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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	Moderator	Room
1:00pm - 4:30pm	PC-1	Business Development	Negotiating for Success	Alan Ovson	Cassie Smith	Paradise 4
	PC-2	Business Development	We're From the State	Margaret Sherard, Star Lehl & Karen Kollars	Monica Braun	Jasmine
	PC-3	Youth	Your Reputation Starts Yesterday	Bridget Lynch	Janita Pavelka	Palm / Lotus
1:00pm-2:30pm (1.5 hrs)	PC-4	Marketing	Strategic Marketing the Whole Package	Cinda Orr, Callie Erickson & Kelly Sladek	Doc Franklin	Paradise 3
	PC-5	Financial	Growth Strategies	Dennis O'Connell	Leslie Carlholm	Hibiscus
	PC-6	Agriculture	Agri-Eco Tourism-What's It All About	Karen Kollars & Tom Tabor	Kelley Messenger	Paradise 1 ABC
	PC-7	Technology	Control Technology Costs with Care	Chris Braun	Andrea McClintic	Paradise 2
	PC-8	Policy	2012 Farm Bill Roundtable Discussion	Traci Bruckner & Chuck Hassebrook	Brian Depew	Board Room
	PC-9	Community Development	Business Coaching & Youth Engagement	Don Macke & Craig Schroeder	Paul Bartlett	Persimmon
	PC-10	Technology	REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing!	Paige Cahill	Rich Howdle	Bourbon Street Bistro
3:00pm - 4:30pm (1.5 hrs)	PC-11	Marketing	20 Killer Marketing Ideas	Dave Bucholz	Marian Beethe	Paradise 3
	PC-12	Financial	How to Retire From Your Business	Mike Arehart & Anne Burnett	Leslie Carlholm	Hibiscus
	PC-13	Agriculture	Sustainable Ag	Kevin Fulton	Martin Kleinschmit	Paradise 1 ABC
	PC-14	Technology	Creating a Social Media Strategy	Connie Hancock, Jay Jenkins & Jenny Nixon	Kathy Bourque	Paradise 2
	PC-15	Policy	Putting Rural Policy to Work for your Community & Business	Brian Depew & Steph Larsen	Traci Bruckner	Board Room
	PC-16	Community Development	Keys to Attracting Entrepreneurial Youth	Craig Schroeder	Paul Bartlett	Persimmon
	PC-17	Innovation	Nebraska Education Footprints: From Alfalfa Center Country School to Kearney High School to the University of Nebraska	Ann Fruhling	Kathie Starkweather	Bourbon Street Bistro

Break - 4:30pm - 5:30pm

Keynote - Alan Ovson - Change Your Mind - Change Your Life - 5:30pm - 6:30pm - Paradise Ballroom

Exhibit Area Open - 6:30pm - 8:00pm

Positively Nebraska Reception - 6:30pm - 8:00pm ----- Resource Zone

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	Moderator	Room
9:45am - 10:45am	A1-1	Business Development	Practice of Business Coaching	Don Macke	Doc Franklin	Paradise 3
	A1-2	Marketing	Expand Your Marketing to the World	Scott Knapp	Janelle Moran	Paradise 4
	A1-3	Financial	Financial Statements Made Easy	Elton Tophoj	Gene Rahn	Hibiscus
	A1-4	Agriculture	Agritourism: Your Next Cash Crop	Jan Jantzen	Marian Beethe	Paradise 1 ABC
	A1-5	Business Development	Should I Start a Food Related Business?	Jill Gifford & Kim Peterson	Paul Bartlett	Jasmine
	A1-6	Youth	Community Kidz Biz	Janita Pavelka	Marilyn Schlake	Palm / Lotus
	A1-7	Innovation	How Rural Nebraska Competes for High Tech Jobs	Paul Eurek	Monica Braun	Paradise 2
	A1-8	Innovation	Organize According to Your Personality	Sheri Lukasiewicz	Kathy Bourque	Persimmon
	A1-9	Community Development	Community Connections for Youth & Adults	Diane Vigna & Nancy Eberle	Jim Crandall	Board Room
BREAK - 10:45am -11:00am (Visit Exhibitors)						
11:00am - Noon	A2-10	Business Development	Our Own Backyards: Finding and Building Local Support for Community and Economic Development	Marcia White & Doug Friedli	Katrina Frey	Paradise 3
	A2-11	Marketing	Agritourism: The Power of Packaging	Jan Jantzen	Nancy Flock	Paradise 4
	A2-12	Financial	Loans & Grants...Truths & Myths	Leon Milobar & Kelly Messenger	Dena Beck	Hibiscus
	A2-13	Agriculture	Benefits of Soy Bio-based Products	Randy Hilliard	Travis Wenzel	Paradise 1 ABC
	A2-14	Business Development	Local Foods Entrepreneurs	George Johnson, Brett Nunnenkamp & Amy Hilske	Paul Bartlett	Jasmine
	A2-15	Youth	Implement a Social Media Plan Today	Steve Maly	Kayla Schnuelle	Palm / Lotus
	A2-16	Innovation	Modeling and Simulation: The Next Frontier in Science and Technology	Mike McGinnis	Kathie Starkweather	Paradise 2
	A2-17	Policy	State Rural Development Policy	Traci Bruckner & Al Guenther	Leslie Carlholm	Board Room
	A2-18	Community Development	Change Your Mind - Change Your Life	Alan Ovson	Cassie Smith	Persimmon
	A2-19	Innovation	REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing!	Paige Cahill	Starr Lehl	Bourbon Street Bistro
BREAK - Noon - 12:30 (Networking & Visit Exhibitors)						
Lunch - 12:30 - 1:30 - Good Afternoon MarketPlace						
Break - 1:30 - 2:00 Visit booths						
2:00pm - 3:00pm	P1-20	Business Development	Energy Savings Panel	Kim Hinrichs, David Green & Maxine Lillis	Kelley Messenger	Paradise 3
	P1-21	Marketing	Appreciation Marketing/One Minute	Paul Stec	Monica Braun	Paradise 4
	P1-22	Financial	Small Business Survival Skills 101	Jeff Reynolds	Doc Franklin	Hibiscus
	P1-23	Agriculture	Grazing Business Basics	Kevin Fulton & Jim Knopik	Travis Wenzel	Paradise 1 ABC
	P1-24	Community Development	Rural Community Career Development	Krystle Friesen, Debby Feller & Ann Burge	Dena Beck	Persimmon
	P1-25	Youth	Entrepreneurship Basics: Where Do I Start?	Elton Tophoj	Janita Pavelka	Palm / Lotus
	P1-26	Technology	Maximizing Your Workforce through Telecommuting	Nanette Day	Janelle Moran	Paradise 2
	P1-27	Innovation	Innovation & BioBased Industry	Yiqi Yang	Jim Crandall	Jasmine
	P1-28	Policy	Health Care Reform: What Does It Mean for Your Business & Family	Virginia Wolking	Nancy Eberle	Board Room
	P1-29	Innovation	Work Smarter, Not Harder: Tips and Tricks with Windows 7 and Office 2010	Jeff Hasenauer	Kim Peterson	Bourbon Street Bistro
BREAK - 3:00pm - 3:30pm (Visit Exhibitors) -Refreshments						
3:30pm - 4:30pm	P2-30	Business Development	Your Companies Roadmap to Success	Boyd Ober	Jake Messersmith	Paradise 3
	P2-31	Marketing	Personal Brand Mini Camp	Dan Parsons	Nancy Flock	Paradise 4
	P2-32	Financial	Micro Finance Options - Collaborative Packaging	Glennis McClure, Caleb Pollard & Gene Rahn	Kelley Messenger	Hibiscus
	P2-33	Agriculture	Sell Your Farm Products Locally	Robert Bernt & Kathy Timperley	Wyatt Fraas	Board Room
	P2-34	Agriculture	Finding & Developing Your Own Niche In The Family Farm	Doug Ferguson	Travis Wenzel	Paradise 1 ABC
	P2-35	Innovation	Should Appeal to You!	Bryan Kuntz	Marilyn Schlake	Lotus
	P2-36	Technology	Practical Computer Security	Scott Isaacson	Dena Beck	Paradise 2
	P2-37	Community Development	Failure - All Right Begin Here!	Bridget Lynch	Kathy Bourque	Persimmon
	P2-38	Marketing	How the New Google Algorithm Affects You	Chris Braun	Leslie Carlholm	Jasmine
BREAK - 4:30pm - 4:45pm						
Final Wrap up - 4:45pm - 5:00pm - Stay Around - There's an Exciting END to Round out the DAY! Plus EXCITING prizes! DRIVE SAFE!						

2011 Nebraska MarketPlace

Agenda

Tuesday, February 22, 2011

1:00 pm – 8:00 pm



1:00 pm – 4:30 pm

PC- 1 Tuesday, Feb. 22, 2011 1:00pm - 4:30pm **Room:** Paradise 4

Negotiating for Success

Presenter(s): Alan Ovson

Moderator: Cassie Smith

Whether you are aware of it or not, you negotiate all of the time and you do it with very different types of people. Whether it is with the staff, bosses, contractors, partners, consultants, clients, or an outraged neighbor, your ability to influence others, reduce conflict, solve problems, and help parties with conflicting interests move forward is essential for your success and the success of your organization. This session will teach and reinforce key negotiation skills concepts—the Art of ‘Selling Value’ and ‘Closing Deals.’ You will learn time-tested negotiation techniques and principles that help you prepare for a negotiation, understand how to communicate effectively, and confidently ask for what you really want. After this session, you will not discount yourself or your product or services ever again!

PC-2 Tuesday, Feb. 22, 2011 1:00pm - 4:30pm **Room:** Jasmine

We're from the State

Presenter(s): Margaret Sherard, Star Lehl & Karen Kollars

Moderator: Monica Braun

Professionals with the State of Nebraska Department of Revenue, Economic Development and Travel and Tourism will speak about state incentives and tools to help start a small business and add to the toolbox of existing businesses. Programs include, Micro-Enterprise Tax Credits, Nebraska Advantage, Tourism Grants, Invest Nebraska and many more.

Many small businesses are not aware of some of the incentives and assistance available through the state of Nebraska. We will show you how to apply for help in starting and/or growing your business, whether it be a tourism related business, store front or manufacturing facility.

PC- 3 Tuesday, Feb. 22, 2011 1:00pm - 4:30pm **Room:** Palm / Lotus

Your Reputation Starts Yesterday

Presenter(s): Bridget Lynch

Moderator: Janita Pavelka

Geared toward youth, this session will be interactive and cover: how important your reputation is throughout your life - it is built on what you are doing now as well as what happens in the future. What traditional sales, networking, and customer service techniques will apply to everything you do in life; how to apply these techniques and why.

What are the components of your reputation? What do you want them to be? You will learn how to achieve these plus much more. You will also learn buying partner vs. salesperson: wants vs. needs; and features vs. benefits. You will learn why customer service challenges are priceless opportunities and why customer service is a team effort.

“If you can imagine it, you can create it. If you dream it, you can become it.”

- William Arthur Ward

1:00 pm – 2:30 pm

PC-4

Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Paradise 3

Strategic Marketing: The Whole Package

Presenter(s): Cinda Orr, Callie Erickson & Kelly Sladek

Moderator: Doc Franklin

As a 30-year veteran in marketing, SCORR Marketing President, Cinda Orr, leads this session as she incorporates strategic thinking and high impact creative, resulting in a next-phase growth marketing campaign that insures solid incremental growth by creating tangible results. You will grasp marketing tips and tricks and will learn how to enhance your online presence to gain a larger customer base.

You will obtain information on the following topics: Effective ways to determine your target market. Tips for tradeshow success. Media strategies that make your business move. The details that make your logo and brand identity stand out. Ways to "WOW" them on the web, including what a website should entail, press releases, search engine optimization, Google Ad words and much more!

PC-5

Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Hibiscus

Growth Strategies

Presenter(s): Dennis O'Connell

Moderator: Leslie Carlholm

Growth – what all business owners want. Explore ways to leverage your assets to drive growth, attract quality employees and focus more time on what you do best. Specifically, you will learn how to tie together a simple customer relationship manager, proper financing and professional employee management.

This session will educate you on solutions that are available to you to help drive growth and stability. You will learn how to use your business' assets to provide funding. This will allow you, the owner, to ensure regulatory compliance while maintaining control of the day-to-day worksite.

PC-6

Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Paradise 1 ABC

Agri-Eco Tourism - What's It All About

Presenter(s): Karen Kollars & Tom Tabor

Moderator: Kelley Messenger

What is eco-tourism and agri-tourism all about? How can it fit into your farm or ranch operation? Receive information regarding eco- and agri-tourism types of opportunities. Whether you're just curious, looking for ways to increase your farm / ranch income, or hear where the trends are going...this session is for you! From this session you will gain a greater understanding of what agri-tourism and eco-tourism are all about, what the tourists want, and where the trends are taking us. You will get ideas of what you can do to add extra income to your farm / ranch operation.

PC- 7

Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Paradise 2

Control Technology Costs with Care

Presenter(s): Chris Braun

Moderator: Andrea McClintic

Stop spending money unnecessarily on computers! In this session, you will learn the proper ways to maintain your computer at low costs. The information provided may allow you to get more years out of an older system and give solid advice on when it's time to upgrade your systems.

When you are done with this course, you will be more knowledgeable on how to get more time out of your systems. You will also learn how to decide what you need when it is time to upgrade to a newer system and the tricks salespeople will use to try and up sell you.

PC-8

Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Board Room

2012 Farm Bill Roundtable Discussion

Presenter(s): Traci Bruckner & Chuck Hassebrook

Moderator: Brian Depew

Do you want to share your ideas on how the 2012 Farm Bill can work to support beginning farmers and ranchers, rural entrepreneurs and rural community development efforts? If so, then you will want to come to this roundtable discussion. We will share ideas and have an open discussion about what the 2012 Farm Bill might be able to support rural America.

PC-9

Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Persimmon

Business Coaching & Youth Engagement

Presenter(s): Don Macke & Craig Schroeder

Moderator: Paul Bartlett

This session will present the basics of business coaching, stories about communities succeeding with business coaching and resource information; present a framework and tools for effective youth engagement that you can apply in your work with youth; and illustrate how business coaching and youth engagement can work together to address core rural development challenges.

We will show you how entrepreneur and youth focused economic development can build stronger economies. You will get to hear actual stories of communities where entrepreneurship, business coaching and youth engagement are being used to grow stronger economies and support population renewal. Not only will you learn all of this but you will also get concrete information on how to build entrepreneurship and youth engagement strategies.

PC-10 Tuesday, Feb. 22, 2011

1:00pm - 2:30pm

Room: Bourbon Street Bistro

REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing!

Presenter(s): Paige Cahill

Moderator: Rich Howdle

Are you looking for a way to market on a shoestring budget? Looking for a way to educate, thank, remind, and connect better with your customers? We have a seminar for you! In this session you will learn how to 'Rev Up Your Relationships, Referrals and Revenue with Email Marketing' and learn how you can get raving results without deep pockets!

This seminar is for anyone that wants to learn more about the power of email marketing! You will learn what email marketing 'is' and 'is not,' why businesses are using email marketing today, the 'do's' and 'don'ts' of email marketing, best email practices to help you create successful email campaigns, how email marketing can teach you what your customers really want and how your email can help you go social.

3:00 pm – 4:30 pm

PC-11 Tuesday, Feb. 22, 2011

3:00pm - 4:30pm

Room: Paradise 3

20 Killer Marketing Ideas

Presenter(s): Dave Buchholz

Moderator: Marian Beethe

This session will provide you with 20 attention-getting, easy to implement marketing tactics that are sure to strengthen relationships with current customers—and gain new ones. Best of all, most of these ideas don't cost a lot of money! Discover how to improve your direct mail program. Reduce the number of tire-kickers in your business. Increase the impact and cost-effectiveness of your advertising expenditures. You're bound to find many of these ideas applicable to your business—and you'll be able to put them to work as soon as you get back home.

“Success is the sum of small efforts, repeated day in and day out.”

- Robert Collier

PC-12 Tuesday, Feb. 22, 2011 3:00pm - 4:30pm **Room:** Hibiscus

How to Retire From Your Business

Presenter(s): Mike Arehart & Anne Burnett

Moderator: Leslie Carlholm

This presentation will give you and your entities some of the various routes of business succession planning. We will present legal and financial paths to accomplish the goals of sustaining a business after the successful exit of its founder.

PC-13 Tuesday, Feb. 22, 2011 3:00pm - 4:30pm **Room:** Paradise 1 ABC

Sustainable Ag

Presenter(s): Kevin Fulton

Moderator: Martin Kleinschmit

This presentation will provide statistics, strategies, and real life models to substantiate why sustainable agriculture should be the key to rural economic development. These proven methods bring greater economic stability and can be replicated throughout the country without the negative consequences associated with many current development schemes. A look back at history will give you an understanding as to what led to the demise of rural America. This will provide valuable insight on how we can go forward in our modern world using a common sense approach to bringing back growth and prosperity to rural communities. Growth that is good for the people, the environment, and our economic sustainability.

PC-14 Tuesday, Feb. 22, 2011 3:00pm - 4:30pm **Room:** Paradise 2

Creating a Social Media Strategy

Presenter(s): Connie Hancock, Jay Jenkins & Jenny Nixon

Moderator: Kathy Bourque

In today's world it is all about 'listening' and 'engaging' – the two components of any conversation. And that is what social media is all about. Creating a strategic social media marketing plan will help you be successful reaching your goals established. Careful planning is critical! The social media strategy is not the goal – it is the path to get you where you want to go. In this session you will learn how to identify and attract new customers; develop higher awareness of the business in its target market; and how to stay engaged with current customers. You will also learn how to collaborate more effectively internally and externally such as with suppliers, partners and colleagues.

PC-15 Tuesday, Feb. 22, 2011 3:00pm - 4:30pm **Room:** Board Room

Putting Rural Policy to Work for your Community & Business

Presenter(s): Brian Depew & Steph Larsen

Moderator: Traci Bruckner

Make state and federal policy work for you! State and federal policy and programs can be tapped by communities, economic development organizations and individual business owners to further rural development in your communities. Also to be discussed includes farm programs, renewable energy policy, and healthcare and rural development policy.

PC-16 Tuesday, Feb. 22, 2011 3:00pm - 4:30pm **Room:** Persimmon

Keys to Attracting Entrepreneurial Youth

Presenter(s): Craig Schroeder

Moderator: Paul Bartlett

This session will present findings from youth assessments we have conducted in over 35 Nebraska communities involving over 6,000 junior high and high school students to date. This work has been done in partnership with HomeTown Competitiveness (HTC) and the Nebraska Community Foundation. We will also discuss strategies to engage youth and connect them with opportunities to stay or return home. You will gain insights into what motivates youth to want to stay or return to rural communities, and also what is currently driving many of them to leave and not return. The session will also provide a framework and tools for effective youth engagement that you can apply in your work with youth, utilizing assets and resources they currently have available.

PC-17

Tuesday, Feb. 22, 2011

3:00pm - 4:30pm

Room: Bourbon Street Bistro

Nebraska Education Footprints

Presenter(s): Ann Fruhling

Moderator: Kathie Starkweather

Dr. Ann Fruhling, a Kearney native, will share how Nebraska education has been the foundation of her success. Dr. Fruhling was recently named the founding Director of the School of Interdisciplinary Informatics in the College of Information Science and Technology at the University of Nebraska at Omaha housed in the Peter Kiewit Institute. She will give a brief overview of her education footprints through Nebraska, share how the College of IS&T is preparing Information Technology graduates to promote economic growth in Nebraska and discuss opportunities how these students can work with central Nebraska businesses. In addition Dr. Fruhling will provide an overview of current College of IS&T research projects that focus on rural health care access and rural micro-enterprise information technology for development. Lastly, she will present current partnerships the School of Interdisciplinary Informatics has with the University of Nebraska at Kearney in Information Technology curriculum.

The School of Interdisciplinary Informatics is poised to be a hub for technology innovation for undergraduate and graduate students. It will provide opportunities for collaboration with other disciplines through sharing curriculum and collaborative applied research. One of the main goals of the School is to be an "IT solution finding" resource for our community partners in the areas of information assurance, healthcare, bioinformatics, public health informatics, business and government. The school provides a unique opportunity for undergraduate students to integrate education, research and outreach in their college experience.

BREAK – 4:30pm - 5:30pm

Keynote

Tuesday, Feb. 22, 2011

5:30pm - 6:30pm

Room: Paradise Ballroom

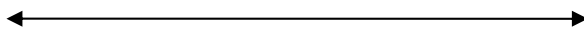
Change Your Mind — Change Your Life

Presenter(s): Alan Ovson

Whether you are an individual or a CEO of a company, change is never easy. In fact, change is so hard that 90% of the people who suffer severe heart attacks can't make critical life changes that could save their lives. Wow! Could you make a change in your life if your life depended on it? Could you make changes in your business if your business depended on it? Sure you could, you say, but don't be too sure. Our old habits can sink us like stones. In this interactive keynote, Alan will talk about and demonstrate why change is so difficult and how with understanding, strategies, and support, we can all learn to understand our habits, break them, align ourselves with change to make it easier so that as individuals and organizations, we can 'let go of what is holding us back, and fall up'.

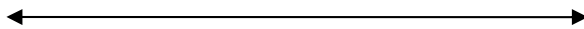
Tuesday Exhibit Hours

6:30pm - 8:00pm – Azalea Ballroom



Positively Nebraska Reception 6:30pm - 8:00pm — Azalea Ballroom

Enjoy Your Evening! Can't wait to see you tomorrow!



“Do not follow where the path may lead.
Go instead where there is no path and leave a trail.”

- Ralph Waldo Emerson

2011 Nebraska MarketPlace

Agenda

Wednesday, February 23, 2011

7:30am – 5:00pm

Welcome – Good Morning MarketPlace – 8:30am - 9:30 am
BREAK – 9:30am - 9:45am – Visit Exhibitors (Refreshments)



9:45 am – 10:45 am

A1-1 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Paradise 3

Practice of Business Coaching

Presenter(s): Don Macke

Moderator: Doc Franklin

Business coaching is emerging as one of the most promising practices in entrepreneur-focused economic development. This session will present the basics of business coaching, stories about communities succeeding with business coaching and resource information. Supporting local residents seeking to create new or expand existing businesses is one the best opportunities today in rural Nebraska.

This session will offer an overview of entrepreneur-focused economic development and how business coaching can build stronger economies by supporting local residents who want to start or expand businesses. It will contain actual stories of communities where entrepreneurship and business coaching are being used to grow stronger economies and support population renewal. It will also contain concrete information on how to build an entrepreneur strategy.

A1-2 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Paradise 4

Expand Your Marketing to the World

Presenter(s): Scott Knapp

Moderator: Janelle Moran

This presentation centers on how adding government sales to your business marketing mix can help your company become more profitable. The United States government is the world's largest market purchasing a broad base of goods and services. This is an opportunity to find out how you might be able to integrate the government markets—local, statewide, nationwide, or worldwide into your business.

The goal is to make you aware of the opportunities that your company may have in the government market at the local, state and federal levels. This session will help you understand that there are services through our organization to help you get started.

A1-3 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Hibiscus

Financial Statements Made Easy

Presenter(s): Elton Tophoj

Moderator: Gene Rahn

This session covers the financial documents necessary for budgeting and preparing to present a proposal to a banker or other lender. All entrepreneurs need to understand the balance sheet, cash flow statement, and the income statement. The presentation includes worksheet examples and explanations.

The goals of this session are: learn how to prepare a budget (cash flow), how to prepare a balance sheet, and how to prepare an income statement. The student will learn how to discuss each statement with others, explain what each contains and the proper use of each financial statement.

A1-4 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Paradise 1 ABC

Agritourism: Your Next Cash Crop

Presenter(s): Jan Jantzen

Moderator: Marian Beethe

Agritourism: Your Next Cash Crop? "You don't have to plant tourists, they're perennials," says Jan Jantzen. Guests from all over the U.S. and world are paying farmers and ranchers for authentic rural experiences and both the number of providers and their average incomes are growing. Marketing and liability concerns are easy to manage. Learn about HAY-CATIONS, and how to get started!

You will learn what agritourism is, and who our customers are and what they want. Various types of agritourism businesses will be discussed and income for Nebraska agritourism providers will be presented. Layers of liability protection and inexpensive marketing ideas will be covered. Discover how agritourism benefits everyone. This session is a great one on how to start or expand your agritourism business!

A1-5 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Jasmine

Should I Start a Food Related Business?

Presenter(s): Jill Gifford & Kim Peterson

Moderator: Paul Bartlett

Learn about the resources available at the University of Nebraska to help you create your own local food business. Jill Gifford will explain assistance provided through the nationally recognized Food Entrepreneur Assistance Program. Kim Peterson will discuss services available to help promote local companies and products. This information will help you begin your journey to starting a food business.

Participants will become familiar with the technical, financial and legal aspects of creating a business that involves the processing and marketing of locally produced agricultural commodities. Attendees will be directed to resources that can provide technical assistance and working capital for value added businesses.

A1-6 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Palm/Lotus

Community Kids Biz

Presenter(s): Janita Pavelka

Moderator: Marilyn Schlake

Do you want to learn how to harness your youth's energy and put it into entrepreneurial endeavors? Would you like to use effective home-grown materials? Do you want to see students go from ho-hum to Heigh-ho, heigh-ho, it's no to work we go...? Would you like to have a viable business for every student in six weeks? Then come to this session and you will leave with real-life examples.

You will learn how to set up a community-based youth entrepreneurship program. You will also learn how to include the community in your youth entrepreneurship program. Not only will you learn all of this but also how to market your own entrepreneurship classes.

A1-7 Wednesday, Feb. 23, 2011 9:45am - 10:45am **Room:** Paradise 2

How Rural Nebraska Competes for High Tech Jobs

Presenter(s): Paul Eurek

Moderator: Monica Braun

Learn how partnering with successful national or global companies can spur new growth opportunities in Nebraska. Paul will discuss how a growing technology business based out of Atlanta, Georgia succeeded in leveraging hi-tech workforce in Nebraska to act as a competitive differentiator in a global market. There will also be a case study on how broadband Internet helps level the playing field for technology professionals who live and work in Nebraska.

The goals of this session include introducing attendees to concepts of global cross-sourcing that puts Nebraska in the loop within the fast growth area of software development. This session will also point attendees to business venues to find business contacts that would consider expanding their existing operations to Nebraska. It will also prompt high school and college level students to consider technology as a viable career path and still live in rural Nebraska.

A1-8

Wednesday, Feb. 23, 2011

9:45am - 10:45am

Room: Persimmon

Organize According to Your Personality

Presenter(s): Sheri Lukasiewicz

Moderator: Kathy Bourque

Left Brain, Right Brain, what does it all mean when it comes to maximizing productivity in your own business? Have you tried to get your business office space organized, but continue to lose that battle? Learn different techniques of office organization that matches your personality type. We'll examine how the four components of the DISC Personality Profile correlate to four different organizing styles. You own your own business; learn how to 'own' your office.

Participants will learn that there are different methods for office & business organization. It doesn't have to be the 'cookie-cutter' format that perhaps has let you down in the past. We'll share a laugh or two as we take a look at four different organizing styles and link them to the DISC Personality Profile. Participants will find methods for office organization that will work for THEM! Your success as a business owner is ultimately reflected by how efficient your office workspace is.

A1-9

Wednesday, Feb. 23, 2011

9:45am - 10:45am

Room: Board Room

Community Connections for Youth and Adults

Presenter(s): Diane Vigna & Nancy Eberle

Moderator: Jim Crandall

Community Connections, a new UNL Extension program, helps communities connect with their youth who are learning about entrepreneurship through the ESI curriculum. The web-based school year long program links youth with adults to create new businesses now and a positive entrepreneurial environment for the future.

Experience Community Connections (CC)! We will train participants on the CC website in an interactive online session. Objectives include developing awareness of the CC program and resources; encouraging communities to participate in the CC program; along with youth and adults from their communities.

BREAK --- 10:45am - 11:00am --- Visit Exhibitors!

11:00 am – Noon

A2-10

Wednesday, Feb. 23, 2011

11:00am - Noon

Room: Paradise 3

Our Own Backyards: Finding and Building Local Support for Community and Economic Development

Presenter(s): Marcia White & Doug Friedli

Moderator: Katrina Frey

In the Wizard of Oz, Dorothy learned that, "If I ever go looking for my heart's desire again, I won't look any further than my own back yard." As governments at all levels tighten their belts, and public sector budgets for business and economic development get tighter and tighter, communities must identify alternative sources of funding to support entrepreneurship, and community and economic development. Learn how Nebraska communities are successfully using their "brains, hearts and courage" to tap into the massive intergenerational transfer of wealth in their own backyards and fund innovative and effective programs. Hear real-life success stories from people in communities like yours, get practical advice on generating resources and confidence to build a positive future, and begin to identify potential within your own community.

The goals include giving you the change to gain a broader perspective on sources of revenue available to support community and economic development. You will also be able to learn how to identify resources available within your community.

"Do what you love"

- Marsha Sinetar

A2-11 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Paradise 4

Agritourism: The Power of Packaging

Presenter(s): Jan Jantzen

Moderator: Nancy Flock

Agritourism: The Power of Packaging. Synergy – combined activities resulting in an effect greater than the sum of those activities individually. Tourists will travel farther, stay longer, and pay more for a package including agritourism activities, community festivals, shopping, dining, and lodging. Price it, market it and everyone wins.

In this session, you will get the opportunity to role-play various agritourism businesses as well as lodging, entertainment, shopping, and dining options. Two handouts will be used to facilitate the creation of a model tourism package. The do's and don'ts of packaging will be taught. Take home the ability to create your own package!

A2-12 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Hibiscus

Loans and Grants... Truths & Myths

Presenter(s): Leon Milobar & Kelley Messenger

Moderator: Dena Beck

What do lenders look for in a credit application? How do federal loan guarantees help business owners and protect lenders? Can I get a grant? Learn to separate fact from fiction when it comes to financing your business. Agency representatives from the SBA and USDA Rural Development will discuss financing options that are available to business owners.

Participants will learn the resources available to them through federal agencies that specialize in small business lending. Attendees will also better understand the expectations of conventional lenders and micro-enterprise development organizations that specialize in lending to entrepreneurs.

A2-13 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Paradise 1 ABC

Benefits of Soy Bio-based Products

Presenter(s): Randy Hilliard

Moderator: Travis Wenzel

The development and production of bio-based products is a growing industry that creates new markets for agricultural commodities and co-products, more opportunities for economic development in rural areas, enhances our nation's energy security, promotes sustainable environmental stewardship, and stimulates new technology development.

Learn about what bio-based products are, why it is a growing industry, who makes them, how to find them and what's new with bio-based products!

A2-14 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Jasmine

Local Foods Entrepreneurs

Presenter(s): George Johnson, Brett Nunnenkamp & Amy Hilske

Moderator: Paul Bartlett

This is a follow-up session to "Should I Start Food Related Business?" where you will hear directly from local foods entrepreneurs. Our panel will share their experiences with value-added producer grant programs, business financing, technical assistance resources, marketing, and overall best practices focusing on locally grown foods.

Participants will learn the practical application of technical assistance resources and value-added programs that focus on the processing and marketing of locally produced agricultural commodities. Attendees will be encouraged to present questions to the panel throughout the presentation.

‘When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one that has been opened for us.’

- Helen Keller

A2-15 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Palm / Lotus

Implement a Social Media Plan Today

Presenter(s): Steve Maly

Moderator: Kayla Schnuelle

We have all heard the buzzword “Social Media.” What is it? Is it something for teenagers and college students? Is it something that will allow me to catch up with my high school friends? Can I actually use this for business? (And would your boss let you?) This seminar will take the youths and adults current knowledge of social media and show them how to implement it for business purposes.

The goal of this session is to create a high level view of social media and what markets work best for what individuals. We dive into the definition of Web 2.0 and New Media and you will have a good understanding of how to use this to improve your SEO and drive buyers to your site. Internet is changing and this session will showcase how to take advantage of those changes!

A2-16 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Paradise 2

Modeling and Simulation: The Next Frontier in Science and Technology

Presenter(s): Dr. Mike McGinnis

Moderator: Kathie Starkweather

A key factor behind modeling and simulation (M&S) gaining national prominence as both a discipline and industry has been its acceptance and use throughout three key sectors of society: academia, industry and government. Within academia, M&S is being used at all levels to teach science, technology, engineering and mathematics (STEM). Industry and government have accepted applications of M&S to enhance decision-making and as a valid way to explore alternatives for improving the effectiveness and efficiency of enterprise operations across many fields. This presentation will briefly outline application areas for modeling and simulation, past challenges and future opportunities for moving M&S forward as a discipline and an industry in the next decade. Participants will be exposed to new and innovative ideas that will allow them the opportunity to begin to think outside the box in terms of possibilities for new business development. A facilitated discussion that is part of this presentation will move participants in that direction with a number of ideas captured on flip charts and in small groups.

A2-17 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Board Room

State Rural Development Policy

Presenter(s): Traci Buckner & Al Guenther

Moderator: Leslie Carlholm

Do you want to learn what is going on in the State Legislature and how you can get involved? If so this workshop is for you. The 2011 legislative session will be a tough one with budget cuts sure to happen. Come and learn from grassroots leaders how the Legislative session is progressing, the impact on rural economic development opportunities and how you can get involved. We want you to understand the legislative making process and how those decisions impact your ability to be entrepreneurs. Our goal is to provide you with information that enables you to get involved and participate in the process!

A2-18 Wednesday, Feb. 23, 2011 11:00am - Noon **Room:** Persimmon

Change Your Mind – Change Your Life

Presenter(s): Alan Ovson

Moderator: Cassie Smith

Whether you are an individual or a CEO of a company, change is never easy. In fact, change is so hard that 90% of the people who suffer severe heart attacks can't make critical life changes that could save their lives. Wow! Could you make a change in your life if your life depended on it? Could you make changes in your business if your business depended on it? Sure you could, you say, but don't be too sure. Our old habits can sink us like stones. In this interactive keynote, Alan will talk about and demonstrate why change is so difficult and how with strategies, understanding, and support, we can all learn to understand our habits, break them, align ourselves with change to make it easier so that as individuals and organizations, we can 'let go of what is holding us back, and fall up'.

A2-19

Wednesday, Feb. 23, 2011

3:30pm - 4:30pm

Room: Bourbon Street Bistro

REV UP Your Customer Relationships, Referrals & Revenues with Email Marketing!

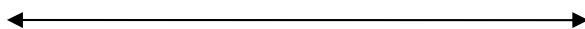
Presenter(s): Paige Cahill

Moderator: Starr Lehl

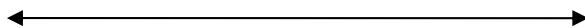
Are you looking for a way to market on a shoestring budget? Looking for a way to educate, thank, remind, and connect better with your customers? We have a seminar for you! In this session you will learn how to 'Rev Up Your Relationships, Referrals and Revenue with Email Marketing' and learn how you can get raving results without deep pockets!

This seminar is for anyone that wants to learn more about the power of email marketing! You will learn what email marketing 'is' and 'is not,' why businesses are using email marketing today, the 'do's' and 'don'ts' of email marketing, best email practices to help you create successful email campaigns, how email marketing can teach you what your customers really want and how your email can help you go social.

BREAK - Noon - 12:30pm (Networking & Visit Exhibitors) Azalea Ballroom



LUNCH & NETWORKING - 12:30pm - 1:30pm Good Afternoon MarketPlace - Paradise Ballroom



BREAK - 1:30pm - 2:00pm (Visit Exhibitors) Azalea Ballroom

2:00 pm - 3:00 pm

P1-20

Wednesday, Feb. 23, 2011

2:00pm - 3:00pm

Room: Paradise 3

Energy Savings Panel

Presenter(s): Kim Hinrichs, David Green & Maxine Lillis

Moderator: Kelley Messenger

This is a follow-up session to "Stay in the Black While Going Green" where you will hear directly from business owners who have made energy efficiency improvements to their businesses using a variety of state and federal programs. Our panel will share their experiences with several programs and what their results were with their energy efficiency improvements. Participants will learn the practical application of technical assistance resources and energy efficiency programs that focus on business. Discussion will include the return on their investment as well as the application process for different programs.

P1-21

Wednesday, Feb. 23, 2011

2:00pm - 3:00pm

Room: Paradise 4

Appreciation Marketing/One Minute Presentation

Presenter(s): Paul Stec

Moderator: Monica Braun

Appreciation Marketing — One of the Silver Bullets of doing business. This session will help you create, build and strengthen relationships. The success of any business is customer loyalty. Learn how others have built wealth by using Appreciation Marketing. It is a fun, easy and inexpensive way of doing marketing. This session will teach you how by showing gratitude, you will be able to take your business to a new level. It will show you a marketing plan that is easy to put into place that is also cost effective and measurable. You will learn how a sequence of words will get more people to say yes along with how to improve a sales presentation and make the sale.

P1-22

Wednesday, Feb. 23, 2011

2:00pm - 3:00pm

Room: Hibiscus

Small Business Survival Skills 101

Presenter(s): Jeff Reynolds

Moderator: Doc Franklin

This session is for both startup and existing small businesses and provides key information pertaining to small business survival skills. This session will provide tips for successfully running a small business on a "shoestring" budget including "bootstrapping" strategies and will discuss business management strategies. Several group questions will be posed with time for Q & A.

P1-23 Wednesday, Feb. 23, 2011 2:00pm - 3:00pm **Room:** Paradise 1 ABC

Grazing Business Basics

Presenter(s): Kevin Fulton & Jim Knopik

Moderator: Travis Wenzel

Grass-based livestock operations can be low-cost, high profit enterprises and can be suitable for startup farmers. A combination of approaches can double or triple the income from the land base. These approaches are the Fulton Farms RISC Management process: Reducing expenses, intensifying management, stacking enterprises, and connecting to high value markets. Participants will learn the basics of resource analysis, enterprise stacking, identifying high value markets, and cutting costs in grass-based production systems. Examples from an experienced grazer and marketer will give participants tools to design their own high margin, grass-based farm business startup.

P1-24 Wednesday, Feb. 23, 2011 2:00pm - 3:00pm **Room:** Persimmon

Rural Community Career Development

Presenter(s): Krystle Friesen, Debby Feller & Ann Burge

Moderator: Dena Beck

Looking for opportunities to keep young people invested in your community? Start early! The Rural Community Career Development course is designed to aid students in their investigation of career possibilities that exist in their hometown. By developing a mentor relationship with a business owner, professional or producer, students will have a plan for returning before they graduate high school!

Attendees shall gain an understanding of the curriculum that has been developed to establish relationships between high school students and community mentors. Each student will create a career plan with the option of returning to their hometown to pursue their own career.

P1-25 Wednesday, Feb. 23, 2011 2:00pm - 3:00pm **Room:** Palm / Lotus

Entrepreneurship Basics — Where do I start?

Presenter(s): Elton Tophoj

Moderator: Janita Pavelka

In this session, the basic steps needed to move a business idea toward reality will be discussed. Financial sign posts that are a warning of too much debt, how to build a cash flow, and the necessity of a feasibility study will be presented. Professional advisors will be a necessity, which ones are needed on your team?

Goals for this session are to make new entrepreneurs aware of the thought and preparation that goes into starting a business. The participant will learn the use of budgets and recognize the point of too much leverage.

P1-26 Wednesday, Feb. 23, 2011 2:00pm - 3:00pm **Room:** Paradise 2

Maximizing your Workforce through Telecommuting

Presenter(s): Nanette Day

Moderator: Janelle Moran

Telecommuting/working online can be a perfect opportunity for small businesses in rural areas, yet few have embraced this practical solution. This session discusses how to determine if telecommuting is right for you/your business, including pros and cons and what you need to know before you start.

Attendees will learn to identify the best business processes for telecommuting, employees who make good telecommuters, and legal/risk management issues to address as well as how to ensure successful telecommuting over the long term. Independent online contract opportunities will also be explored.

“What would life be if we had no courage to attempt anything?”

- Vincent van Gogh

P1-27

Wednesday, Feb. 23, 2011

2:00pm - 3:00pm

Room: Jasmine

Innovation and Biobased Industry

Presenter(s): [Yiqi Yang](#)

Moderator: [Jim Crandall](#)

We will discuss the potential of using agricultural byproducts available in Nebraska such as corn stover, wheat straw and poultry feathers and co-products such as Distillers dried grains (DDG), soy proteins and wheat gluten to develop high value bioproducts such as biofibers, biocomposites and biothermoplastics. Benefits to farmers, economy, small businesses and environment will be presented.

Our goal is to educate Nebraskans on the possibility of establishing a biobased industry that can utilize the abundant and inexpensive agricultural byproducts and co-products available in Nebraska to develop green bioproducts. Participants will learn of the possible uses and potential benefits of developing bioproducts from Nebraska's agriculture.

P1-28

Wednesday, Feb. 23, 2011

2:00pm - 3:00pm

Room: Board Room

Healthcare Reform: What Does it Mean for Your Business & Family

Presenter(s): [Virginia Wolking](#)

Moderator: [Nancy Eberle](#)

Federal healthcare reform passed in March of 2010 and some changes have already taken place, but what does it mean for you? This session will provide an easy-to-understand, honest, and applicable understanding of health reform for small business owners, family farmers, and rural leaders. Participants will learn about health reform by seeing real-life examples of how reform impacts rural people. Emphasis will be placed on how health reform affects small business owners and farmers. Participants will learn about new patient protections, tax credits for small businesses and how to apply, changes to Medicare and Medicaid and participants will also have ample opportunity to ask questions.

P1-29

Wednesday, Feb. 23, 2011

2:00pm - 3:00pm

Room: Bourbon Street Bistro

Work Smarter, Not Harder: Tips and Tricks with Windows 7 and Office 2010

Presenter(s): [Jeff Hasenauer](#)

Moderator: [Kim Peterson](#)

Technology can help you operate your business more efficiently and effectively allowing you and your workers the ability to get more done. This has never been truer than with the technology released from Microsoft with Windows 7 and Office 2010. If you have heard the buzz about these products and want to know how you can put technology to work for your business, then this session is for you! For businesses, it means helping your people work in a way that's faster, easier, and more intuitive—whether they're on the road, in the office, working solo, or as part of a team. For IT, it means utilizing a set of smart, easy-to-integrate tools in a security enhanced environment that work with what you have now, so you can grow your business instead of your budget.

BREAK — 3:00pm – 3:30pm — Visit Exhibitors!

3:30 pm – 4:30 pm

P2-30

Wednesday, Feb. 23, 2011

3:30pm - 4:30pm

Room: Paradise 3

Your Company's Roadmap for Success

Presenter(s): [Boyd Ober](#)

Moderator: [Jake Messersmith](#)

How much is your future success worth? Join Leadership Resources for a hands-on learning opportunity focused on securing your company's future success through strategic planning, employee engagement and achievement of organizational goals. Most companies have considered developing a plan or have one tucked away in a drawer, but they fall short in using it as a roadmap to guide the future of the organization. This session will teach you to establish measurable, realistic goals so you can shift a portion of your energies into the strategies, execution and accountability plans to bring forth growth. We'll reinforce the importance of living by your vision, mission and goals and how that impacts the culture and productivity level of the people in your organization.

P2-31 Wednesday, Feb. 23, 2011 3:30pm - 4:30pm **Room:** Paradise 4

Personal Brand Mini Camp

Presenter(s): Dan Parsons

Moderator: Nancy Flock

Discover, create, and communicate who YOU are! We'll explore tips and advice on becoming thought leader in your area of expertise and how to position yourself in the marketplace. Small business owners, entrepreneurs and future entrepreneurs all have the opportunity to build long-lasting and trusting relationships with their customers and others in the marketplace by becoming a thought leader in your industry. Participants in this mini-brand camp will learn what a personal brand is and how to create your own unique identity in the marketplace. We will also examine many tools to communicate your personal brand to targeted audiences including traditional marketing tools such as newspaper, radio and TV and the latest social media outlets— Facebook, Twitter and YouTube.

P2-32 Wednesday, Feb. 23, 2011 3:30pm - 4:30pm **Room:** Hibiscus

Micro Finance Options - Collaborative Packaging

Presenter(s): Glennis McClure, Caleb Pollard & Gene Rahn

Moderator: Kelley Messenger

Finding start-up capital or business development loans can be challenging. Three programs that utilize micro finance will share case studies to explain how they have assisted businesses in obtaining business credit. It often takes several entities working in collaboration to make a deal happen. Attendees will learn about micro finance program guidelines, various loan products and loan packaging scenarios through case studies. Micro lending programs can package loans with commercial banks and local community revolving loan funds. Included will be a basic overview of business borrowing basics.

P2-33 Wednesday, Feb. 23, 2011 3:30pm - 4:30pm **Room:** Board Room

Sell Your Farm Products Locally

Presenter(s): Robert Bernt & Kathy Timperley

Moderator: Wyatt Fraas

Nebraska farmers can sell their crops and value-added products into high value, local markets. Direct sales of vegetables, meats, processed foods, etc. to customers, restaurants, groceries and other outlets can add income or be a viable route to farm startup for beginning farmers. Bring your business and production questions to hear from experienced farmers and learn how they tap these markets.

Attendees will identify several ways to reach local markets in Nebraska. They will learn techniques to reach customers and improve their sales volume and income. They will learn about programs and resources to help with financing, business planning and information about growing and marketing their crops. They will also hear how to deal with regulations for these markets.

P2-34 Wednesday, Feb. 23, 2011 3:30pm - 4:30pm **Room:** Paradise 1 ABC

Finding and Developing Your Own Niche in the Family Farm

Presenter(s): Doug Ferguson

Moderator: Travis Wendel

In this exciting session, Doug will discuss finding the perfect concept for your business. He will also discuss the role of education and continuing to educate yourself. Not only will he discuss these topics but also the psychological hurdles of starting your own business along with marketing your family farm.

“Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure...than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in a gray twilight that knows not victory nor defeat.”

- Theodore Roosevelt

P2-35

Tuesday, Feb. 22, 2011

3:30pm - 4:30pm

Room: Palm/Lotus

The Innovation Generation: Why a Career in Technology Should Appeal to You!

Presenter(s): [Bryan Kuntz](#)

Moderator: [Marilyn Schlake](#)

The youth of today have the characteristic of being the first generation to have grown up with technology, making them the first true technology natives. See how this badge of honor can help uniquely position this demographic for jobs in the technology field. In this session we will explore some new exciting and innovative technologies that will be sure to help capture your attention, talk about careers in technology, delve into education and background requirements, and hear about some folks that have rose to the top in their field. The goals and objectives for this session are to help youth understand what career opportunities exist in the field of technology. We will talk about specific job titles, education and aptitude requirements, and explore some innovative technologies that are meant to help stretch the imagination and get one excited about technology.

P2-36

Wednesday, Feb. 23, 2011

3:30pm - 4:30pm

Room: Paradise 2

Practical Computer Security

Presenter(s): [Scott Isaacson](#)

Moderator: [Dena Beck](#)

If our data, our clients' data, or the reliable operation of our computer systems is compromised our business is directly and negatively impacted. Protect your sensitive data and ensure your computers are the reliable business tool you need. Learn the steps everyone should take to secure your computers and networks and how to respond if you suspect your systems have been hacked or infected.

We will explain the current threats to computer and data security (viruses and other malware and their infection mechanisms; phishing; scanning; probing-direct attacks against Internet-connected devices). We will also illustrate how these threats could affect business operations.

P2-37

Wednesday, Feb. 23, 2011

3:30pm - 4:30pm

Room: Persimmon

"Failure" — All Right, Begin Here!

Presenter(s): [Bridget Lynch](#)

Moderator: [Kathy Bourque](#)

Opportunity is knocking every time you "fail". Don't ignore this priceless opportunity! Re-examine your process, your actions, and the results. Recognize the good, the bad and the ugly and create a better you.

Failure can be very good – if you take advantage of it. What happened and why? Did you have a clear vision of what success looked like in this case? Did you miss something— examine what you did, what you said, what you didn't do or what you didn't say. You will learn to list the actions to continue and the things to change.

P2-38

Wednesday, Feb. 23, 2011

3:30pm - 4:30pm

Room: Jasmine

How the New Google Algorithm Affects You

Presenter(s): [Chris Braun](#)

Moderator: [Leslie Carlholm](#)

In June of 2010, Google Implemented their new Algorithm for searches. It was a drastic shift from what they had previously used. If you used any of the old techniques, you are at risk of being de-indexed from Google for a period of time. In this session you will learn a brief history of Google's search Algorithm and what it means to your business. You will also come away with useful knowledge of how to climb higher in the search engine rankings.

Break --- 4:30pm – 4:45pm --- Visit Exhibitors!

Final Wrap up --- 4:45pm – 5:00pm

**Join us in the Paradise Ballroom for a FUN and EXCITING Closing!
If Your Name is Drawn for a Door Prize, YOU Have to be Present to WIN!
Drive Careful!**

2011 Nebraska MarketPlace Presenter Biographies



Arehart, Mike

Lifetime Financial

Mike has been in the financial service industry for over 30 years. He is a member of the National Association of Insurance and Financial Advisors and the Society of Financial Service Professionals. He is a Chartered Financial Consultant and a Chartered Life Underwriter.

Bernt, Robert

Clear Creek Organic Farms

Robert has farmed for 30 years along the Cedar River. Four years ago they switched to organic production in order to produce healthier produce, meat and milk from our 80 cow dairy herd. Clear Creek Organic Farms has been in the Bernt family for over a century with emphasis on dairy. The 890 acre farm/ranch was certified organic in 2006. They currently market products in 40 + stores and different outlets. Their products consist of cheese, butter, beef, pork, goat, poultry products (all grass-fed) and garden produce. This is all made possible with the help of the Bernt's 12 children.

Braun, Christopher

Braun Computer Repair

Chris runs a small computer repair business in Humphrey, Nebraska. He enjoys golfing, spending time with his family and coaching track.

Bruckner, Traci

Center for Rural Affairs

Traci Bruckner is the Assistant Director of the Rural Policy Program at the Center for Rural Affairs. Traci worked extensively on the 2008 Farm Bill, guiding advocacy to include beginning farmer and rancher provisions in the bill, as well as conservation and value-added agriculture programs.

Buchholz, Dave

David & Associates

Dave is president of David & Associates, an award-winning marketing communications firm in Hastings, Nebraska that serves regional and national clients. Dave has been a highly-rated speaker at a number of small business and entrepreneurial workshops. Raised on a farm near Ayr, Nebraska, he is a graduate of the University of Nebraska-Lincoln. He plays keyboard in a rock band on the weekends. He and his wife, Debra, are parents of a son, Djorn.

Burge, Ann

Southwest Nebraska Community Betterment Corporation

Ann is the Administrator for Southwest Nebraska Community Betterment Corporation (SWNCBC) in Grant, Nebraska. SWNCBC's mission is to build strong communities by opening doors to economic opportunities by administering housing and economic development programs in a five county service area. Ms. Burge has been implementing these programs in their region for the past nine years. The programs include Purchase Rehabilitation Resale, Owner Occupied Rehabilitation, Down Payment Assistance, housing development, rental units, teaching Homebuyer Education and Consumer Rehabilitation classes, along with a small business loan program. She taught the pilot Rural Career Development class in Perkins County in the fall of 2010. She has served on the Board of Directors for the Nebraska Housing Developer's Association including Chair, Vice Chair and Secretary. Ms. Burge has obtained her Nebraska Real Estate Salesperson's license in 1999 and continues to keep her license active. Ms. Burge received her Bachelor's degree from the University of Nebraska-Omaha.

Burnett, Anne**Carlson and Burnett**

Anne is a Creighton Law graduate who received the CALI Award and the American Jurisprudence Award for the top estate planning student in her class. She has spent more than a decade assisting and educating her clients. She is a frequent presenter to various business and professional groups.

Cahill, Paige**Constant Contact**

Paige is the Constant Contact Regional Development Director for Kansas, Missouri, and Nebraska. Prior to Constant Contact, Paige successfully launched her own marketing firm that implemented marketing strategies to help small business owners get results and grow their businesses. As the Regional Development Director for Constant Contact, Paige uses her entrepreneurial, marketing, sales, training and technology background to teach small businesses and organizations affordable and easy ways to “Rev Up Their Relationships, Referrals and Revenues” with online marketing tools such as email, online surveys, event, and social media marketing tools.

Day, Nanette

Nanette Day has been working exclusively online as an editor for clients around the world for more than five years. As a Returned Peace Corps Volunteer, she has promoted community development efforts in rural areas, focusing in particular on maximizing the benefits of readily available technology.

Depew, Brian**Center for Rural Affairs**

Brian works at the Center for Rural Affairs in Lyons, Nebraska, where he works to advance state and federal policy that works for rural communities, rural small businesses and family farms and ranches.

Eberle, Nancy**University of Nebraska-Lincoln Extension 4-H**

Nancy is a Special Projects Coordinator with University of Nebraska-Lincoln Extension. In this capacity she has helped pilot and market the ESI (EntrepreneurShip Investigation) and Community Connections materials and developed the ESI and Community Connections websites. Eberle has been involved with entrepreneurial development for many years, serving as Central Area Director for Congressman Tom Osborne and teaching EDGE classes for young entrepreneurs. She and her husband Gary are also entrepreneurs in their farming operation. They have planted woody florals which are sold through the NE Woody Floral Cooperative and also sell specialty corns through local markets.

Erickson, Callie**SCORR Marketing**

Callie Erickson holds the position of Media and Public Relations Coordinator at SCORR Marketing. Callie graduated with a bachelor's degree in journalism/mass communications with an emphasis in public relations and a minor in marketing and management from the University of Nebraska at Kearney. Callie engages in promoting or creating good will for clients by writing and selecting favorable publicity material and releasing it through various communications media. Through this, she focuses on developing and maintaining a positive image for all local and international SCORR clientele. She also implements media, public relations and tradeshow campaigns. Callie is a member of the Young Professionals Network of the Kearney Area Chamber of Commerce.

Eurek, Paul**Xpanxion LLC**

Paul is a technology entrepreneur with over 25 years experience founding, leading and funding successful technology start-ups and fast-growth companies. Currently he is the CEO of Xpanxion LLC, a 300-person global software engineering company. Prior to Xpanxion, Paul was the Founder, Chairman and Chief Executive Officer of Compris Technologies, Inc. which he led from a six-person startup in 1989 to a global leader in retail enterprise systems with over 240 employees and distribution partnerships in Europe, the Middle East, Latin America and Asia. Paul has served on the Board of Directors of Marketworks, Inc., Compliance Control Inc., and Learnsomething, Inc. He has made several private equity investments in technology companies in the southeast, including Hi-Tech Partners Group, a business incubator and executive consulting firm he co-founded in 1999. He holds a bachelor's degree in Education from the University of Nebraska-Lincoln.

Feller, Deborah**Volunteers of America**

Deborah serves as Economic Development Coordinator for Garden County, Nebraska. In conjunction she is assistant to the director of Volunteers of America, Western Nebraska. Some of the responsibilities held are Community Coordinator for Western Nebraska Community College (WNCC), Community and Worksite Wellness liaison and fundraising. She has also worked in supervisory management as Territory Manager, Area Supervisor and Manager with various retail companies, Financial Services Officer, and a 20 year nursing background during which time she held positions as Office Manager, Trauma and Emergency nurse and Administrative Assistant. Currently she owns her own retail business and most recently is working with Nebraska College of Technical Agriculture (NCTA) serving Garden County High School as a Business Coach with the Business Builder/Rural Entrepreneurship program.

Ferguson, Doug

Doug Ferguson is the fifth generation on the family farm. Nine years ago he created his own business of feeding and back grounding cattle. This new niche couples nicely with his family's already existing cow/calf, row crop and forage production enterprises.

Fraas, Wyatt**Center for Rural Affairs**

Wyatt Fraas has advised farmers on sustainable farming/ranching practices and marketing for 15 years. He has conducted numerous educational activities on these topics and oversees the CFRA beginning farmer information clearinghouse. He has degrees in Wildlife and Range Management.

Friedli, Doug**Nebraska Community Foundation**

Doug Friedli, NCF's Director of Community Fund Development for Eastern Nebraska, works to develop new and existing affiliated funds and helps raise and reinvest funds locally for positive, long-term community impact. A native of Milford, Doug graduated from UNL and the Colorado Graduate School of Banking, and spent 34 years in community banking before joining NCF. He was President and CEO of Otoe County Bank in Nebraska City and First National Bank in Lyons, Nebraska.

Friesen, Krystle**Nebraska College of Technical Agriculture**

Krystle grew up in southwest Nebraska and returned upon completion of her higher education. She is in her 4th year of teaching Agribusiness Management at Nebraska College of Technical Agriculture. Krystle and her husband Josh have one daughter and a farm south of Wallace.

Fruhling, Ann**The Peter Kiewit Institute**

Ann is an Associate Professor of the Peter Kiewit Institute at the University of Nebraska-Omaha, College of Information Science and Technology. She teaches core courses in the Management Information Management undergraduate, graduate and Ph.D. programs. In 2007, she received the UNO Alumni Outstanding Teaching Award. Dr. Fruhling is a member of the Association for Information Systems and serves on the Executive Board for the AIS IT in Healthcare Special Interest Group. Dr. Fruhling was also a research scholar for Northrop Grumman on the C2SES project located at USSTRATCOM. She has published several research articles in the areas of agile system development, emergency response systems, and user interface usability. Since 2002, Dr. Fruhling has been the Chief Principal Investigator for a Distributed Video Diagnostics and Consultation System for Public Health Laboratories called STATPack™. In addition, Dr. Fruhling is the Director of the Consortium for Public Health Informatics. Dr. Fruhling holds a Ph.D. in MIS from the University of Nebraska at Lincoln, a MBA from the University of Nebraska at Omaha, and a B.S. in Business Administration from Colorado State University.

Fulton, Kevin**Fulton Farms**

Kevin is a full time farmer near Litchfield where he operates one of the largest diversified livestock operations in central Nebraska. As a speaker, activist, and educator, he has been passionately promoting sustainable agriculture for the last eight years after converting his land base from a conventional cropping system to an organic grass based operation. Implementing numerous value added enterprises has allowed him to increase his workforce and profitability.

Gifford, Jill**University of Nebraska-Lincoln The Food Processing Center**

Jill, Food Entrepreneur Assistance Program Manager, coordinates the nationally recognized Food Entrepreneur Assistance Program at the University of Nebraska Food Processing Center. This includes presenting the marketing/business information at the "Recipe to Reality" seminar and providing marketing/business consultation and assistance to clients in the "Product to Profit" phase of the program. In addition, she plans and coordinates many promotional and educational events including the National Small Food Manufacturers Conference, and opportunities for existing small food manufacturers.

Green, David**Sys Inc dba The Grocery Kart**

David Green is the Vice President of The Grocery Kart, a supermarket located in Broken Bow. The existing freezers and lighting in the grocery store were in-efficient and in need of replacement. With total project costs of just over \$97,000, a 25% grant and a 50% loan guarantee were sought and approved from USDA Rural Development's REAP program. David's lender, the Bank of Broken Bow, also worked with the Nebraska Energy Office to utilize their low-interest rate loan funds for the guaranteed loan portion of the financing.

Guenther, Al

Al Guenther is from Dunbar, Nebraska, where he currently ranches raising Hereford/Angus cattle. Al is an active citizen, engaging in policy at the state and local level. He is a retired economist and received his Masters of Education in Economics from the University of Nebraska, Lincoln. Al spent most of his professional life teaching high school economics. Al also taught economics and finance at Southeast Community College.

Hancock, Connie**UNL Extension**

Connie believes there is opportunity around every corner and that we only need to think about how we reach our audiences and market our product in new ways! She provides educational programming to communities and businesses in the areas of creating your Online Presence, utilizing the new tools for marketing. As a member of the eXtension Entrepreneurs and Their Community, she has been able to utilize her knowledge. Connie works for the University of NE Extension as Extension Educator.

Hasenaaurer, Jeff**Intellicom**

Jeff is the VP of Engineering for Intellicom. In this role, he supervises the Engineering Department, which specializes in design and installation of complex voice and data networks. Jeff holds multiple certifications from Microsoft, Cisco, and the Computing Technology Industry Association (CompTIA). He is a Microsoft Certified Systems Engineer in Microsoft Windows Server NT/4.0 and holds MCP designation for Windows 2000 Professional and Windows Server 2000. He also is A+ Certified for general desktop troubleshooting and repair through CompTIA. Jeff also has his Cisco Certified Design Associate designation from Cisco. In addition, Jeff is a very strong supervisor and project manager. Jeff holds his Bachelor of Science Degree in Computer Information Systems from the University of Nebraska at Kearney. Jeff is also a graduate of Leadership Kearney 2004. Jeff and his wife, Jennifer, live in Kearney with their two sons Evan and Alexander, and their dogs, Riggs, Sophie, and Chester. In Jeff's spare time he likes to golf, watch movies, and "tinker" with his 6 PC home network.

Hassebrook, Chuck**Center for Rural Affairs**

Chuck is the Executive Director and has been with the Center for 30 years, developing strategies and policy for rural revitalization and enhancing federal funding for rural programs. He speaks extensively on federal farm and rural policy.

Hilliard, Randy**Agricultural Utilization Research Institute**

Randy Hilliard has 20 years experience in community and rural economic development, facilitating the development of new and existing companies. As a former Economic Development Director for a regional economic development organization, his past experience includes assisting with business plan development, cash flow and other planning tools. He is an Economic Development Finance Professional, as certified by the National Development Council. Hilliard has a Bachelor of Science degree with an emphasis on Regional Planning from Bemidji State University. Randy has been employed with AURI for over four years.

Hilske Amy**Cellar 426**

Amy and her husband will open their winery, Cellar 426 in the spring of 2011, in Ashland, Nebraska. Amy manages their 2 ½ acre vineyard and will assist in the winery. Amy obtained her B.S. in Horticulture from the University of Wisconsin-River Falls and a M.S. in Horticulture from the University UNL. Merging Amy's horticulture background with her husband's winemaking, business, and marketing expertise will ensure a profitable, small farm-based winery.

Hinrichs, Kim**Strategic Community Investment Group**

Kim is a partner in the Strategic Community Investment Group. This for-profit entity formed in order to further economic development in the City of Holdrege. Their first step was purchasing the existing Sun Theatre in Holdrege that was run down and needed a lot of improvements. The needed repairs was close to \$100,000 in energy efficiency improvements. They applied and were awarded a \$20,000 Rural Energy for America Program (REAP) grant to insulate the roof of the building, install a new efficient HVAC system, and install siding. They are now able to show many movies that were previously only shown in neighboring towns such as Kearney.

Isaacson, Scott**Surety Technologies Incorporated**

Scott has 17 years' full-time experience in information technology and security, along with assisting education, business and government clients to build and maintain secure and reliable computer systems and networks. He holds the Certified Information Systems Security Professional (CISSP) certification.

Jantzen, Jan**Flint Hills Resource Conservation & Development Council**

Jan Jantzen is Director of Rural Tourism Development with the Flint Hills Resource Conservation & Development Council in Emporia, Kansas. Calling on his background as an agritourism owner, a farmer, teacher, and consultant, he specializes in helping farmers and ranchers create their own businesses.

Jenkins, Jay**UNL Panhandle Research and Extension**

Jay is the UNL Extension Educator in Cherry County. Jay's six years with UNL Extension were preceded by six years with Washington State University and ten with the University of Wyoming. In addition to his work with range livestock producers, he helps rural Nebraskans succeed online. His goal is to provide information and education that helps people reach their goals.

Johnson, George**George Paul Vinegar**

George is the owner of George Paul Vinegar, a producer of handcrafted fruit and wine vinegars. George started growing grapes and producing wines in 1999 and at the suggestion of a friend changed to making uniquely flavored vinegars. George received both a Value Added Producer grant from USDA and a Value Added grant from the State of Nebraska to help him in starting his business.

Knapp, Scott**Nebraska Procurement Technical Assistance**

Scott has served Central and Western Nebraska companies with government contracting technical assistance for nearly 7 years. Previously, Knapp has been a partner in a training company. He has government sales experience in the printing industry.

Knopik, Jim**North Star Neighbors**

Jim Knopik grew up on a farm near North Star, Nebraska, a village that no longer exists. In 1967 he married Carolyn, rented their own farm and eventually became one of the larger conventional farmers in the area. After twenty years they realized they were farming more for lending agencies and companies and it wasn't something they would ask their children to do. Looking for something more sustainable they downsized, began farming organically and began direct marketing forming a group called North Star Neighbors which they now manage by marketing and delivering meat raised by their members. Jim actively works with others trying to establish fair and new markets for small farmers. One project he is working on is building a mobile meat processing unit and another is a year-round on-line farmers market with a delivery system now serving part of eastern Nebraska. He serves on the boards of organizations such as the Center for Rural Affairs, the Nebraska Environmental Action Coalition and the Nebraska Food Cooperative and was recently elected to the Nance County Board of Supervisors. Family and neighbors are their most important resource.

Kollars, Karen**Nebraska Division of Travel & Tourism**

Karen joined the DED's Travel & Tourism Division as the Agri-Tourism Development Consultant and Southwestern Region Tourism Representative. She works closely with tourism entities in western Nebraska and helps encourage more rural residents to take advantage of the trend towards travelers wanting to take vacations that involve immersing themselves in ranching or farming experiences. Karen is a graduate of the U.S. Chamber of Commerce Institute for Organizational Management. She formerly worked for the Cheyenne County Chamber of Commerce as the Executive Director and handled tourism and main street responsibilities. Karen is a native of Nebraska. She has her office in Sidney.

Kuntz, Bryan**Intellicom**

Bryan is the VP of Operations for Intellicom. Bryan is responsible for the day-to-day operations of the company and ensuring the Intellicom customers receive a high degree of customer service. In addition, Bryan is also responsible for marketing and advertising for the company including TV and radio advertising, print media, the company Web-site, direct mail, and coordinating special events. Bryan has over 15 years of experience in marketing and management. Prior experience includes working in a leadership capacity for Affiliated Computer Services, formerly Curtis & Associates, Inc. Bryan is very active in the Kearney community. Currently, Bryan is the President of the Executive Board for the United Way of the Kearney Area, is on the Board for the TeamMates mentoring program, and is the President of the University of Nebraska Kearney Alumni Board. Bryan is also a facilitator for Heartland Technology Groups. Heartland Technology Groups (HTG) is a organization that encourages the sharing of ideas and best practices in the technology industry. Bryan graduated in 1995 from the University of Nebraska at Kearney with a Bachelor of Science Degree in Organizational Communication.

Larsen, Steph**Center for Rural Affairs**

Steph works at the Center for Rural Affairs in Lyons, Nebraska, where she works to advance state and federal policy that work for rural communities, rural small businesses and family farms and ranches.

Lehl, Starr**Nebraska Department of Economic**

Starr has been with the state for 8 years and assists 15 counties in western Nebraska in the areas of community and economic development. She represents Governor Heineman for western Nebraska. She was also a former council member and mayor of the City of Gering.

Lillis, Maxine**Morris Printing Group, Inc.**

Maxine, a native of Wisconsin with a BS degree in German from the University of Wisconsin - Madison, is the controller at Morris Printing Group, Inc. in Kearney, Nebraska. Maxine has passed her CPA exam and has accounting experience in printing, wood products, and health care industries. Morris Printing Group, Inc. produces a variety of printing products and services. Their existing control equipment was antiquated and inefficient. It was replaced with a new Direct Digital Control System which created energy efficiencies for the business and their printing needs. By utilizing a 25% REAP grant to help finance the project, the company enhanced the return on their investment.

Lukasiewicz, Sheri**Peace by Piece**

Sheri, a professional organizer & finance coach, brings organization to home & business spaces, knowing the peace and productivity it brings. Sheri assists with office, craft room, closets and pantry organization, but also with organizing computer files and bill-paying techniques. With a renewed desire to help others who felt overwhelmed with debt, Sheri recently completed the Dave Ramsey Financial Counselor Training in Nashville, Tennessee. This has equipped her to coach others to financial freedom. As a member of Heartland Organizer's, Sheri is a regular contributor to their popular 'Ask an Organizer' blog.

Lynch, Bridget**Greater Omaha Chamber**

From training sessions to professional development programs and events designed to promote networking, sales, customer service and marketing, Bridget brings her own unmistakable style, knowledge and enthusiasm to help businesses be more successful. Lynch continues to be a popular motivational speaker.

Macke, Don**Center for Rural Entrepreneurship**

Don, Director of Strategic Engagement, was a founding co-director, and leads the Center's efforts to support practitioners in building entrepreneurship development systems and programs, including one-on-one mentoring, training and strategic planning. Don has over 30 years of field experience.

Maly, Steve**Maly Marketing**

Steve is from a family of entrepreneurs that didn't know most people wanted to actually work for someone until he was a junior in high school. Steve has owned numerous businesses for the past six years and concentrates in bringing the static to life through marketing pieces that break through the clutter.

McClure, Glennis**Nebraska Enterprise Fund**

Glennis is Program Manager for the Nebraska Enterprise Fund (NEF). NEF has a mission of connecting businesses with development resources and building partnerships in Nebraska. Her recent work at NEF has included microfinance policy development and product implementation including direct microloans to businesses and CD guarantees with banks for micro business loans. Prior to moving to NEF, Glennis served as Senior Community Affairs Advisor with the Federal Reserve Bank of Kansas City, Omaha Branch. In this role, she led branch efforts to promote small business / entrepreneurship development, financial education and affordable housing in Nebraska. Throughout her career, Glennis has held positions with the REAP program, Southeast Community College as an agri-business instructor, Tech prep and Staff Development Coordinator and prior to that she served as farm business consultant with the University of Nebraska - Farm Business Association.

McGinnis, Mike**The Peter Kiewit Institute**

Mike joined The Peter Kiewit Institute as Executive Director in 2009. Prior to assuming this position Brigadier General (Ret.) McGinnis served as the Executive Director of the Virginia Modeling, Analysis and Simulation Center at Old Dominion University for three years, following a seven year tenure as Professor and Head of the Department of Systems Engineering Department at West Point, New York. He has served in key government positions and on committees dealing with engineering, modeling and simulation, and analysis to advise and bring about change. Dr. McGinnis is a graduate of the U.S. Military Academy and has Masters of Science degrees in Applied Mathematics and Operations Research from Rensselaer Polytechnic Institute and a Ph.D. from the University of Arizona in Systems and Industrial Engineering. He attended the Command and General Staff College at Fort Leavenworth and the Naval War College in Newport, Rhode Island where he earned a Masters in National Security and Strategic Studies. Mike's professional and scholarly work includes three national awards and over 45 published and peer-reviewed papers published during 23 years of working in the fields of systems engineering and operations research.

Messenger, Kelley**USDA Rural Development**

Kelley is an Area Specialist for USDA Rural Development, specializing in Business Programs out of the Kearney Area Office. She has been with the agency for nine years, working five of those years as a student employee while attending the University of Nebraska at Kearney. Upon graduation in May 2006, Kelley started working in the Business Programs Division and became a specialist with the agency in October 2006. She enjoys working with the rural businesses and individuals in the 16 counties she covers, assisting with rural development. The programs that Kelley covers are business loans and grants, working with for-profits and non-profits. She also has an energy program that is for for-profit businesses and ag producers that keeps Nebraska very busy.

Milobar, Leon**US Small Business Administration**

Leon is the District Director for the Nebraska District Office of the U.S. Small Business Administration (SBA). His primary duties include the SBA's guaranteed loan program, small business technical assistance and government contracting assistance.

Nixon, Jenny**UNL Panhandle Research and Extension**

Jenny is a University of Nebraska Extension Educator in Sioux County. She enjoys working with rural entrepreneurs to help them to better use technology tools for e-business and e-marketing. Preparing for presentations helps keep her current on technology trends. Jenny teaches business web site creation, search engine and local search optimization, and social media marketing.

Nunnenkamp, Brett**The Country Pumpkin**

The Country Pumpkin was started by Brett. At age 13, Brett planted his first pumpkins for his Supervised Agricultural Experience project through FFA. At that time Brett raised two different types of pumpkin, set-up a trailer at the end of their driveway to sell the pumpkins and trusted in the honor system for people to deposit their money into an ice cream bucket. Today Brett grows over 50 varieties of pumpkins, squash, gourds, and ornamental corn. Customers come to the farm and pick their pumpkins and enjoy the great Halloween experience. Brett also sells his product to different stores in Eastern Nebraska.

Ober, Boyd**Leadership Resources**

Boyd founded Leadership Resources in 2002, providing strategic planning, business coaching, and professional development services to organizations such as Cabela's and Lincoln Industries. He spent many years with Experian in the database marketing industry & owns several other businesses.

O'Connell, Dennis**Compound Profit Advisors**

Dennis is the Regional Director for Nebraska / Iowa. He spent 20 years with Hewlett Packard in Sales / Sales Management and 5 ½ years in the US Air Force. Dennis's MBA is from Rockhurst University. His undergraduate degrees in Mathematics and Economics are from Carnegie Mellon University.

Orr, Cinda**SCORR Marketing**

Cinda has over 35 years of marketing, advertising and public relations experience working with companies and organizations to help create and actualize their marketing strategy. As the President of SCORR Marketing, Orr has developed an extensive portfolio of regional and global clients.

Ovson, Alan**Ovson Communications Group**

Alan 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.

Parsons, Dan**Parsons Marketing | PR | Design**

For more than two decades, Dan has been the "PR Man" for high-profile VIPs including a United States senator, governor and attorney general. Before launching Parsons Marketing PR and Design, Dan was manager of public relations for an Omaha ad agency and served as vice president of the Nebraska Chamber of Commerce and industry. He is the former special assistant to the attorney general, and the founder and executive director of Family First, a faith-based public policy organization.

Pavelka, Janita**4 REAL*KIDS *Raising Entrepreneurs and Lifelong Learners**

Janita has been an entrepreneur since childhood and has emphasized it with her own children for the past ten years. Janita lives with her husband and four entrepreneurially-minded children on their Old MacDonald's farm near Oxford, Nebraska. Helping others has been Janita's passion since first grade!

Peterson, Kim**Nebraska Rural Initiative**

Kim is the Outreach Program Specialist for the University of Nebraska Rural Initiative. Kim created and coordinates the Nebraska Local Foods Network (NLFN), which is a collaboration of Nebraskans working together to encourage and facilitate the increased production and consumption of local foods. Kim is a member of the state team working to scale up production of local foods, is leading a pilot farm-to-school project and is working to improve distribution opportunities of Nebraska local foods.

Pollard, Caleb**Valley County Economic Development**

Caleb has been in Ord, Nebraska as Executive Director of VCED for 2 years. Caleb loves working with small businesses and entrepreneurs in his economic development efforts, and hopes to share some best practices of microfinance in rural Nebraska. Caleb is married to his wife, Christina. They have two boys, Calen, 6 and Elijah, 3. Caleb enjoys exploring the paths less travelled, a good microbrew and sunsets on the prairie.

Rahn, Gene**Rural Enterprise Assistance Project**

Eugene, REAP senior business specialist, has been with the Center for Rural Affairs' Rural Enterprise Assistance Project (REAP) for the past 13 years working with small business owners in rural Nebraska. Gene has built collaborative lending partnerships with banks, development districts, revolving loan funds and other lenders. Collaborative lending provides additional available capital for small business owners to start or expand their businesses in rural Nebraska. To date he has completed over 240 REAP and other lender loans for small business owners in rural

Reynolds, Jeff**Center for Rural Affairs**

Jeff is the Program Director of the Nebraska-based Rural Enterprise Assistance Project (REAP), a program of the Center for Rural Affairs. Reynolds joined the Center as the southeast Nebraska business specialist in 1994. Reynolds served as the senior business specialist of REAP before taking the REAP assistant project leader position in 1998. Reynolds assumed the position of REAP Program Director in 2000. Reynolds brings an extensive small business management background to the REAP program having most recently owned and operated his own convenience store.

Schroeder, Craig**Center for Rural Entrepreneurship**

Craig Schroeder, Senior Fellow for Youth Engagement, directs the Center's youth engagement strategy and is author of the Youth Attraction Formula, a tool for communities to address persistent population decline. Craig supports youth work with practitioners across Nebraska, and around the country.

Sherard, Margaret**Nebraska Department of Revenue**

Margaret has a Bachelors degree from University of Wyoming in Management Information Systems/Accounting. She has been with the Department of Revenue for eight years in positions of taxpayer assistance, audit, revenue agent and most recently Revenue Educator. Margaret also does presentations on all Nebraska tax programs administered by the Department of Revenue.

Sladek, Kelly**SCORR Marketing**

Kelly holds the position of Director of Marketing Communications at SCORR Marketing. Kelly graduated with a bachelor's degree in marketing from the University of Nebraska-Lincoln and completed British economic classes at Oxford University in Oxford, UK. Additionally, Kelly is pursuing a Master of Business Administration from the University of Nebraska at Kearney. Kelly works with clients to determine the types and volume of media required to effectively and efficiently reach target audiences in client advertising campaigns. She implements social media and public relations campaigns, thus gaining editorial opportunities for clients. Kelly is a member of the Young Professionals Network of the Kearney Area Chamber of Commerce.

Stec, Paul**Send Out Cards**

Paul grew up in Ainsworth Nebraska and received a BS degree from Kearney State College in 1973. Stec worked in manufacturing for six years, owned a restaurant in Broken Bow for 13 yrs and was in the insurance business for 17 years in Kearney. Stec has been a community leader in all the communities he has lived in.

Tabor, Tom**Nebraska Division of Travel & Tourism**

Tom joined the Nebraska Department of Travel & Tourism staff in 2004 as the first Ecotourism Development Consultant for the State of Nebraska. A native Nebraskan, Tom's previous work experience includes the Nebraska Game and Parks Commission where he worked as a Horticulturist/Forester for 14 years. After leaving Game and Parks, he went to work for Information Technology, Inc. as a Computer Programmer before moving on to the University of Nebraska-Lincoln Office of Sponsored Programs where he worked as a Grants Coordinator. Tom is a Certified Forestry Technician from the University of Minnesota, North Central School and Experiment Station in Grand Rapids, MN ('78). He has a Bachelor of Arts degree in Economics with a minor in Biology from the University of Nebraska-Lincoln ('97) and has completed coursework towards a Masters degree in Community and Regional Planning with an emphasis in Environmental Planning. Tom is also a past board member of the Great Plains Trails Network.

Timperley, Kathy**Bluestem Farms**

Kathy was born and raised on a farm in Nance County, Nebraska. She's gardened all her life, starting with a four-foot row of radishes at the age of five. She and her husband Kim own and operate Bluestem Farms in Stanton County, Nebraska raising naturally grown vegetables for a variety of local markets. Their families for generations have produced vegetables commercially, and they are currently the third generation on the family farm.

Tophoj, Elton**Tophoj Business Consulting, LLC**

Elton was born and raised on a cattle ranch/wheat farm in Garden County, Nebraska. His work history covers all aspects of farming and ranching. Elton and his wife own a drug store in Oshkosh, Nebraska. A non-traditional student, Elton received a B.S. in Farm/Ranch Management and M.S. in Agricultural Economics from the University of Wyoming. He completed his Ph.D. in Agricultural Education from Iowa State University. Elton is a business consult and agricultural educator.

Vigna, Diane**University of Nebraska-Lincoln Extension**

Diane is Associate Professor of Textiles, Clothing & Design, and Extension Specialist for Textiles and Apparel at the University of Nebraska—Lincoln. Her work focuses on Nebraska's textile and apparel industry, youth entrepreneurship, rural retailing, and small business networks.

White, Marcia**Nebraska Community Foundation**

A native of Bridgeport, Marcia has nearly 30 years of experience working in communities. Her career includes work in rural development, grant making, community outreach, college instruction and communications for nonprofit and government organizations in Nebraska. From 2002- 2004, Marcia worked as a Small Business Development Advisor in two villages in northern Ghana, West Africa, as a United States Peace Corps Volunteer. Marcia holds degrees from UNL in Agriculture (B.S.) and Adult Education (M.A.).

Wolking, Virginia**Center for Rural Affairs**

Virginia Wolking is an organizer with the Center working primarily on rural health care reform. She has an undergraduate degree in environmental science and sustainable agriculture from Warren Wilson College in North Carolina.

Yang, Yiqi**University of Nebraska-Lincoln**

Dr. Yang is a professor of textile sciences researching biofiber and bioproduct product development using Nebraska's renewable resources. He works with academia, industry, commodity boards and entrepreneurs to promote the use of renewable sources to develop bio-products. Professor Yang is concentrated on green materials including polymers and chemicals for textile, composite, and medical applications. In addition to many years of academic experiences, Dr. Yang is also one of a few professors who have extensive experiences in fiber and textile process.