



Kansas Construction  
Careers Coalition



# Kansas Construction Learning Center

Kansas State Fair

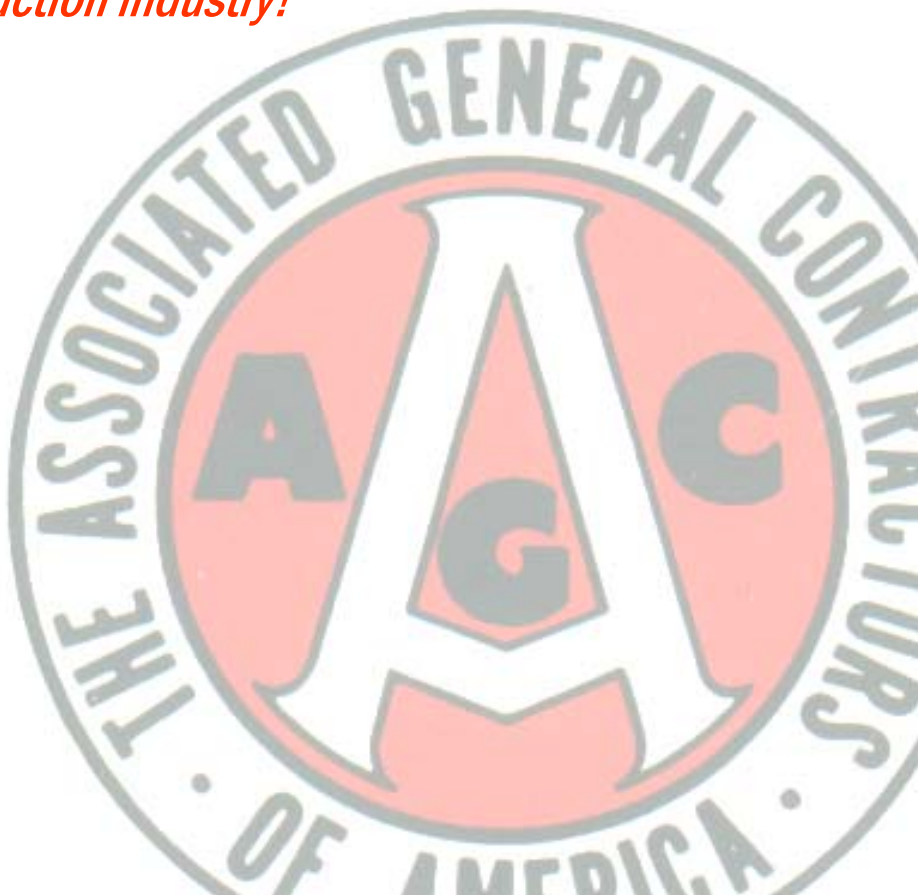
September 7-16, 2007

Hang with the construction industry (and the hogs at the fair) and learn about career opportunities in the commercial building, highway and heavy construction industry.

# BUSINESS PLAN



*... and the construction industry!*



## Statement of Purpose

The Kansas Construction Careers Coalition (KC3) is a partnership of the Associated General Contractors of Kansas, Kansas Contractors Association and the Kansas Chapter of the National Association of Women in Construction.

The Construction Learning Center exhibit at the Kansas State Fair hopes to reach thousands of children, young adults, parents and grandparents about the opportunities for careers in construction.

Members of the KC3 include the following:

Becky Harmon, Koss Construction, Chair  
Neil Fisher, Kansas Building Systems, Vice-Chair  
Brad Hern, Hamm Companies  
Dan Welch, BRB Contractors  
John Walters, Walters Morgan  
Lonnie Paquette, Riley Construction  
Clay Kubicek, Crossland Construction  
Bev Sauerwein, Sauerwein Construction

Fred Willich, Hi-Tech Interiors  
Laura Glass, LRM Industries  
Sue Schilling, Kansas Building Systems  
Tammy Botkin, Central Mechanical  
Jim Otter, Pittsburg State University  
Tom Logan, Kansas State University

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## MISSION



The Kansas Construction Learning Center hopes to educate children, adults, parents and grandparents about the career opportunities available in the commercial building, heavy and highway construction industry.

KC3 will utilize free, hands-on activities to entertain and educate those stopping by the exhibit. The goal of the exhibit is to provide construction-related activities that will excite young persons, while giving staff the chance to educate parents and guardians about career opportunities in construction.

It is hoped this exhibit will reach thousands of people, many from rural areas of Kansas. Various activities will be made available for ages 4-6, 7-12 and 13-18.

Special events and demonstrations will be staged to draw fairgoer and media attention.



## EXHIBIT PLANNING TASK GROUP AND COMMITTEES



The following KC3 members comprise the task group given the charge to plan the details of the Construction Learning Center Exhibit:

### **Name**

Eric Stafford, AGC of Kansas, Chair  
Becky Harmon, Koss Construction  
Clay Kubicek, Crossland Construction  
Kenny Hartter, Ferrell Construction of Topeka  
Sue Schilling, Kansas Building Systems  
Ron Sellers, Luminous Neon Art & Signs  
Mike Mathia, Dondlinger & Sons  
Laura Glass, LRM Industries  
Dan Welch, BRB contractors

### **Email**

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rah@kossconstruction.com  
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sueschilling@kbsinc.net  
rsellers@luminousneon.com  
mmathia@dondlingerconst.com  
lglass@lrmindust.com  
danwelch@brbcontractors.com

### **Staff**

Corey Peterson  
Karen Wagaman  
Eric Stafford  
Ward Nippert

### **PR/Marketing Subcommittee**

Eric Stafford, AGC of Kansas

### **Volunteers Subcommittee**

Sue Schilling, Kansas Building Systems  
Tammy Botkin, Central Mechanical  
Jim Otter, Pittsburg State University

### **Activities Subcommittee**

Clay Kubicek, Crossland Construction  
Becky Harmon, Koss Construction  
Dan Welch, BRB Contractors  
Laura Glass, LRM Industries  
Ward Nippert, AGC of Kansas



## Weekday Day Sponsor - \$9,500 investment

KC3 would be listed as a sponsor for one of the days at the fair. Special events will be touted on this day. Sponsorship will include the following:

**Exhibit Space** – 7,500 sq. ft at 500 Ft. Leavenworth Ave for duration of Fair (9/7-9/16)

**Sponsorship Day – Thursday** (18,072 average attendance – Sawyer Brown is Grandstand Act)

**Signage** – KC3 will be permitted to provide banners (max size 3’ x 10’) at seven of the Fair’s walk-in gates on the sponsored weekday

**Official Daily Schedule** – KC3 will be recognized in the Kansas State Fair Official Daily Schedule on the sponsored day. The Daily Schedule is a 12 page tabloid newsprint piece that is distributed (50,000 pieces) across Kansas leading up to the Fair.

**Daily Gate Schedule** – KC3 will be recognized in the Daily Gate Schedule of Events on the sponsored day. These are handed to all those entering the fair on that day

Action Item

Completed →

**Grandstand Video** – Fair will run a 30-second DVD commercial (provided by KC3) at the sponsored day’s grandstand stage event (should performer’s contract not allow...it will run another day)

**Grandstand PA Announcement** – KC3 will be recognized with a PA mention prior to the evening’s stage performance on the sponsored weekday

**Tickets/Parking Passes:** – Kansas State Fair will supply the KC3 with one hundred (100) outside gate admission tickets, ten (10) tickets to the sponsored weekday evening’s grandstand performance, and two (2) on grounds parking permits for staff and volunteers

Action Item

Completed →

**Website** – KC3 will be recognized on Kansas State Fair website sponsor page with a sponsor link.

Action Item

Completed →

**Handouts** – There are several items that will be handed out during the Fair. See page 12 for more information.

### **Average Attendance for Fair**

- Friday- 15,316
- Saturday- 53,441
- Sunday- 42,859
- Monday- 38,356
- Tuesday- 20,399
- Wednesday- 34,334
- Thursday- 18,072
- Friday- 34,921
- Saturday- 51,111
- Sunday- 34,172



# EXHIBIT DETAILS

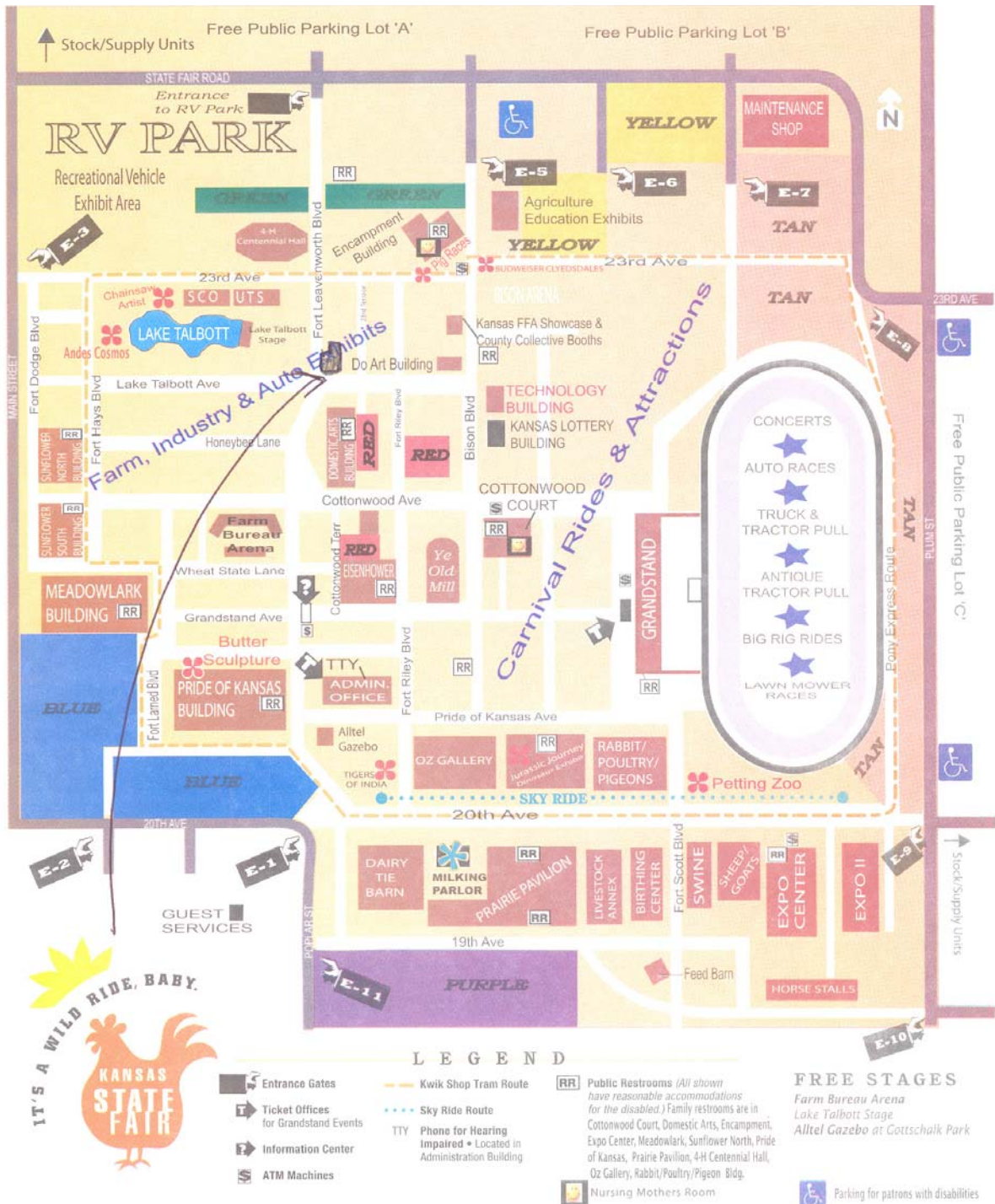


## Exhibit Space

KC3 will be provided with 7,500 sq. ft. of outdoor exhibit space located at 500 Ft. Leavenworth Ave., which is a corner space located in a high traffic area. The location is directly across from the Lake Talbott Stage, just north of the Farm Bureau Arena and just south of the 4-H encampment building.

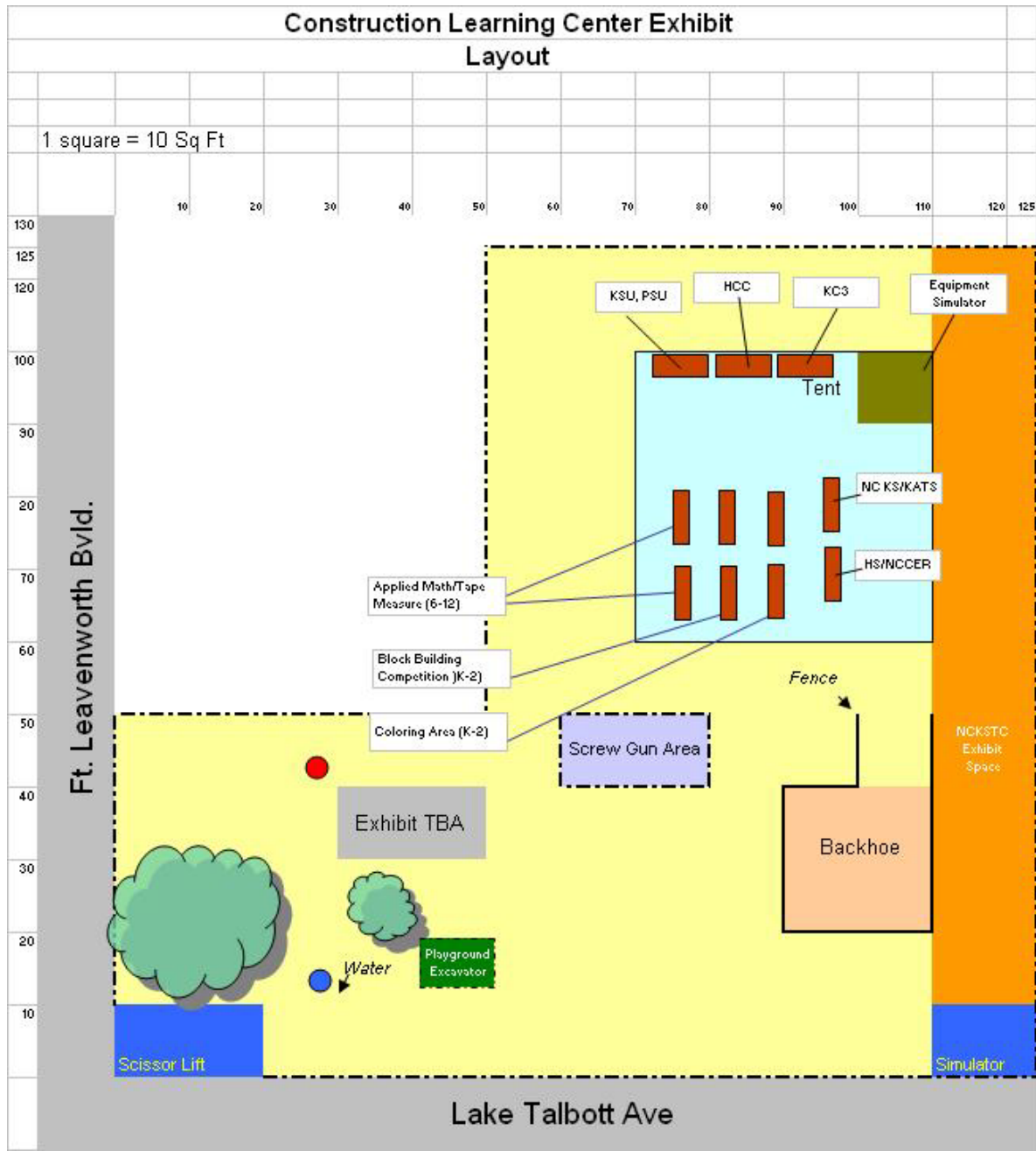
Sponsorship is required to obtain this space.

## Location



## Exhibit Space (Continued)

### Layout (Tentative)



### Hours of Operation

The exhibit is required to be open from 9:00 a.m. to 7:30 p.m. The first day, the booth will not be opened until 11:00 a.m.

### KC3 Responsibilities

**Exhibit Space** – KC3 exhibit personnel must abide by all the rules and regulations of the 2007 Kansas State Fair Commercial Exhibitors Manual. The exhibit space will be operational beginning Friday, Sept 7 thru Sunday, Sept 16, 2007

**Signage** – KC3 will provide Kansas State Fair with seven (7) banners by August 17, 2007. Banners will be placed by Fair staff (max size 3' x 10') at all entrances.

**Website** – KC3 will provide Kansas State Fair with its web address.



## Insurance



KC3 is required to have a General Liability policy with \$1,000,000 each occurrence, \$1,000,000 in personal and advertising limits and \$1,000,000 in products and completed operations. The Kansas State Fair and the State of Kansas must be added to the policy as an “Additional Insured.”

AGC has discussed its current policy with IMA of Kansas and the policy will satisfy requirements set forth by the Fair.



## Activities



The KC3 Construction Learning Center exhibit will feature hands-on activities for kids of all ages. Materials will be available for parents and guardians providing information on careers in construction. Each child that participates in at least one activity will receive a card checking off that activity. The child may then take that card and turn it in for a chance to win a prize.

### Kindergarten – 2<sup>nd</sup> Grade

**Block Kids Building Block Project** – The goal of this activity for children is to try and build the highest tower possible with wood blocks without tipping over.

**Coloring** – Volunteers will hand out construction themed coloring pages for children to color

**Playground Excavator** – Playground excavators allow the operator to dig through a sandbox, looking for buried items that they will be allowed to keep.

**Remote Controlled Excavators**– PSU will be providing remote controlled excavators for kids to play with. Candy will be set out on the table and however much each child can scoop into the excavator and place in a dump truck, they will be able to keep.



### 3<sup>rd</sup> to 5<sup>th</sup> Grade

**Block Kids Building Block Project** – The goal of this activity for children is to try and build the highest tower possible with wood blocks without tipping over.

**Equipment Simulators** (Provided by North Central Kansas Technical College) – A timed event will test participants ability to see how much dirt can be moved in a 2 minute period.

**Screw Gun** – Kids will learn to properly drill different size screws through pieces of wood.

**Tape Measure Reading and Applied Math Contest** – This activity will teach kids how to read a tape measure and have math problems set to a construction theme.

**Remote Controlled Excavators**– PSU will be providing remote controlled excavators for kids to play with. Candy will be set out on the table and however much each child can scoop into the excavator and place in a dump truck, they will be able to keep.

### 6<sup>th</sup> to 8<sup>th</sup> Grade

**Equipment Simulators** (Provided by North Central Kansas Technical College) – A timed event will test participants ability to see how much dirt can be moved in a 2 minute period.

**Screw Gun** – Kids will learn to properly drill different size screws through pieces of wood.

**Tape Measure Reading and Applied Math Contest** – This activity will teach kids how to read a tape measure and have math problems set to a construction theme.



## Activities Cont'd

### 9<sup>th</sup> to 12<sup>th</sup> Grade

**Equipment Simulators** (Provided by North Central Kansas Technical College) – A timed event will test participants ability to see how much dirt can be moved in a 2 minute period.









**Backhoe Golf** – The bucket will have a modified “tooth” that will allow the operator to pick up a golf ball and place it in the hole. The goal is to try and get all three golf balls into the cup.

### Parents

Staff and volunteers will chat with parents while children are participating in activities. Materials will be available to hand out.

An AGC of America “Build-Up Kit” will be on display for parents and teachers to look through and see the variety of activities included in the kit.

## Activity Materials

	Activity	Materials Needed	Quantity	Estimated Cost
	Building Block Project- will be under tent	Wooden block set (200 pc)	3	\$27 each- appx. \$90 total
	Coloring- will be under tent	Print in-house coloring pages & purchase crayons	3- 150 packs	\$14.99 each- \$45 total
	Playground Excavator- a 6'x6' space will be designated for the two playground excavators.	Toy Excavator, Sand, Need to purchase toy dump truck. \$10/day in change will be placed in the sand box for kids to sift through.  Coins each day: \$2 pennies; \$5 nickels; \$3 quarters	2 excavators, ## sand	\$150 (\$50 for small and \$100 for large) \$70 for sand
	Equipment Simulator- This activity will be inside tent	Simulators from NCKTC	1	N/A
	Screw Gun Activity- a section will be marked off on the exhibit grounds outside	Screw gun, wood, drill bits, screws, saw horse (2), clamps (2)	18 drills, 20 2x4 pieces of wood, 100 screws, 20 bits	Wood- Donated by members. Screws and drill bits \$30 Screw Guns- Ward will bring
	Tape Measure/Applied Math- Contest?	Create applied math question sheet construction-related questions (1 page in length) and tape measures.	10 tape measures	Donated by NAWIC
	Backhoe Golf	Fuel- Bridgman Oil is a vendor for the State Fair. They will fill up the excavator throughout the 10 days and bill KC3 for the total.		\$400 for fuel
	Remote Controlled Excavator, Dump Truck	PSU has a set up consisting of remote controlled excavators and other heavy equipment that they will bring to the Fair.	N/A	Brought by PSU

## Displays

Tables will be provided in the tent for the following KC3 partners to promote education and training opportunities available to prepare workers to enter the construction industry:

**Kansas State University**  
**Pittsburg State University**  
**Hutchinson Community College**  
**North Central Kansas Technical College**  
**Kaw Area Technical College**  
**NCCER**  
**Concrete & Asphalt Cross Section**

## Handouts

Handouts for the KC3 Construction Learning Center exhibit will be developed for both students and parent/guardians.

### Informational Pieces

**Plastic card (business card size)** with basic wage information on one side and large print link to website on the other. Include information on scholarship drawing for those that register on the website.



**Budget: 10,000 cards @ \$.12 each= \$1,200**

### **Activity Book**

Donated by Crossland Construction

This activity book will include a crossword puzzle, word search, matching game and car bingo. Underwriters for the Construction Learning Center will be recognized on the back of the book.

**Budget: \$500 for 150 copies**

**5,000 One-Call Tattoos- "811 Call before you dig"- No charge**

### **Frisbees**

500 Frisbees have been ordered to handout at the exhibit over the 10 day period.

**Budget: 500 for \$450**

### **PSU Tattoos**



## Signage

Signage promoting and explaining the KC3 exhibit will be strategically placed to draw the largest possible number of visitors.

Signs:



Seven (7) KC3 Construction Learning Center Banner – 3'x10'



Underwriter Recognition  
Tote Board

## Partners

Schools, programs and industry partners assisting KC3 will include the following:

- Hutchinson Community College (Volunteers and materials) - *Confirmed*
- North Central Kansas Technical College (Simulators) - *Confirmed*
- White Star Machinery & Supply (Equipment) - *Confirmed*
- Kansas State University Student AGC Chapter (Volunteers and materials) - *Confirmed*
- Pittsburg State University Student AGC Chapter (Volunteers and materials) – *Confirmed*
- Kaw Area Technical School (Volunteers and materials) - *Proposed*
- NCCER (Funding and materials) – *Confirmed*
- McPherson High School - *Confirmed*

Location	Contact	Role
Hutchinson Community College	Steve Porter	Display Booth
North Central KS Tech College	David Hughes (800) 658-4655	Equipment Simulators
White Star Machinery & Supply	Rodger Gutzmer (316) 838-3321	Small Backhoe
Kansas State University	Susie Calvin (785) 532-5964	Volunteers
Pittsburg State University	Jim Otter (620) 235-4349	Volunteers
Wichita East High School	John Kornelson	Volunteers
Wamego/Rock Creek	Susan Symons	Volunteers
Perry Lecompton	Rhett Scrimsher	Volunteers
KATS	Richard Hoffman	Display Booth
NCCER	Bill Underwood	Marketing Assistance
McPherson High School	Arlan Penner (620) 241-9500	Volunteers

## **Exhibit Supplies and Vendors**

Supplies will be required for the exhibit. A listing of these supplies are as follows:

### **Item**

30' x 30' Tent  
Tables  
Chairs  
Fencing  
Signage  
Equipment

### **Supplier**

Hutchinson Tent Rental  
Henry Helgerson Company  
Henry Helgerson Company  
Hutchinson Tent Rental  
Luminous Neon  
White Star/United Rentals

## **VENDORS**

### **Hutchinson Tent Rental**

6306 N. Monroe  
Hutchinson, KS 67501  
620-662-7731 or 620-727-2663  
Contact: Marc Ahrens  
E-Mail: mahrens3@cox.net

### **Henry Helgerson Company**

601 N. Athenian  
Wichita, KS 67203  
316-943-1851

### **Luminous Neon Art & Sign**

1429 W 4<sup>th</sup>  
Hutchinson, KS 67504  
620-662-2363 or  
Contact: Ron Sellers  
E-mail: rsellers@luminousneon.com

### **White Star Machinery & Supply Co.**

3223 N Hydraulic  
Wichita, KS 67201  
316-838-3321  
Contact: Rodger Gutzmer  
Email: rodgerg@whitestarmachinery.com

### **United Rentals**

1300 S West St  
Wichita, KS 67213  
(316) 945-5252  
Contact: Shannon Farr  
sfarr@ur.com

### **Bridgman Oil**

109 Clay  
Hutchinson, KS 67501  
(620) 665-6811  
Contact: Brad Thompson



# BUDGET





# STAFFING



## Schedule

FRIDAY, SEPTEMBER 7										
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths	
8:00 am										
8:30	Set-Up C Peterson Ward Nippert Eric Stafford Volunteers TBA <b>Fair Opens</b>	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	
9:00		Kris Denton	Eric Stafford		Roger Elmore	Ward Nippert Tim Caudle Dave Griffin	Corey Peterson Becky Harmon			
10:00										
11:00										
12 noon										
1:00 pm										
2:00										
3:00			Kris Denton	Becky Harmon		Eric Stafford	Clay Kubicek Ward Nippert	Corey Peterson		
4:00										
5:00										
6:00										
7:00										
7:30										

SATURDAY, SEPTEMBER 8										
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths	
8:00 am	Staff									
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	
9:00		KSU	Ward Nippert	Connie Goodnight	Kris Denton	Corey Peterson	Eric Stafford			
10:00		Anita Lawrence	KSU		KSU	Jim Costello KSU	Clay Kubicek KSU			
11:00										
12 noon										
1:00 pm										
2:00										
3:00			Clifford Pray	KSU	KSU	Ward Nippert	Corey Peterson	Clay Kubicek		
4:00			KSU			Kris Denton	KSU Jim Rinner	JE Dunn KSU		
5:00										
6:00										
7:00										
7:30										

SUNDAY, SEPTEMBER 9										
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths	
8:00 am	Staff									
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	
9:00		Karen Wagaman	Eric Stafford	Ward Nippert	Corey Peterson	Mike King Clay Kubicek Jim Otter	Shift #1	Shift #1	Shift #1	
10:00										
11:00										
12 noon										
1:00 pm										
2:00										
3:00			Corey Peterson	Clay Kubicek	Leslie Shallenberger	Jim Otter	Ward Nippert Eric Stafford	Karen Wagaman		Shift #2
4:00										
5:00										
6:00										
7:00										
7:30										

**Daily Schedules (Continued)**

<b>MONDAY, SEPTEMBER 10</b>									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00		MHS	Karen Wagaman	MHS	Troy Sanders	Corey Peterson	Jackie Muller	Phil Sewell	Eric Stafford
10:00		MHS	MHS	MHS	Leslie Shallenberger	Karen Wagaman	Arlan Penner		
11:00									
12 noon									
1:00 pm									
2:00									
3:00		Jackie Muller	Jess McCullough	Karen Wagaman	Eric Stafford	Curt Kitson		Phil Sewell	Shift #2
4:00		Leslie Shallenberger				Mark Bayless			
5:00									
6:00									
7:00									
7:30									

<b>TUESDAY, SEPTEMBER 11</b>									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00		Lynn Anderson	Nathan Galle	MHS	Bruce Hill	Dean Youngers	Ward Nippert		Jackie Muller
10:00		MHS	Bob Totten	MHS	Dan Carlyle	Mark Hubert	Key Construction		
11:00		MHS	Mark Bayless	Key Construction	Curt Kitson	Jack Shulte	MHS		
12 noon		Key Construction	Key Construction		MHS	MHS	MHS		
1:00 pm					Key Construction				
2:00									
3:00		Dean Youngers	Key Construction	Key Construction	Key Construction	Dan Carlyle	Jackie Muller		
4:00					Ward Nippert	Bob Totten	Key Construction		
5:00									
6:00									
7:00									
7:30									

<b>WEDNESDAY, SEPTEMBER 12</b>									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00		Lisa Byrne	Bruce Hill	Ward Nippert	Bob Totten	Rick McCafferty	Jackie Muller	Shift #1	Mark Hutton
10:00		Mike Brown			Brian Truskett	Mike Anderson			
11:00									
12 noon									
1:00 pm									
2:00									
3:00		Julie Coffman	Jackie Muller	The Law Co	Brian Truskett	Bob Totten	The Law Co	Shift #2	Ward Nippert
4:00		The Law Co	The Law Co	The Law Co	The Law Co	The Law Co	The Law Co		
5:00				The Law Co	The Law Co				
6:00									
7:00									
7:30									

**Daily Schedules (Continued)**

THURSDAY, SEPTEMBER 13									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Gate Handouts	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00		Sue Schilling Ward Nippert	Dan Carlyle	Jackie Muller	Tim Browder Ramon Gonzalez Jeff Preisner	Pat Tolin Kenny Hartter Mike Mathia	Dan Ramlow Corey Peterson	Tim Kloppenberg Jim Perkins Eric Stafford Dan Carlyle Lindsay Young Aaron Young Ben Hutton	Shift #1
10:00									
11:00									
12 noon									
1:00 pm									
2:00									
3:00									
4:00									
5:00									
6:00									
7:00									
7:30									

FRIDAY, SEPTEMBER 14									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00		Beth Marlof Jackie Muller	Rollie Marlof Dave Griffin Lila White	Eric Stafford Bobbi Mangas	Dan Ramlow Laura Glass	Sue Schilling Josh Tillery Colin Meredith	Luke Amend	Shift #1	Corey Peterson
10:00									
11:00									
12 noon									
1:00 pm									
2:00									
3:00									
4:00									
5:00									
6:00									
7:00									
7:30									

SATURDAY, SEPTEMBER 15									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00		PSU	Spencer Landers PSU	PSU	Patrick Bauer Corey Peterson PSU	Jason Gillig PSU Brandon Brill	Eric Stafford Jan Fisher	Shift #1	Neil Fisher PSU
10:00									
11:00									
12 noon									
1:00 pm									
2:00									
3:00									
4:00									
5:00									
6:00									
7:00									
7:30									

**Daily Schedules (Continued)**

SUNDAY, SEPTEMBER 16									
(# vol. needed)	Set-up/ Misc	Blocks/Coloring (2)	Screw Gun/ Tape Measure (1)	Playground Excavator (1)	Simulators (2)	Backhoe Golf (3)	Parents (2)	Special Event	Display Booths
8:00 am	Staff								
8:30		Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up	Set-Up
9:00	TEAR DOWN	Brandon Brill	Lori Hogle	Ward Nippert	Corey Peterson	Becky Harmon Eric Stafford			
10:00									
11:00									
12 noon									
1:00 pm									
2:00									
3:00		Ward Nippert	Corey Peterson	Eric Stafford	Lori Hogle	Becky Harmon			
4:00									
5:00									
6:00									
7:00									
7:30									

**Housing**

Four rooms have been reserved from Friday, September 7 through Sunday, September 16 at the Holiday Inn Express Hotel in McPherson, Kansas. This hotel is approximately 20 minutes from the fairgrounds. Corey Peterson will stay with family in McPherson and Ward Nippert lives in McPherson, thus reducing KC3 housing expenses.

**McPherson Holiday Inn Express Hotel & Suites**

2302 E. Kansas St.  
McPherson, Ks 67460  
Phone: 1-620-241-5566

**Conf. Number: 68310830, 68779708, 68780226**

**Arrive: Friday, September 7, 2007**

**Depart: Sunday, September 16, 2007**

Rate: \$85.50+ Tax: 11.75% per night not included in rate

Room Type: King Bed Executive – Non-smoking

4 rooms total

**Driving Directions:**

I-135 TO HWY 56 GO WEST 1/2MI. HOTEL ON LEFT.



# UNDERWRITERS



Underwriters from the KC3 membership are making the exhibit possible. In return for the generous commitment, a sign will recognize these companies at the exhibit and they will be given first opportunity to man the exhibit.

The following companies have replied with the following commitments:

Member	Company	Underwriter	Staff the Exhibit	Rep on State Fair Exhibit Task Group
<b>AGC Replies</b>				
	Central Mechanical-Manhattan	\$500	Yes	No
	Conco Construction	\$1,000		
	Crossland Construction Co.	\$500	Yes	Yes
	Martin K. Eby Construction	\$1,000	Yes	No
	Ferrell Construction of Topeka	\$500	Yes	Yes
	Frisbie Construction Co.	\$500	No	No
	Kansas Building Systems	\$500	Yes	No
	Hutton Construction	\$500	No	No
	Key Construction	\$500	Yes	No
	The Law Company	\$500		No
	Luminous Neon Art & Sign	Signage	Yes	Yes
	Simpson & Associates	\$500		
	Sauerwein Construction	\$250	Yes	
		\$6,750		
<b>KCA Replies</b>				
	APAC-Shears	\$1,000	Yes	
	Beachner Construction	\$1,000	No	No
	Koss Construction Co.	\$1,000		
	BRB Contractors	\$500	Yes	Mike or Dan Welch
	Bridges	\$500	Yes	
	The Monarch Cement Co.	\$500		
	Sherwood Construction	\$500		
	Midwest Concrete Materials	\$500		
	Wrench Construction Co.		Yes	Linda Wrench - maybe
		\$5,500		
<b>Jt Member Replies</b>				
	Dondlinger & Sons Construction	\$500	Yes	Mike Mathia
	Lockton Companies	\$500	No	No
	Utility Contractors	\$500	No	No
	Walters-Morgan Construction	\$1,000	No	No
	Thomas McGee, LC	\$500		
		\$3,000		
	<b>TOTAL AS OF 8/6/07</b>	<b>\$15,250</b>		

***There are currently \$15,250 of pledges.***



Awareness of the Construction Learning Center will be made available by the following marketing strategies:

**Pre-Fair Advertising**

Online Coupon OR school newspaper ad...

Bring coupon to the booth to pick up your free (Trinket? Pass to front of the line?)

Make the booth a destination, not just something they see in passing.

E-mail to building trades instructors

E-mail to HS Counselors

See what information Lowes, Home Depot, Martin tractor, John Deere...others offer to job seekers.

Invite morning TV & radio shows to have live feed from KC3 exhibit.

**On-Site Marketing**

**Visibility**

A scissor lift with sign promoting the exhibit will be placed on the exhibit property to increase visibility across the grounds.

**Handouts**

Handouts will be distributed throughout the fair at the exhibit. 10,000 business card-sized handouts containing wage information for various construction positions will be distributed to fair attendees during the week.

**Radio Broadcast**



<i>On the Other Hand</i> with Raubin and Megan	\$350
<i>Sports Sanity</i> with Greg Sharpe	\$350
<i>SportsTalk</i> with Bruce Steinbrock	\$300
<i>Sports Sanity</i> and <i>SportsTalk</i> together	\$525

\*\*\*580 WIBW will provide 15 live liners within 5 days of the remote broadcast date. We will mention where we will be, what time and any additional information we have about the remote. Road shows may include the giant 580 WIBW inflatable logo, lighted table, displays, tents, banner, or prize wheels (subject to availability).



Two Hour On-Site Broadcast	\$250
Three Hour On-Site Broadcast	\$325

\*\*\* Includes 4, 60-second reports per hour plus 15 live liners within 5 days of the remote broadcast date. We will mention where we will be, what time and any additional information we have about the remote. On-site broadcasts may include the 580 inflatable, lighted table, displays, tents, banner, or prize wheels (subject to availability). Talent fee of \$50.00 per hour.



## WEBSITE



A webpage devoted to Kansas Construction Careers will be developed. URL will be [www.kansasconstructioncareers.com](http://www.kansasconstructioncareers.com)

### Web Page

Career Tips

Job Seeking Tips

\$ Salary and Advancement Expectations

Downloads (TBD, pertinent to career seekers)

Online game?

Weekly Contest (to capture contact information and have a reason to send e-mail to them every week announcing the winner)

NCCER standards



## COMMERCIAL

A 30-second commercial will be played on the day of sponsorship (Thursday) prior to the grandstand event. This commercial will feature video and still images of construction projects and workers, with text expressing the career opportunities that are available today.

Gary Ohmart from Joplin, MO who created a promotional piece for Crossland Construction will put together the video for \$535. This video will also be able to be played on the KC3 website upon completion.

### Commercial Contact

Gary Ohmart

Video Creations

2138 S. Oakcliff Rd.

Joplin, MO 64801

[gary@ovcinc.com](mailto:gary@ovcinc.com)



All state media outlets will be contacted about the exhibit and its special events.

### TV Channel Contact Information

Call Letters	City	Address	Phone	FAX	Email
KWCH- 12	Wichita	PO Box 12	(316) 838-1212		
KSNW- 3	Wichita	833 N Main St	(316) 265-3333	(316) 292-1195	news@ksn.com
KAKE - 10	Wichita	1500 N. West Street	(316) 943-4221	(316) 943-5374	news@kake.com
KSNT- 27	Topeka	6835 NW Hwy 24	(785) 582-4000	(785) 582-5283	27news@ksnt.com
WIBW- 13	Topeka	631 SW Commerce Pl	(785) 272-6397		13news@wibw.com
KTKA- 49	Topeka	2121 SW Chelsea Dr.	(785) 273-4949	(785) 273-7811	(785) 215-8533- morning show ideas
KUPK	Garden City	2900 E Schulman Ave	(620) 275-1560	(620) 275-1572	kupk@gnet.com

Others to be determined

### Radio Channel Contact Information

Call Letters	City	Address	Phone	FAX	Email
WIBW- AM 580	Topeka	PO Box 1818 Topeka, KS 66601-1818	(785) 272-3456	(785) 228-7282	liz.montano@morris.com
KSAL- AM 1150	Salina	131 N. Santa Fe	(800) 608-1150	(785) 823-2034	
KNSS- AM 1330	Wichita	KNSS Radio 2120 N. Woodlawn, Suite 352 Wichita, KS 67208	(316) 685-2121	(316) 685-3314	news@knsradio.com
KMAJ AM 1440	Topeka	825 S Kansas Avenue Topeka, KS 66612	(785) 272.2122	(785) 272.6219	news@knsradio.com

Others to be determined

### Newspaper Contact Information

Name	City	Address	Phone	FAX	Email
Abilene Reflector	Abilene	PO Box 8, Abilene, KS 67410	(785) 263-1000		news@abilene-rc.com
Hutchinson News	Hutchinson	P.O. Box 190 67504-0190	(620) 694-5700	(620) 662-4186	newsrelease@hutchnews.com
McPherson Sentinal	McPherson	301 S. Main 67460	(620) 241-2422	620-241-2425	sentinel@sbcglobal.net
Salina Journal	Salina	333 S. 4 <sup>th</sup> St	(785) 823-6464 ext 150	(785) 827-6363	sjnews@saljournal.com
Topeka Capital Journal	Topeka	616 SE Jefferson 66607	(785) 295-1111	(785) 295-1230	news@cjonline.com
Wichita Eagle	Wichita	PO Box 820 67201-0820	(316) 268-6000		wenews@wichitaeagle.com
Wichita Business Journal	Wichita	121 N. Mead Suite 100 67202	(316) 267-6406	(316) 267-8570	wichita@bizjournals.com

Press kits were mailed out on August 14 to the 18 media outlets listed above.



# SPECIAL EVENTS



## Legislators Day at the Fair (Saturday, Sept. 8)

News, radio and other personalities competing in simple construction competition (hammer nail, read tape measure, backhoe golf, etc.)

## Governor’s Day (Thursday, September 13)

KC3 will invite the Governor for a “made for media” event where she can compete in simple construction competitions.

## Daily and Overall Toteboard

Tote board will display names of top scores in competitions.

## Mechanical Contractor’s Day

Monday has been designated as the Mechanical Contractor Trade day. 6 volunteers will work in pairs over three shifts throughout the day offering hands-on activities related to their trades.

	Fri, 9/7	Sat, 9/8	Sun, 9/9	Mon, 9/10	Tue, 9/11	Wed, 9/12	Thu, 9/13	Fri, 9/14	Sat, 9/15	Sun, 9/16		
8:00 am		Legislators Day at the Fair		Mechanical Contractor Trade Day								
8:30												
9:00												
9:30												
10:00												
10:30												
11:00												
11:30												
12 noon												
12:30												
1:00 pm					Local Govt Construction Challenge		Media Personality Construction Challenge					
1:30												
2:00												
2:30												
3:00												
3:30												
4:00												
4:30												
5:00												
5:30												
6:00												
6:30												
7:00												
7:30												



## IMPORTANT PHONE NUMBERS



<u>Services/Office</u>	<u>Number</u>	<u>Ext</u>
Ambulance/Fire	669-6327	627
Deliveries/Supplies	669-3838	835
First Aid (Fair)	669-3829	829
Highway Patrol	669-3627	627
Lost Children	669-3627	627
Lost & Found	669-3627	627
Ticket Office	669-3618	618

### **Exhibit Office Information**

Connie Schmitt  
Special Events Director  
620-669-3610

**Contact:** Lori Mulch (*friend of Virginia Crossland*)  
Assistant Director  
620-669-3607  
[lori@kansasstatefair.com](mailto:lori@kansasstatefair.com)

Sue Stoecklein  
Commercial Exhibits Director  
620-669-3612 Ext. 612  
[sue@kansasstatefair.com](mailto:sue@kansasstatefair.com)



Tent will be delivered and set up by Monday night and will be ready to go on September 4. A diagram of the site was included with the check to Hutchinson Tent Rental so they can see where the tent is supposed to go.

Tables and chairs will be set up either Tuesday or Wednesday on the exhibit space.

### Items to bring

~~First Aid Kit-Erie~~

~~Reply cards for those interested in training-Erie~~

~~Replay cards for those looking for work-Erie~~

~~Building Block Kits-Erie~~

~~Screw Guns-Ward~~

~~Wood for Screw Guns-Ward~~

~~Sand-Ward~~

~~Frame for sand pit-Ward~~

~~Safety Fencing-Ward~~

~~Golf Balls (3)-Erie~~

~~PVC piping for backhoe golf-Erie~~

~~Tape Measures-NAWIC (Bev)~~

~~Playground excavators-Ward~~

~~Crayons and coloring pages-Erie~~

~~Pens-Erie~~

~~Markers-Erie~~

~~KC3 Display-Erie~~

~~KSU Display- Susie Calvin~~

~~PSU Display- Jim Otter~~

~~HCC Display- Jackie Long~~

~~HCC T-Shirts- Jackie Long~~

~~Signs-Ron Sellers~~

~~Hammer- Ward~~

~~Extra Press Kits-Erie~~

~~NCCER Materials-Erie~~

~~Careers in Construction Magazines-Erie~~

~~Coolers-Erie~~

~~Raffle Bin- Karen~~

~~Plastic Dump truck for playground excavator-Ward~~

~~Coins for sandbox in playground excavator-Erie~~

~~AGC Build-Up Kit- Karen~~

~~811 Dig Safe tattoos- Karen~~

~~Beverages for volunteers-Erie~~

~~Extension Cables- Ward~~

~~Digital Camera & Camcorder- Corey/Becky~~

~~Saw Horses/Clamps- Ward~~

~~Stop watch- Becky~~

~~Safety Glasses- Ward~~

~~Bucket/Sponge-Erie~~

~~Yard Stick-Erie~~

~~Prize wheel- Clay~~

~~Rakes-Ward~~

~~Calculator-Erie~~

~~Candy for PSU Excavators-Erie~~

~~Rope/tie-offs for signs-Erie~~

~~Sawyer Brown Drawing Tickets-Erie~~