bring in more locally grown foods:* KS Rural Center Presenters: Pete Garfinkel
3. *Local Foods-Simply Kansas:* Kansas Department of Commerce Presenters: Becki Rhoades

## Track 2: Getting Started: So You Want to Start a Grocery Store

1. *Conducting a market analysis:* Presenter: David Mace, Small Business Development Center at Butler County Community College
2. *Putting together a financial plan:* Presenter: Linda Sutton, North Central Kansas Small Business Development Center
3. *Starting a Retail Food Store: A Regulatory Perspective:* Presenter: Adam Inman, Kansas Department of Agriculture

## Track 3: Rural Grocer Best Practices: Meeting Minimum buying Requirement

1. *Regional distributors:* Presenter: Kelly Kays, Joe Smith Company
2. *Store distributors:* Gove Community Improvement Association
3. *Partnering with other institutional buyers:* Presenters: Mayor Rick Giefer, City of St. Paul

<b>Lunch</b>	<b>12:30</b>	<b>Alumni Center</b>
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Keynote: Walsh Community Store, Rick Mills, Walsh, Colorado

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**Breakout Session Two**

**2:00 p.m.**

**Alumni Center**

Track 1: Preserving Culture and Building Community through our Grocery Stores

1. *The Rural Kansas Grocery: Flour, Salt and Community Building*:  
Presenter: Jane Marshall, K-State Human Ecology
2. *Filling the Larder, Feeding our Families: A Chapman Center for Rural Studies "History is Now" Project*: Presenter: MJ Morgan, K-State History Department
3. *Documenting Community Food Narratives in Kansas City, Kansas*:  
Presenter: Spencer Wood, K-State's Sociology Anthropology & Social Work

Track 2: Possible Ownership / Management Models:

1. *The Cooperative Option for Rural Grocery Stores*: Presenters: Sturat Reid and Kevin Edburg, Food Co-Op 500
2. *Community-owned Stores*: Presenter: Rick Mills, Walsh Community Store
3. *Creation of a Student-run Grocery Store in Remote Community in Rural Nebraska*: Presenters: Kathy Starkweather and Jon Bailey, Center for Rural Affairs

Track 3: Best Practices - Grocery Store Owner Panel - Dealing with Labor Issues:

1. Employee recruitment
2. Employee retention
3. Customer service

Store Panel: Jim McGuffey, Jim's Foodliner, Cheney Kansas; Mark Wellbrock, Jetmore Food Center, Jetmore, Kansas; Mike Floersch, Ray's Apple Market, Manhattan, Kansas

**Refreshment Break**

**3:15 p.m.**

**Alumni Center**

**Rural Grocery Dialogue**

Dan Kahl, KSR&E, KansasPRIDE

**3:30 p.m.**

**Alumni Center**

**Adjourn for the day**

**5:00 p.m.**

**Marketplace Social**

*Sixty Ideas in Sixty Minutes*, Marci Penner, Emcee

**7:00 p.m.**

**Holiday Inn at  
the campus**

*(Hor'dourves and cash bar will be available at Marketplace Social)*

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**Breakfast** 8:00 a.m. Alumni Center

**Keynote** 8:30 a.m. Alumni Center  
Chandra Ruthstrom

**Breakout Session Three** 9:00 a.m. Alumni Center

Track 1: Best Practices: Building Community Support

1. Affiliated Foods:
2. *Morland Grocery Sustainability Project: Assessing Local Needs and Strength*  
Presenter: Leah Tsoodle, K-State Research and Extension
3. *Holding Community Meetings to Build Local Support:* Presenter: David Procter, Institute for Civic Discourse and Democracy

Track 2: Finding Outside Funding: Possible Funding Sources

1. Presenter: John Gendron, Network Kansas
2. Presenter: Wayne Bell, Small Business Administration
3. Presenters: Karissa Berks and David Kramer, U.S. Department of Agriculture

Track 3: Best Practices - Ideas for increasing sales:

1. *Increasing SNAP enrollment and use of VISION cards,*  
Presenter: Pete Garfinkel, Kansas Rural Center
2. *Marketing Your Store:* Presenter: Debra Nelson, Little River Grocery Store
3. *Marketing Your Store:* Presenter: Kerry Smith, Lincoln Grocery Store

**Refreshment Break** 10:15 a.m. Alumni Center

**Rural Grocery Dialogue** 10:30 p.m. Alumni Center

*Come to the Community Table*, Dan Kahl KRS&E, KansasPRIDE

Topics:

1. Policy initiatives
2. Educational campaign
3. Regional food distributors
4. Building community support

**Sending Forth** 12:15 p.m. Alumni Center  
David Procter

**Adjourn** 12:30 p.m.

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Saving our Stores, Saving our Communities