



**Free advertising for your business!
A great way to increase your customer loyalty!
Be among the first in this area to join the STAR Program!**

The State Thanks and Recognition (STAR) discount program is comprised of businesses that provide discounts on products and services to State employees.

To be listed on the Department of Administration's STAR discount program website, a business must submit an online application for approval by the STAR Coordinator.

Before submitting an online application, businesses should read the STAR Employee Discount Program Policy and the Vendor Guidelines to determine if their products are appropriate for the program.

Once a submitted application is approved, the STAR Program will place your business discount information on the employee discount website.

General information, the vendor guidelines, and the online application form are available here:

<http://www.da.ks.gov/star/>

Apply today!

Over 6,000 State employees in south-central Kansas work for these and other State agencies:

Wichita State University - SRS - Corrections - Transportation - Revenue
Judicial Branch - Wildlife & Parks - Corporation Commission - Aging
Veterans' Commission - Highway Patrol - Health & Environment - KBI
Labor - Commerce - Indigents' Defense - Adjutant General - Agriculture

The State of Kansas and STAR Program assumes no obligation for any arrangements or purchases and does not endorse any of the vendors or their services or programs. All arrangements, contracts, or disputes are strictly between the individual employee and the vendor.

STAR Program Additional Information

1. The current discounts can be seen at www.da.ks.gov/star/.
2. The STAR discount program has been in existence for several years but has never been widely publicized in Wichita and the surrounding area. This explains why the number of discounts offered in Topeka and Shawnee County is far greater than those available in south central Kansas.
3. The STAR Program is administered by employees in the Kansas Department of Administration/Office of Human Resources. They do not have the time or funds to advertise the program in our area, but are supportive of our efforts to do so.
4. The STAR Program discounts are available to all state employees.
5. Once online application forms are completed, it will probably be a couple of weeks before they are approved.
6. If you want to speak to someone about the STAR Program, contact information is on the website at: www.da.ks.gov/star/.

STAR Program Suggestions

1. The more merchants who hear about the STAR Program, and the more often, the better.
2. Take fact sheets or business cards with you and leave them at the businesses where you frequently shop.
3. Introduce yourself and tell the merchant that you are a State employee who works at Wichita State University.
4. If the person you speak to doesn't seem interested, ask to talk to someone higher up the ladder. Your chances of success will be greater if you speak to a manager or an owner.
5. Point out the number of State employees who are potential customers (the front of this sheet or the back of the business card).
6. You don't have to negotiate the discount or explain the program in detail. The program website is easy to navigate and should answer most of the merchants' questions. The website is located at: www.da.ks.gov/star/.
7. If merchants say, "I give State employees a discount but I'm not part of the STAR Program" encourage them to enroll in the program so that their discounts can be advertised and more people can take advantage of them.
8. Be sure to hand the merchant a fact sheet or a business card which can be used as a reminder and which displays the web address.

Final thoughts

1. Merchants are always looking for a way to increase their sales. They will appreciate having the STAR Program called to their attention.
2. Wichita State University employs more than half of the State employees in south central Kansas. This program will be successful if we work hard to advertise it.
3. This fact sheet can be found on the UP Senate homepage on the Wichita State University website.
4. To obtain more business cards, contact Terry Coltrain. Phone 978-5824. Email: terry.coltrain@wichita.edu.