

# Conference Agenda

Tuesday, February 11, 2014 | Nielsen Community Center, West Point, Nebraska

7:30 AM-2:00 PM	<i>Conference Registration Open: Nielsen Community Center West Point, NE</i>					
7:30AM-3:00 PM	<i>Resource Zone Exhibitions Open</i>					
8:00 AM-8:15 AM	<i>Welcome Message: Center for Rural Affairs/Mayor of West Point</i>					
8:15 AM-8:40 AM	<i>Opening Keynote Address: "Farm and Rural Policy from the Hill" U.S. Representative Jeff Fortenberry</i>					
Break out Rooms	<b>Ballroom E</b>	<b>Ballroom D</b>	<b>Ballroom B</b>	<b>Stage</b>	<b>Board Room</b>	<b>Meeting Room</b>
8:45 AM-9:45 AM	<i>Is the Cloud Right for You?</i> Steve Heller- P&L Technology	<i>Microtax Credit</i> Steve Drzaic- Nebraska Department of Labor	<i>Affordable Care Act Navigator Assistance</i> Ashley Frevert-NECAP and Jon Bailey- Center for Rural Affairs	<i>How the Farm to School Program Works for Farmers and Schools</i> Wyatt Fraas & Sarah Smith – Center for Rural Affairs	<i>Meeting Technology Needs of Business</i> Charlotte Narjes-UNL, Rebecca Vogt-UNL, & Garry Clark- Cuming County Economic Development	
9:45 AM-10:00 AM	<i>Visit Exhibitors in Resource Zone–Networking–AM Snack</i>					
10:00 AM-11:00 AM	<i>Keynote Message: "Small Business. Lessons Learned." Dave Wimmer</i>					
11:00 AM-11:15 AM	<i>Break for Sessions – Visit Exhibitors in Resource Zone</i>					
11:15 AM– 12:15 PM	<i>The New Office for Small Business</i> Steve Heller- P&L Technology	<i>E-Verify: What Does it Mean for My Business?</i> Janelle Herres- USCIS, Mark Nolley-USCIS, & David Sullivan- ICE	<i>Let's Make a DEAL</i> Johnny Schrunk-Next Move Marketing	<i>Business and Community Social Applications</i> Garry Clark- Cuming County Economic Development	<i>Entrepreneurial Community Activation</i> Phyllis Schoenholz-UNL, Nancy Eberle- UNL & Dr. Diane Vigna-UNL	<i>Entity Formation</i> UNL Law Students & Brett Stohs
12:15 PM-1:30 PM	<i>Lunch and Networking – Visit Resource Zone NetForce Awards</i>					
1:30 PM-2:30 PM	<i>E-mail Marketing for Small Business</i> Becky Dietenbeck- Performance Tech Solutions	<i>Influencing Policy from the Ground Up</i> Traci Bruckner & John Crabtree- Center for Rural Affairs	<i>The Marketing Makes the Advertising Work (Will REPEAT)</i> David Buchholz- David & Associates	<i>New Markets for New Farmers and Ranchers</i> Wyatt Fraas & Virginia Meyer	<i>Using the Cooperative Business Model as an Economic Development Tool in Rural Settings</i> Jim Crandall- UNL NCDC	<i>Increasing the Value of Your Business and Planning a Future</i> Exit Odee Ingersoll- University Of Nebraska, Kearney
2:30 PM-2:45 PM	<i>Visit Exhibitors in Resource Zone – Networking – Afternoon Snack – Prize Give-Aways</i>					
2:45 PM – 3:45 PM	<i>Small Business Success Story- Rustic Treasures,</i> Wayne NE Lukas Rix & Mark Kanitz	<i>Women Owned Small Business Success Panel</i> Rebecka Fleischman-Soup N More & Rachel Liester- Red Road Herbs	<i>The Marketing Makes the Advertising (REPEATED)</i> David Buchholz- David & Associates	<i>Nebraska Department of Economic Development Business Assistance Programs</i> Christina Bartels- Nebraska Department of Economic Development	<i>Stronger Communities Together</i> Carroll Welte-UNL Extension and Roger Meeks, USDA Rural Development	<i>Preparing a Successful Family Business Succession Plan</i> Odee Ingersoll- University Of Nebraska, Kearney
3:45 PM-4:00 PM	<i>Break to Exhibit Hall Network and Have Safe Travels Home</i>					