

MarketPlace

Opening Doors to Success

Top 5 Reasons to attend MarketPlace

1. Phenomenal Networking Opportunities.
2. Learning sessions that will change the way you do business.
3. Chance to implement tools and resources before you leave the conference.
4. Innovative technology that will help you work smarter instead of harder.
5. Did we mention door prizes?

What Resolution Do You Need to Keep this Year?

Attending MarketPlace: Opening Doors to Success Conference in Kearney, NE on February 22nd & 23rd of course!

2011 is the year to make changes. Whether it be to grow your business, start a business or maybe transition out of your business then MarketPlace is where you need to be. This year, the

event is once again bringing exceptional presenters, resource providers, networking opportunities and so much more. These tools, resources and expertise are all under one roof at the same time.

All we need now is YOU! Don't wait to register! Take advantage of the early bird rate. Go to: www.cfra.org/marketplace/home



UNK Embraces the Entrepreneurial Spirit through their generous support and sponsorship with MarketPlace: Opening Doors to Success Conference.

The University of Nebraska at Kearney Center for Rural Research and Development is happy to be a sponsor for the Nebraska MarketPlace conference. Shawn Kaskie stated,

“We see it as an excellent venue for rural entrepreneurs to network with each other and other resource providers. The long list of topics ensures quality learning opportunities for nearly all participants.”

UNK's College of Business and Technology and the Center for Rural Research and Development provide several educational and business outreach services to Nebraska Entrepreneurs and compa-

nies every year. Please come visit our booth to learn about their “state of the art” customized market research services and focus group facility.

*We don't know
who we are until
we see what we
can do.*

~Martha Grimes

This institution and its many partners are Equal Opportunity Providers & Employers.

USDA Rural Development has provided funding for the 2011 MarketPlace that will focus on Innovation, creating an atmosphere of new opportunities and possibilities for development of innovative new small rural businesses.



Committed to the future of rural communities.

Nebraska Enterprise Fund Sponsoring MarketPlace

Nebraska Enterprise Fund is a Certified Community Development Financial Institution that provides capital to programs and provides gap financing to businesses in participation with other lenders. NEF's mission is to make sure that Nebraska micro and small businesses have access to capital, training and technical assistance.

NEF facilitates working groups with business program practitioners and other partners to design innovative solutions that build the capacity and scale of services in Nebraska. NEF fosters communication and coordination among these local non-profit and public programs to build a coordinated and permanent statewide infrastructure. Nebraska's microenterprise development system is a nationally recognized model.

Nebraska Enterprise Funds also promote research which aids programs' capacity to serve start-up and micro businesses and enhances public understanding of the role and needs of microenterprise. The Fund gathers data from grantees on a quarterly basis and provides a yearly report to the Legislature on activities.

Nebraska Enterprise Fund continues to assist in the design of new approaches for micro lending programs which will serve previously under-served regions or constituencies in Nebraska. NEF designs innovative solutions/programs to build the capacity and scale of micro services in Nebraska. The Microenterprise Information Referral System, which helps link micro programs with banks, is an example of this work.

Don't miss your opportunity to network with representatives from NEF at the 2011 MarketPlace: Opening Doors to Success Conference. Learn how they could become your partner in the success of your business.



**NEBRASKA
ENTERPRISE FUND**

Connecting Businesses to Resources

*If we did all
the things we
are capable of
doing, we
would literally
astound
ourselves.*

*~Thomas Alva
Edison*

How to Love Your Life in the 21st Century

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 prob-



lems, 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.

[Central Community College](#) has generously provided a sponsorship for Mr. Ovson to join us at this year's MarketPlace Conference. They recognize the value of strong communication and negotiation skills in small business development and wanted to make sure Mr. Ovson's expertise was available to the MarketPlace attendees.

A Few Ideas to Get the Most Out of Your MarketPlace Experience

- Networking is possibly the most valuable action you can do while at MarketPlace. The person next to you might be the person who helps you take that next step in growing your business. Say hello...see where it goes.
- There are a lot of resources here. Pick out educational sessions that will help you think outside the box.
- There are no stupid questions! You have hundreds of like minded people at your disposal. Share what is on your mind. Do some brainstorming with exhibitors in the Resource Zone or with fellow attendees and schedule or plan your next steps before you leave the conference.

Youth Involvement in MarketPlace

By Lyons-Decatur Northeast Students

Last year, a group of 17 students and two teachers from Lyons-Decatur Northeast High School participated in the MarketPlace Conference. Kevin Anderson, Agricultural Education Instructor, says “MarketPlace offers students knowledge and connections now and in the future. We had one student offered entry into a direct marketing opportunity for his poultry, and another an offer for an internship the summer after his college freshman year.” These students came back with ideas for loans, grants, start ups, and community development. One student has started the process of utilizing low interest loans from the USDA to begin an operation. Many others have seen the potential in their future on how to accomplish business ownership, marketing, and technology in a practical application. Students who attended last year had these things to say:

“MarketPlace will open new doors and opportunities that I may never find anywhere else. I will need to know how to do all of this with the rapidly changing ideas of agriculture and technology, and the best way to retire businesses without losing money.”

“It is a real world situation, not specially for students, to learn and meet people.”

“The atmosphere of it all was just amazing. I liked the way we were forced to go out of our bubbles and introduce ourselves to random strangers. You get the opportunity to establish relationships with many business owners and organizers.”

“I found businesses and business opportunities I never knew existed.”

“I realized there was nothing miraculous about these people, meaning that I could grow and start my own business and use the things I have learned now to do well.”

“It isn’t all about owning a business. I can learn so much about connecting with others to go places in life. Networking is a useful tool.”

Last year’s attendees returned with excitement and knowledge that has carried over to this year and another group excited for the opportunities. MarketPlace offers opportunities to students that they can not get anywhere else.

State Farm an Inspiring Story

State Farm is most well known for being a “good neighbor” by “being there” for their customers. Did you know it was founded in 1922 by retired farmer and insurance salesman George Jacob “G.J.” Mecherle? State Farm now insures more cars and homes than any other insurer in the U.S., and is one of the leading insurers in Canada. A mutual company owned by its policyholders, State Farm is currently ranked number 34 on the Fortune 500 list of largest companies. It’s inspiring to see how a small business can grow with a forward thinking ideas, quality customer service and drive.

Mecherle’s original vision for State Farm was simple: “operate fairly and do the right thing for our customers.” While his vision still guides State Farm today, their continued mission is to be the **first** and **best** choice in the products and services they provide. We are pleased that State Farm is once again a sponsor for MarketPlace: Opening Doors to Success. Stop by for a visit while you’re at the Resource Zone.



*We write our
own destiny.
We become
what we do.*

*~Madame Chiang
Kai-Shek*

What’s Happening at the Preconference?

Don’t miss out on our preconference this year.

- RZ Bounce
- 17 Breakout Sessions
- Keynote Presentation
- Positively Nebraska Reception
- Resource Zone
- Networking

For more information go to:

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

Find us on:   

A Special Thank You

Our sponsors are incredible! Their generosity has surpassed our expectations and we appreciate their on-going support of MarketPlace and recognizing the value this conference brings to our attendees and our state.

We would also like to extend a special thank you to our advisory committee. They have volunteered their time, expertise and resources to help create an event that encompasses so many valuable opportunities for small business owners, potential entrepreneurs, service providers and many more. This conference has assisted in bettering economic development across the state of Nebraska. Through the collaboration of our advisory committee we have developed a resource that continues to provide useful knowledge and tools, build strong networks, business to business connections and provide an open door to service providers across the state. We are fortunate to have such a forward thinking group of experts to work with. Thank you for all of your efforts and continued support with MarketPlace.

MarketPlace Advisory Committee

- *Paul Bartlett, [USDA Rural Development](#)*
- *Dena Beck, [Center for Rural Affairs](#)*
- *Marion Beethe, [Nebraska Department of Agriculture](#)*
- *Kathy Bourque, [The UPS Store](#)*
- *Monica Braun, [Center for Rural Affairs](#)*
- *Bob Broweleit, [Sandhills RC&D](#)*
- *Leslie Carlholm, [City of Imperial](#)*
- *Gregg Christensen, [Nebraska Department of Education](#)*
- *Kayla Churchill, [University of Nebraska Rural Initiative](#)*
- *Jim Crandall, [Center for Applied Rural Innovation](#)*
- *Nancy Eberle, [University of Nebraska Extension](#)*
- *Sarah Focke, [Kearney Convention & Visitor's Bureau](#)*
- *Lee Franklin, [Franklin Ranch, LLC](#)*
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