

# Center for Rural Affairs

February 22 & 23, 2011  
Ramada Inn Convention Center  
Kearney, Nebraska

► Presents

## 2011 MarketPlace: Opening Doors TO Success

Choose the way you learn best! Check out the targeted breakout sessions, learn from other top business owners and service providers and GROW your business!

Help Us Countdown to  
our 5th Anniversary  
Celebration!



### 2011 Sponsors

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Proforma Identity Marketing  
Nebraska SARE



USDA Rural Development has provided funding for the 2010 MarketPlace that will focus on Innovation creating an atmosphere of new opportunities and possibilities for development of innovative new small rural businesses.

*This institution is an Equal Opportunity Provider and Employer*

### Why Come?

- Access to 51 conference and preconference breakout sessions
- Headliner session with expert presenter
- Enhanced networking opportunities
- New ideas to grow your business and community
- Shop at the MarketPlace Store featuring Nebraska Products

### Who Should Attend?

- Potential Entrepreneurs
- Existing Entrepreneurs
- Farmers & Ranchers
- Community & Economic Developers
- Teachers & Professors
- Youth (High School & College)

### Learning Tracks

- Marketing**—Unique approaches to prosper through innovative marketing  
**Agriculture**—Exceptional opportunities available as an agricultural business  
**Financing**—Educational tools to increase knowledge  
**Community Development**—Innovative offerings to entrepreneurial approaches  
**Technology**—Extraordinary ways to increase business using technology  
**Business Development**—Build business expertise and expand your business skills  
**Youth**—Interactive, fun ways to engage and build your entrepreneurial skills  
**Policy**—Learn about state and federal policies that affect small businesses  
**Innovation**—Experience innovative ways to enhance your business

### Featured Speaker: Alan Ovson

Alan Ovson is a successful speaker who uses his extensive background as a professional actor, education administrator, and business consultant to make positive and purposeful change in people and organizations. With over 20 years experience as a business consultant, Alan has solved many organizational problems, worked with many types of people and is sought to speak in the field of communication, negotiation, and change. He has learned that most problems that stall negotiations, zap motivation, destroy teamwork and decrease productivity have to do with ineffective interpersonal communication. Alan will use his professional acting background and humor today to open us up to new ideas while giving us tools and step-by-step strategies to communicate and negotiate more effectively.



### Schedule of Events

#### Tuesday, February 22, 2011

Registration Opens.....Noon-7:00 p.m.

Preconference Sessions.....1:00 p.m. -4:30 p.m.

- Negotiating for Success
- Strategic Marketing the Whole Package
- 20 Killer Marketing Ideas
- Growth Strategies
- How to Retire from Your Business
- Agri-Eco Tourism—What's It All About
- Sustainable Ag
- We're From the State
- Your Reputation Starts Yesterday
- Control Technology Costs with Care
- Creating Social Media Strategy
- 2012 Farm Bill Roundtable Discussion
- Putting Rural Policy to Work for Your Community & Business
- Business Coaching & Youth Engagement
- Keys to Attracting Entrepreneurial Youth

5:30-6:30 Keynote Speaker.....Alan Ovson

6:30-8:00 Positively Nebraska Reception .....featuring local foods

### Schedule of Events

#### Wednesday, February 23, 2011

Wednesday, February 23, 2011

Registration opens at 7:30 a.m.

8:30 a.m. Welcome.....Good Morning MarketPlace!

Sessions.....9:45 a.m-10:45a.m.

- Practice of Business Coaching
- Expand Your Marketing to the World
- Financial Statements Made Easy
- Agri-tourism: Your Next Cash Crop
- Should I Start a Food Related Business
- Community Kidz Biz
- Organize According to Your Personality
- Community Connections for Youth & Adults

Sessions.....11:00 a.m.- noon

- Our Own Backyard: Finding/Building Support
- Agri-tourism the Power of Packaging
- Loans & Grants...Truth & Myth
- Benefits of Soy Bio-based Products
- Local Foods Entrepreneurs
- Implement a Social Media Plan Today
- Simulation Technology
- State Rural Development Policy
- How I Learned to Love My Life in the 21st Century

General session & Lunch.....12:30 p.m.-1:30 p.m.

Sessions.....2:00 p.m.-3:00 p.m.

- Energy Savings Panel
- Appreciation Marketing/One Minute
- Small Business Survival Skills
- Grazing Business Basics
- Rural Community Career Development
- Entrepreneurship Basics: Where Do I Start?
- Maximizing Your Workforce through Telecommuting
- Innovation & BioBased Industry
- Health Care Reform: What Does It Mean for Your Business

Sessions.....3:30 p.m.-4:30 p.m.

- Your Companies Roadmap to Success
- Personal Brand Mini Camp
- Micro Finance Options
- Sell Your Farm Products Locally
- Finding & Developing Your Own Niche In the Family Farm
- IT Innovation—Peter Kiewit Institute
- Practical Computer Security
- "Failure" All Right Begin Here!
- How the New Google Algorithm Affects You

**Additional Fee—See Registration form for Pre-conference Workshops**

*Disclaimer: Sessions are subject to change without notice*

**Stay at the Ramada Convention Center!**

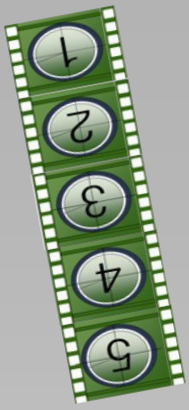
Contact the Convention Center at 308-237-3141 or 800-652-1909 to book you room. Mention MarketPlace 2011 to qualify for discounted rate of \$70 (for up to 4 people in the room).



# CONFERENCE REGISTRATION FORM

Use this form for CONFERENCE REGISTRATION only. If registering for Exhibit Space (or now called the Resource Zone) go to [www.cfra.org/marketplace/home](http://www.cfra.org/marketplace/home) Registrations will be processed only if all requested information is provided and accompanied by full payment.

REGISTRANT INFORMATION	REGISTRANT OPTIONS
Last Name: _____ First Name: _____ Business: _____ Address: _____ City: _____ ST: _____ Zip: _____ Phone: _____ E-Mail: _____ Web Site: _____ <input type="checkbox"/> Yes <input type="checkbox"/> No Please include my information in this year's binder <input type="checkbox"/> Yes <input type="checkbox"/> No Please check if you have any special needs (physical, dietary, etc.): _____	<p><u>Pre Conference (Tues., Feb. 22, 2011) Registration Fee includes Positively Nebraska Reception and Keynote:</u></p> <input type="checkbox"/> Early Bird Registration (By February 11, 2011).....\$ 25 <input type="checkbox"/> Regular Registration (By February 18, 2011).....\$ 40 <input type="checkbox"/> Late Registration (After February 18, 2011).....\$ 60
<p style="background-color: #4F81BD; color: white; text-align: center; padding: 2px;"><b>Optional: INFORMATION FOR GOVERNMENT MONITORING PURPOSES</b></p> <p>The following information is requested by the Federal Government, in order to monitor the Grantee's compliance with equal credit opportunity and nondiscrimination requirements. You are not required to furnish this information, but are encouraged to do so. The law provides that a Grantee may neither discriminate on the basis of this information, or on whether you choose to furnish it. However, if you choose not to furnish it, under Federal regulations this Grantee is required to note race and sex on the basis of visual observation or surname. If you do not wish to furnish the information, please check the box: <input type="checkbox"/></p> <p>Sex: <input type="checkbox"/> Male <input type="checkbox"/> Female            Ethnicity: <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Non-Hispanic/Latino  <u>Race/National Origin (Select one or more):</u></p> <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian or other Pacific Islander	<p><u>Positively Nebraska Reception &amp; Keynote Only (Tues., Feb. 22, 2011) Registration Fee:</u></p> <input type="checkbox"/> Early Bird Registration (By February 11, 2011).....\$ 15 <input type="checkbox"/> Regular Registration (By February 18, 2011).....\$ 30 <input type="checkbox"/> Late Registration (After February 18, 2011).....\$ 50
	<p><u>Conference (Wed., Feb. 23, 2011) Registration Fee:</u></p> <input type="checkbox"/> Early Bird Registration (By February 11, 2011).....\$ 35 <input type="checkbox"/> Regular Registration (By February 18, 2011).....\$ 60 <input type="checkbox"/> Late Registration (After February 18, 2011).....\$ 90
	<p><u>Student/Teacher Conference (Wed., Feb. 23, 2011) Registration Fee:</u></p> <input type="checkbox"/> Early Bird Registration (By February 11, 2011).....\$ 25 <input type="checkbox"/> Regular Registration (By February 18, 2011).....\$ 50 <input type="checkbox"/> Late Registration (After February 18, 2011).....\$ 80 Are you: <input type="checkbox"/> High School <input type="checkbox"/> College <input type="checkbox"/> Student <input type="checkbox"/> Teacher
	<p><b>TOTAL</b> \$ _____  <i>Note: Walk-in's are not guaranteed admission (based on available space)</i></p>
	<b>PAYMENT OPTIONS</b>
	<input type="checkbox"/> Check (Please make checks payable to: UNL) <input type="checkbox"/> Discover <input type="checkbox"/> Visa <input type="checkbox"/> Master Card
	Cardholder Name: _____ Card Number: _____ Exp. Date: _____ Signature: _____
	<b>QUESTIONS???</b>
	<p><b>Conference Questions Contact:</b>            Joy Marshall            402-614-5558            joym@cfra.org</p> <p><b>Registration Questions Contact:</b>            Audrey George            800-328-2851 / 402-472-1772  <a href="mailto:cari@unlnotes.unl.edu">cari@unlnotes.unl.edu</a></p> <p><b>ONLINE:</b> <a href="http://www.cfra.org/marketplace/registration">http://www.cfra.org/marketplace/registration</a>  <b>FAX:</b> (402) 472-0688  <b>MAIL TO:</b>            UNL CARI Registration Services            Attn: Audrey            103H Miller Hall            Lincoln, NE 68583-0711</p>
<b>REGISTRANT PROFILE</b>	
If you are a <u>business owner</u> , please complete the following information: How long have you been in business? _____ What is the status of your business? <input type="checkbox"/> Full time <input type="checkbox"/> Part-Time <input type="checkbox"/> Seasonal How many employees do you have? _____ Full Time _____ Part-Time _____ Seasonal Have you completed a business plan your business? <input type="checkbox"/> Yes <input type="checkbox"/> No	



CENTER for RURAL AFFAIRS



Don't Delay!  
Register today to confirm  
your place!

Center for Rural Affairs  
MarketPlace Conference  
Attn: Joy Marshall  
PO Box 136  
Lyons, NE 68038-0136



Presented by the CENTER for RURAL AFFAIRS

- Learn New Skills
- Network with Service Providers and other Entrepreneurs
- Discover what Works for Your Small Business and Community!

Time Sensitive  
Materials Enclosed!  
REGISTER TODAY!

For more information go to:

<http://www.cfra.org/marketplace/home>

Find us on:   