

**2011 MarketPlace: Opening Doors to Success
Pre Conference Agenda at a Glance -Tuesday, Feb. 22, 2011**

Registration Area Opens - Noon - 7:00pm

Session Time	Session Code	Tracks	Session Title	Speakers	Room
1:00pm - 4:30pm	Pre Con 1	Business Development	Negotiating for Success (3 hr.)	Alan Ovson	Paradise 4
	Pre Con 2-1	Marketing	Strategic Marketing the Whole Package (1.5)	Cinda Orr, Callie Erickson & Kelly Sladek	Paradise 3
	Pre Con 2-2	Marketing	20 Killer Marketing Ideas (1.5)	Dave Bucholz	Paradise 3
	Pre Con 3-1	Financial	Growth Strategies (1.5 Hrs.)	Dennis O'Connel	Hibiscus
	Pre Con 3-2	Financial	How to Retire From Your Business (1.5 hrs.)	Mike Arehart & Anne Burnett	Hibiscus
	Pre Con 4-1	Agriculture	Agri-Eco Tourism-What's It All About (1.5)	Karen Kollars & Tom Tabor	Paradise 1 ABC
	Pre Con 4-2	Agriculture	Sustainable Ag (1.5)	Kevin Fulton	Paradise 1 ABC
	Pre Con 5	Business Development	We're From the State (3)	Margaret Sherard, Star Lehl & Karen Kollars	Jasmine
	Pre Con 6	Youth	Your Reputation Starts Yesterday (3)	Bridget Lynch	Palm / Lotus
	Pre Con 7-1	Technology 1	Control Technology Costs with Care (1.5)	Chris Braun	Paradise 2
	Pre Con 7-2	Technology 1	Creating a Social Media Strategy (1.5)	Connie Hancock, Jay Jenkins & Jenny Nixon	Paradise 2
	Pre Con 8-1	Policy	2012 Farm Bill Roundtable Discussion (1.5)	Traci Bruckner & Chuck Hassebrook	Board Room
	Pre Con 8-2	Policy	Putting Rural Policy to Work for your Community & Business (1.5)	Brian Depew & Steph Larsen	Board Room
	Pre Con 9-1	Community Development	Business Coaching & Youth Engagement (1.5)	Don Macke & Craig Schroeder	Persimmon
	Pre Con 9-2	Community Development	Keys to Attracting Entrepreneurial Youth (1.5)	Craig Schroeder	Persimmon
	Pre Con 10-1	Technology 1	REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing! (1:00pm - 2:30pm)	Paige Cahill	Bourbon Street Bistro
	Pre Con 10-2	Innovation	Nebraska Education Footprints: From Alfalfa Center Country School to Kearney High School to the University of Nebraska (1.5 Hrs. - from 3:00pm - 4:30pm)	Ann Fruhling	Bourbon Street Bistro
Exhibit Area - 6:30pm -8:00pm					
Keynote - Alan Ovson - How to Love your Life in the 21st Century - 5:30pm - 6:30pm - Paradise Ballroom					
Positively Nebraska Reception - 6:30pm - 8:00pm ----- Resource Zone					

