

2011 MarketPlace: Opening Doors to Success

Agenda at a Glance - Wed., Feb. 23, 2011

Exhibit Area Opens 7:30am					
8:30am - 9:30am		Welcome- Good Morning MarketPlace			Paradise Ballroom
BREAK - 9:30am - 9:45am (Visit Exhibitors) - Refreshments					
Session Time	Session Code	Tracks	Session Title	Speakers	Room
9:45am - 10:45am	A1-1	Business Development	Practice of Business Coaching	Don Macke	Paradise 3
	A1-2	Marketing	Expand Your Marketing to the World	Scott Knapp	Paradise 4
	A1-3	Financial	Financial Statements Made Easy	Elton Tophoj	Hibiscus
	A1-4	Agriculture	Agritourism Your Next Cash Crop	Jan Jantzen	Paradise 1 ABC
	A1-5	Business Development	Should I Start a Food Related Business	Jill Gifford & Kim Peterson	Jasmine
	A1-6	Youth	Community Kidz Biz	Janita Pavelka	Palm / Lotus
	A1-7	Innovation	How Rural Nebraska Competes for High Tech Jobs	Paul Eurek	Paradise 2
	A1-8	Innovation	Organize According to Your Personality	Sheri Lukaszewicz	Persimmon
	A1-9	Community Development	Community Connections for Youth & Adults	Diane Vigna & Nancy Eberle	Board Room
BREAK - 10:45am - 11:00am (Visit Exhibitors)					
11:00am - Noon	A2-10	Business Development	Our Own Backyard: Finding/Building Support	Marcia White & Doug Friedli	Paradise 3
	A2-11	Marketing	Agritourism the Power of Packaging	Jan Jantzen	Paradise 4
	A2-12	Financial	Loans & Grants... Truth & Myth	Leon Milobar & Kelly Messenger	Hibiscus
	A2-13	Agriculture	Benefits of Soy Bio-based Products	Randy Hilliard	Paradise 1 ABC
	A2-14	Business Development	Local Foods Entrepreneurs	George Johnson, Brett Nunnenkamp & Amy Hilske	Jasmine
	A2-15	Youth	Implement a Social Media Plan Today	Steve Maly	Palm / Lotus
	A2-16	Innovation	Modeling and Simulation: The Next Frontier in Science and Technology	Dr. Mike McGinnis	Paradise 2
	A2-17	Policy	State Rural Development Policy	Traci Bruckner & Al Guenther	Board Room
	A2-18	Community Development	How I Learned to Love My Life in the 21st Century	Alan Ovson	Persimmon
BREAK - Noon - 12:30 (Networking & Visit Exhibitors)					
Lunch - 12:30 - 1:30 - Chuck Hassebrook, Center for Rural Affairs and Sponsorship Recognition with Lunch Featuring Nebraska Grown Foods					
Break - 1:30 - 2:00 Visit booths					
2:00pm - 3:00pm	P1-19	Business Development	Energy Savings Panel	Kim Hinrichs, David Green & Maxine Lillis	Paradise 3
	P1-20	Marketing	Appreciation Marketing/One Minute	Paul Stec	Paradise 4
	P1-21	Financial	Small Business Survival Skills	Jeff Reynolds	Hibiscus
	P1-22	Agriculture	Grazing Business Basics	Kevin Fulton & Jim Knopik	Paradise 1 ABC
	P1-23	Community Development	Rural Community Career Development	Krystle Friesen, Debby Feller & Ann Burge	Persimmon
	P1-24	Youth	Entrepreneurship Basics: Where Do I Start?	Elton Tophoj	Palm / Lotus
	P1-25	Technology 1	Maximizing Your Workforce through Telecommuting	Nanette Day	Paradise 2
	P1-26	Innovation	Innovation & BioBased Industry	Yiqi Yang	Jasmine
	P1-27	Policy	Health Care Reform: What Does It Mean for Your Business & Family	Virginia Wolking	Board Room
P1-28	Innovation	Going Green Technology	Microsoft	Bourbon Street Bistro	
BREAK - 3:00pm - 3:30pm (Visit Exhibitors) - Refreshments					
3:30pm - 4:30pm	P2-29	Business Development	Your Companies Roadmap to Success	Boyd Ober	Paradise 3
	P2-30	Marketing	Personal Brand Mini Camp	Dan Parsons	Paradise 4
	P2-31	Financial	Micro Finance Options	Glennis McClure, Caleb Pollard & Gene Rahn	Hibiscus
	P2-32	Agriculture	Sell Your Farm Products Locally	Robert Bernt & Kathy Timperley	Board Room
	P2-33	Agriculture	Finding & Developing Your Own Niche In The Family Farm	Doug Ferguson	Paradise 1 ABC
	P2-34	Innovation	Practical Computer Security	Bryan Kuntz	Palm / Lotus
	P2-35	Technology 1	Practical Computer Security	Scott Isaacson	Paradise 2
	P2-36	Community Development	"Failure" All Right Begin Here!	Bridget Lynch	Persimmon
	P2-37	Marketing	How the New Google Algorithm Affects You	Chris Braun	Jasmine
	P2-38	Innovation	REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing!	Paige Cahill	Bourbon Street Bistro
BREAK - 4:30pm - 4:45pm					
Final Wrap up - 4:45pm - 5:00pm - Stay Around - There's an Exciting END to Round out the DAY! DRIVE SAFE!					