



Is The Cloud Right for You?
Steve Heller,
P& L Technology

Ballroom E

This session is designed to assist business owners in determining business cases for cloud technologies. In this session we will define different cloud offerings and what benefits they have for businesses. Finally we will review case studies of how other Nebraska business have successfully incorporated cloud technology into their business strategy.

No Photo Available

Microtax Credit
Steve Drzaic,
Revenue Educator
NE Department of Revenue

Ballroom D

Individuals who make an investment in personnel or depreciable assets for a small business can receive up to \$10,000 as a refundable income tax credit! This seminar will benefit anyone who is starting or growing a small business of 5 or fewer full time equivalency employees. Preparers will obtain valuable information they can use to benefit their clients. Discussion will include the types of investment that qualify, how to apply and later claim the credit, and use of the applicable forms. Plenty of time will be allowed for questions.

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Affordable Care Act Navigator Assistance
Ashley Frevert,
Northeast Nebraska Community Action Partnership

Jon Bailey,
Center for Rural Affairs
Ballroom B

The Affordable Care Act is a new world for health insurance and small businesses. This session will provide basic information about the law, its requirements for businesses and individuals, what it means for individuals and businesses, and what is involved in health insurance enrollment. Hands-on assistance will be provided by a certified health insurance Navigator.



How the Farm to School Program Works for Farmers and Schools

Wyatt Fraas,
Center for Rural Affairs



Sarah Smith,
Center for Rural Affairs

Stage

A nationwide movement called Farm to School is taking root across the nation. Are you a parent concerned about your child's healthy body and mind, and interested in seeing your school cafeteria incorporate healthier options? Are you a farmer who could sell products to schools in your area? Or are you a school representative who values supporting the local economy and improving the nutritional choices for your students? Learn more about Farm to School in Nebraska with CFRA staff members Sarah Smith, Nebraska Farm to School coordinator and Wyatt Fraas, sustainable agriculture specialist. They will answer your questions on how to get involved, how to buy and sell, safe production practices, and where to start.



Meeting Technology Needs of Business

Charlotte Narjes
University of Nebraska



Rebecca Vogt
University of Nebraska



Garry Clark
Cuming County Economic Development Director

Board Room

Broadband and new technologies are creating opportunities for businesses to expand their market and to be sustainable. Attitudes about these technologies are changing. Businesses are making efforts to become digitally connected. Are these efforts effective? Businesses still face barriers to effectively utilizing broadband.

Over 50% of businesses in a statewide survey indicated that lack of internal expertise is very or somewhat important to moving technology forward in their business. In addition, over 25% of the respondents identified that there is too much information available.

Participants in this session will hear highlights from the recently released broadband survey followed by a conversation with an economic developer who is currently working with businesses to better understand how to utilize technology. Local businesses have been invited to share insights.

This overall effort is part of the Nebraska's broadband mapping and planning project led by the Nebraska Public Service Commission in partnership with the University of Nebraska-Lincoln, Nebraska Information Technology Commission, Nebraska Department of Economic Development and AIM Institute. The University of Nebraska-Lincoln is leading the planning efforts.



The New Office for Small Business
Steve Heller,
P& L Technology
Ballroom E

This session will review Microsoft's Office 365 offering to small businesses. We will review what Office 365 is and how small businesses are taking advantage of this cloud technology. We will also review how 365 meets compliance needs for regulated industries and the plans that are available.



E-Verify: What does it mean to my business?

Janelle Herres,
USCIS



Mark Nolley
USCIS

No Photo Available

David Sullivan
ICE

Ballroom D

The Department of Homeland Security, United States Citizenship & Immigration Services, has information for Nebraska employers on Employment Eligibility Verification (Form I-9, E-Verify, and Self Check). E-Verify is a web-based service that compares information from an employee's Form I-9 with data from Social Security Administration and U.S Department of Homeland Security records to confirm employment eligibility. Although E-Verify is a voluntary program, certain states have enacted legislation making it mandatory for employers to enroll. Nebraska legislation has enacted the mandatory use of E-Verify for public entities, contractors for public projects, and businesses qualifying for state tax incentive programs. Currently, there is pending legislation for the mandatory use of E-Verify for all employers in Nebraska.



Let's Make a DEAL

Johnny Schruk,
Next Move Marketing

Ballroom B

Are you looking for NO B.S., tangible, walk-away, ready-to-use strategies that are guaranteed to make 2014 YOUR most profitable and stress-free year yet? Then don't miss this JAM packed, enthusiastically intoxicating session driven by one of Nebraska's top entrepreneurs who will share real life experiences, both personal and of businesses he's consulted with that have made it through the most severe economic storms of our time, how they did it, the strategies the work today and where Nebraska businesses are headed in the future. Johnny Schruk is going to challenge all attendee's to a "DEAL", you're certainly not going to want to miss! If you're looking to seriously GROW your business and learn how to "get out of your own way" and start REALLY making progress, then don't miss this session. Also included in this session will be an inside look into how many businesses in Nebraska have failed, the latest Sales & Marketing strategies that the most profitable businesses are using, and MORE...



Business and Community Social Applications

Garry Clark
Cuming County Economic
Development Director

Stage

Do you feel out of the social media loop? Do you have trouble making time for Social Advertising? If your answer is yes, then you need to join us for a very fun and exciting session on social media and application. We will dive into social media applications that can help to make your rural business expand its reach. You will definitely leave this session with at least a few applications that can make your community Involvement better as well as your business promotion!



Entrepreneurial Community Activation Process (E-CAP)

Nancy Eberle,
Phyllis Schoenholz
Diane Vigna
University of Nebraska

Board Room



UNL Extension and collaborating partners are helping to inspire and create conditions in ECAP (Entrepreneurial Community Activation Process) communities, where local citizens are able to be their best in the pursuit of shared goals. Through local engagement, pilot communities have selected one of the "Eight ECAP Characteristics" and are using Action Plans to make positive change. In this workshop become aware of the Eight Entrepreneurial Characteristics and learn more in-depth about how "Sense of Place" is important for community progress. You will put on different hats to experience how communities consider innovative ideas which result in action plans.



Entity Formation

Nema Koohmaraie
Matt Hinrikus
Brett Stohs
University of Nebraska Law Clinic

Meeting Room



This presentation will focus on the different legal entities that a business can form in order to alleviate the personal liability of the individuals that make up the organization and to limit or change their tax liability. The business entities that will be covered include Sole Proprietorships, Partnerships (General and Limited), Corporations (C and S) and Limited Liability Companies. The discussion will also include reasons for businesses to create certain types of entities that will fit their needs.

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E-Mail Marketing for Small Businesses

Not available at this time

Becky Dietenbeck
Performance Tech Solutions

Ballroom E



Influencing Policy from the Ground Up

Join us to learn how to bring the issues you care about to the forefront. We'll be discussing current rural policy issues. Come learn how to advance your views and persuade policymakers, as well as how to work with the media to tell your story.

Traci Bruckner
John Crabtree
Center for Rural Affairs

Ballroom D



The Marketing Makes the Advertising Work (Repeats at 2:45)

Before you design your first brochure, create your first website, write your first ad, make your first Facebook post or send your first tweet, you need to have your fundamental marketing, brand strategy and brand messaging in place. That's what this seminar is about. Discover basic marketing principles that have a bottom-line impact on your business: How to create a distinct identity for your business; how to build value for what you do; how to connect with your customer; and how to build your business without wasting a lot of money. This is a practical, real-world look at ways to improve the effectiveness of and return on your marketing and advertising investment—regardless of which medium you use to tell your story.

Dave Buchholz
David & Associates

Ballroom B



New Markets for New Farmers and Ranchers

Are you interested in selling directly to people who will eat what you grow? Are schools, groceries and restaurants viable markets for your farm? Can you add value to your agricultural crops and livestock to make more money? What resources can help you get started in these new markets? Come learn the ups and downs of alternative markets from a panel of farmers and ranchers

Wyatt Fraas
Virginia Meyer
Center for Rural Affairs

Stage



Using the Cooperative Business Model as an Economic Development Tool in Rural Settings

Most rural areas are faced with the challenges of keeping their communities economically vibrant in the face of declining populations and the loss of essential community businesses. Learn how the cooperative (multi-owner) business model is being utilized in new business startups as well as with community ownership of critical main street businesses in Nebraska. Cooperative ownership of a business may include a few people to well over 100 people or more.

Jim Crandall
University of Nebraska

Board Room

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Increasing the Value of Your Business and Planning a Future Exit

Not available at this time

Odee Ingersoll,
University of Nebraska, Kearney

Meeting Room



Small Business Success Story–
Rustic Treasures

Lukas Rix
Mark Kaniitz

Hear an enlightening story about a creative business plan that turned a dream into reality for an innovative team. We started Rustic Treasures in Wayne, NE two years ago and it was an instant success with the community and being able to cash flow our business within one month. Learn how with very low start up cost you can turn your dreams into reality too!

Ballroom E

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Women Owned Business Success Panel

Rachel Liester
Red Road Herbs Retreat &
Learning Center LLC
Stanton Nebraska

Rachel’s mother-daughter business is unique to this area. It is based on 20 years of studying medicinal plants she has growing wild and cultivated in several display gardens at Red Road Herbs. She started out teaching classes on how to use herbs to small groups, and today, has a full schedule of herbal classes and events including an annual festival in July and nature retreats that draw people from as far away as Virginia and New Mexico. She and her partner daughter have established themselves as an agri-tourism destination in northeast Nebraska.

Rebecka Fleischman
Soup N More
Tekamah and Lyons NE

Rebecka, started dehydrating and making her own soup mixes after getting sick about 7 years ago. Soup N More is a natural food store where you can find many products from soup mixes to mixes for dips, breads and cookies. Growing most of our own vegetables, get most of our fruits locally, stone-grind wheat and flax seed for flour, raise chickens and sheep makes it easy to find a use for their products. Rebecka is also involved in organizing a local CSA (Community Supported Agriculture) as well as hosting a spot at many local farmer’s markets.

Ballroom D



The Marketing Makes the Advertising Work

Dave Buchholz
David & Associates

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Ballroom B

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Nebraska Department of Economic Development Business Assistance Programs

Christina Bartels
Nebraska Department of Economic Development

Nebraska Department of Economic Development Business Assistance Programs This session will include information on the Nebraska Department of Economic Development programs available to assist businesses, including the prototype grant program, the InterNebraska program, and other programs available to promote and support business innovation in Nebraska. The session will also include information on technical assistance (business plan writing, etc.) and other financing mechanisms available from DED's partner organizations.

Stage

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Stronger Communities Together

Carroll Welte,
Marilyn Schlake,
University of Nebraska

Stronger Economies Together Come and hear firsthand how one region in Nebraska will be taking a new approach to economic development in 2014. People passionate about strengthening the regional economy will come to the table to create new strategies based on the region’s comparative advantage. Rather than using assumptions and gut feelings, participants in this session will get a “feel” for using sophisticated data to produce an economic development plan that brings about direct improvements in a regional economy. The approach called Stronger Economies Together is now in place in more than 50 regions in 28 states.

Roger Meeks
USDA Rural Development

Board Room

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Preparing a Successful Family Business Succession Plan

Odee Ingersoll,
University of Nebraska, Kearney

Not available at this time

Meeting Room