

Brochures could boost area sites

By Sharon Corcoran

The Goodland Star-News

Imagine pages of bright photos and stories, selling potential tourists on experiences like taking pictures of sunflowers or staying in a historic bed and breakfast.

Maybe they'd wind up viewing the site of the Kidder Massacre, imagining what Gen. George Custer saw when he came looking for the troops who had been slaughtered there.

Cooperation between tourism agencies and \$10,000 from several sources will combine to make those brochures possible, as well as other ways of promoting nature-based tourism in western Kansas.

The state Travel and Tourism Department donated \$6,000 to the

effort, which is getting help from the Western Kansas Rural Economic Development Association, the Kansas Department of Wildlife and Parks and the Southwest and Northwest Travel and Tourism councils. The money will pay a company to do a study of natural sites in western Kansas and develop maps, brochures and a marketing strategy for the region.

Donna Price, director of the Sherman County Convention and Visitors Bureau, is in charge of recommending sites in Sherman, Wallace, Cheyenne, Thomas, Rawlins and Logan counties for the study by Fermata, based in Austin, Texas.

Sites on public lands have been submitted, Price said, and now a list of privately owned nature-based

places is being compiled. Anyone who has a place they will open to tourists should call her at 890-3515 to add the site to the list.

Nature-based tourism is growing by leaps and bounds, Price said; it's what people want. The category includes historical places, hunting, bird watching and agritourism, she said, activities and attractions that involve the tourist with the people, culture and natural environment of the area.

People who live here may take for granted the rural lifestyle, the prairie views and the pioneer history we have, she said, but tourists escaping city life seem to enjoy them.

"Nature-based tourism is growing," Price said, "and so is agritourism. This is what we are here, and we should promote these

things. It's what people want."

Fermata will do site assessments in the spring, she said, meaning someone will travel the area and experience the sights, sounds, smells and fun available here. The company will then go to work developing the stories, designing the brochures and maps and developing a marketing plan. When completed, the maps and brochures will be available at tourist information centers and trade shows and will be posted on the Internet.

The company's web site shows examples of work for other regions, in the United States and around the world. One example is the "Great Plains Imagination and Experience," showing the Flint Hills region of Kansas.

Star-News pressman flown to Denver

Jim Bowker, press foreman at The Goodland Star-News, suffered a heart attack Sunday morning and is recovering from surgery at Porter Adventist Hospital in Denver.

Bowker, general manager for Nor'West Press, was flown to Denver Sunday morning after complaining he was having chest pains during an auction for his mother-in-law, Evalyn White.

He was taken into surgery and two stents were inserted in cardiac arteries. Reports from the family are that he was doing well Monday.

He is expected to be released later this week to return to Goodland, but not to return to work for about five weeks.

Friends can write him at the hospital, 2525 S. Downing St., Denver, Colo. 80210

Goal-setting session planned for Wednesday

GOALS, from Page 1

The members agreed to look at the next year and three to five years ahead. The council will try to develop short and long-term goals and look at examples of job descriptions for the director.

Chamber gets into the black

CHAMBER, from Page 1

Linin had to be out of town that day.

The banquet will begin at 5:45 p.m. at the Northwest Kansas Technical College Student Union.

The Goodland High Expressos will entertain and Terry Woodbury, president of Kansas Communities, will speak. He is a product of rural Kansas, and is active in helping communities plan for the future.

Reservations are required. The price is \$15 per person with a table of four at \$55, and a table of eight \$105. To make reservations, call 899-7130.

corrections

The Goodland Star-News will correct any mistake or misunderstanding in a news story. Please call our office at (785) 899-2338 to report errors. We believe that news should be fair and factual. We want to keep an accurate record and appreciate you calling to our attention any failure to live up to this standard.

Kay Younger, office and program director, reported that the Chamber of Commerce had provided eight names for the business survey program.

She reminded the council members that a training session for the effort was to be at the Howard Johnson Motel on Friday.

Members of the council who are to help with the survey interviews are Don Newell, Harlan House, Duane Timm, Gary Slough, Chuck Wilkens and new member Mike Cochran.

The Chamber and council members will be visiting businesses in teams to get their answers to the survey, which is being conducted in cooperation with the state Department of Commerce.

ment of Commerce.

Younger said she was told Terry Richardson will be the Board of Realtors' representative to the council this year, but he had to be out of town for the meeting because of a death in the family.

She said the new owners of the old Moose Lodge at 16th and Main are planning to open a coffee house this summer, and they are willing to work with the Artists' Roundtable to display and sell some of their products and artwork.

Duane Timm, who chair a committee to create an incentives package, reported that the tax rebate program was doing well, with 40 applicants, but there were a few who did not apply because of the \$50 fee.

He said there is more work to be done on the tax abatement program, and there is one business working on an application for this year.

He said he will be working with Tracy Purvis from S&T to get the rebate forms on the county website.

West reported there might be someone interested in moving to the existing industrial park.

Newell suggested the web committee could have finished its work, since the site is up and running, and the members could shift to a more useful area.

West suggested the executive search committee continue efforts to find a director. In the past, that has been West, Newell, Slough and Garcia.

COUNCIL, from Page 1

S&T Telephone.

"Help as much as possible," said Kay Younger, the council's program director and office manager.

"She has been a help," Garcia agreed, "but you do have to commit to the job. Anyone can be chairman, but how good depends on your commitment."

Slough said Garcia's shoes would be hard to fill.

"It has to be done," he said, "and we all need to step up and help."

Thompson said she would be chairman if the members would all help her. When she took charge of the meeting, everyone expressed a round of thanks to Garcia for his

service on the council. Then he left to attend another meeting.

Before he left, Garcia, who also is a city commissioner, said he had enjoyed his time with the group, and that he would be willing to help where he could.

"I appreciate the professionalism and dedication of your board," he said, "and feel confident you will continue the work to bring new businesses and people to our community."

Garcia, one of the founding members of the group four years ago, said one of the things the council should do is to review the by-laws. He suggested there might be some changes to give the council a bit more latitude in decision making.

Lab leader hangs up charts

HUANG, from Page 1

They raised three kids here and have four grandchildren.

"The community has been good to me," he said. "In my younger years, I served on the city commission (in the early 80s)."

Huang said he does not know what he will do now that he is retired, but he told the hospital that if they had an emergency he would be willing to do some volunteer work.

"I have told them I would help," he said. "I am not looking for part time help, but since the hospital has been good to me, I feel it is important to give something back."

Mona Marrs, who has been with

the hospital for 25 years, is the new director taking over the lab, and said she is sure they will miss Huang.

"I am sure we will miss him," she said. "He has been a fixture here, and he can fix anything."

"I don't think we know how much we will miss him."

Huang is a member of the Northwest Kansas Area Medical Foundation, the Veterans of Foreign Wars, the Goodland Elks and the Sugar Hills Golf Club.

Huang's children are planning a retirement party to honor their father in February.

Board to interview two for top position

SCHOOL, from Page 1

The board moved to buy a 2001 International school bus with a Blue Bird body for \$33,850 from Masters Transportation.

The board accepted the resignation of J.D. Hooper, a high school math teacher, to be effective at the end of the school year in May.

The board hired Connie Weems

to be an aide at West Elementary.

The board meeting was held Friday rather than Monday, the regular day, to expedite scheduling the interviews this week.

The next regular board meeting will be at 7 p.m. Monday, Feb. 13, at the Administration Building.

The board will be holding interviews in executive session 4:30 Monday and today.

Classifieds can help clean out your closets and give you extra cash! 899-2338

Get connected to the Internet tonight. Call 899-2338



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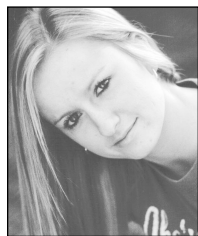
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Come to the 10th annual Northwest Kansas All-Star Volleyball Match

Sunday, January 29
3 p.m. MST (4 p.m. CST)

at

Goodland's Max Jones Fieldhouse,
12th & Arcade

Watch some of the best volleyball seniors
from Northwest Kansas play!

Admission is \$4 for adults and \$3 for children under 12.

Corporate sponsors are Nor'West Newspapers, KLOE/KKCI/KWGB and Red Brick Road Promotions.

Coaches are
Jerry McKee, Goodland;
Wendy Benisch, Wallace
County; Lesley Wagoner,
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