



2013 Nebraska MarketPlace Conference Agenda

Tuesday, February 12, 2013 | 8:00 AM – 4:30 PM

Nielsen Community Center, 200 Anna Stalp Ave., West Point, Nebraska

Level of sessions: B=Beginners (launching or starting bus.), I=Intermediate (some experience), A=Advanced (beyond experienced w topic)

7:30 AM-2:00 PM	Conference Registration Open: Nielsen Community Center – 200 Ann Stalp Ave., West Point, NE				
7:30AM-3:00 PM	Resource Zone Exhibitions Open – Ballroom CE				
8:00-8:45 AM (Ballroom A)	<p>Emcee, Garry Clark, Executive Director, Cuming Co. Development Corporation</p> <p>Welcome Messages: Mayor Marlene Johnson, City of West Point & Chuck Hassebrook, Center for Rural Affairs</p> <p>Networking Activity – Carroll Welte, UNL Extension</p>				
8:45-9:00AM	Break for Sessions – Visit Exhibitors in Resource Zone – Ballroom CE				
Break out Rooms	Stage	Large Meeting Room	Ballroom D	Ballroom B	Small Meeting Room
9:00 AM-10:15 AM	<p>How to Use Social Media and a Cause to Grow Your Business</p> <p>Dawn Nelson VIP Digital Marketing Moderator: Amy Radding (Level B, I)</p>	<p>Transitioning your Business, Farm or Ranch</p> <p>Virginia Meyer, Center for Rural Affairs & Holly Quinn & Jeff Christensen Northeast Nebraska Economic Development District (Level I-A)</p>	<p>Learn How To Position Yourself as the Leading Authority in Your Niche or Industry</p> <p>Jonny Schrunk, Next Move Marketing (Level B, I, A)</p>	<p>Cooperatives for Rural Business Creation</p> <p>Jim Crandall, UNL Cooperative Development Center, Sharlette Schwenninger & Phyllis Dunlop, Elwood Hometown Cooperative Market & Nancy Eberle, Nebraska Woody Florals (Level B, I)</p>	<p>Bookkeeping Basics</p> <p>Connie Harvey, Efficiency Counts Moderator: Monica Braun (Level B, I)</p>
10:15 -10:45 AM	Visit Exhibitors in Resource Zone - Break for Networking – Ballroom CE				
10:45 AM–12 Noon	<p>How Does Health Care Policy Impact Small Businesses</p> <p>Jon Bailey Center for Rural Affairs Moderator: Virginia Meyer (Level B, I, A)</p>	<p>ePublish Yourself: Marketing Yourself as an Industry Expert</p> <p>Nanette Day Inkwell International (Level B, I)</p>	<p>Moving From Good to Great: Developing Standards of Service</p> <p>Cheryl Burkhart-Kriesel UNL Extension Moderator: Monica Braun (Level B, I, A)</p>	<p>Expanding your Business Financing Options</p> <p>Glennis McClure, Nebraska Enterprise Fund, Barbara Foster Small Business Administration Jeremy Cleveland, Citizen's State Bank Moderator: Jaspersen (Level B, I, A)</p>	<p>Patents, Copyrights, Trade Marks & Trade Secrets</p> <p>Tyson Benson Advent IP (Level B)</p>
12 Noon-1:00 PM (Ballroom A)	<p>Networking Luncheon, Sponsor Recognition and Inspirational Message</p> <p>"Creative Confidence: Leading Yourself & Your Business," Dr. Connie Reimers-Hild</p> <p>University of Nebraska Lincoln Kimmel Education Research Center & AskDrConnie.com</p>				
1:00 -1:15 PM	Break to Sessions				
1:15-2:30 PM	<p>Communication and Collaboration in the Cloud using Microsoft Office 365</p> <p>Andrew Embury, P&L Technology, Inc. Level (B, I)</p>	<p>Understanding Your Financials</p> <p>Glennis McClure Nebraska Enterprise Fund Moderator: Monica Braun (Level B, I)</p>	<p>State Policy: What's On The Horizon and How It Might Affect Your Business</p> <p>Traci Bruckner, Jon Bailey & Virginia Meyer Center for Rural Affairs Level (B-I-A)</p>	<p>The Visual Vision: Grow Your Bottom Line & Your Life</p> <p>Connie Reimers-Hild UNL-Kimmel Ed. & Res. Cntr. & AskDr.Connied.com (Level B-I)</p>	<p>What You Need to Know About Contracting and Sub-Contracting-pending</p> <p>Baird Holm & Tyson Benson, Advent IP (Level B, I, A)</p>
2:30-3:00 PM	Visit Exhibitors in Resource Zone – Networking – Afternoon Snack – Prize Give-Aways – Ballroom CE				
3:00–3:45 PM (Ballroom A)	Peer to Peer Conversation Café Marketing & Communications	Peer to Peer Conversation Café Policy & Regulations	Peer to Peer Conversation Café Financing & Investing		
3:45-4:30 PM (Ballroom A)	<p>NetForce - Presentation of Entrepreneurship Awards</p> <p>Keynote: "Relationship Marketing - The REAL Marketing Mindset", Johnny Schrunk, Next Move Marketing</p> <p>Announcements, Final Door Prize Give-Aways</p>				



CENTER for RURAL AFFAIRS
Lyons, NE 68035 Population 963



CITIZENS STATE BANK

NEBRASKA
possibilities...endless™
Department of Economic Development

