

Conference Agenda

Wednesday, February 22 | Ramada Inn & Conference Center, Kearney, Nebraska

7:30 am–9:00 am	Conference Registration: Ramada Inn & Conference Center					
	Visit Exhibitors in Resource Zone (Azalea Room)					
9:00 am–10:00 am	Welcome, Emcee: David Buchholz, David & Associates, Hastings, NE Keynote: “It Takes a Village to Create & Sustain an Entrepreneur”, Joanne Steele, Dunsmuir, CA Sponsored by REAP Women’s Business Center and North Central SARE					
10:00 am–10:30 am	Break – Visit Exhibitors in Resource Zone – Prizes (Azalea Room)					
TEACH IN SESSIONS	Social Media (Paradise 2)	Innovation (Paradise 1)	Marketing (Lotus/Palm)	Bus. Dev. (Jasmine)	Financial (Hibiscus)	Round Table (Persimmon)
10:30 am–11:45 am	Social Media & Your Sm. Bus. (B) Rochelle Edwards, Intellicom, Inc. MOD: Rod Armstrong	Going Mobile (A) Connie Hancock, Jay Jenkins & Jenny Nixon, UNL Extension MOD: Dena Beck	Positioning Your Business for an Online World (I) Steve Maly, Maly Marketing MOD: Tanner O’Dell	Feasibility... Prep, Before You Start Your Own Business (B) Bob Hobbs, Central NE SCORE MOD: Paul Bartlett	Alternative Financing/Loan Packaging (BI) Gene Rahn, CFRA Glennis McClure, NE Enterprise Fund Kris, Jerke, Platte Valley State Bank MOD: G. McClure	Social Media & Innovation Return on Investment MOD: J & S Meyer & Geffre
11.45 am–12:00 pm	Break – Visit Exhibitors in Resource Zone (Azalea) – Break to Lunch (Paradise Ballroom)					
12:00 pm–1:00 pm	Networking Luncheon (Paradise Ballroom) Emcee: David Buchholz, David & Associates, Hastings, NE Special Announcement: Kathie Starkweather, Center for Rural Affairs					
1:00 pm–1:15 pm	Break – Visit Exhibitors in Resource Zone (Azalea) – Break to Sessions					
1:15 pm–2:30 pm	Marketing Across the Digital Divide (A) John & Scott Meyer, gClouds MOD: Tanner O’Dell	Your Unique Gifts & Innovation (I) Shane Farritor, UNL Mechanical Engineering MOD: Rod Armstrong	Taking Control of Your Internet Marketing (A) Joanne Steele, Rural Tourism Marketing Group MOD: Kathie Starkweather	Steps In Starting A Business (BI) Monica Braun, REAP WBC; Patt Lentfer, FCDC & Milo Alexander, CEDC MOD: Jay Hall	Building Partnerships to Maximize Opportunities (B) Annette Junck, City of Laurel, & Kelley Messenger, USDA Rural Dev. & CFRA MOD: Traci Bruckner, CFRA MOD: Paul Bartlett	Marketing Critique Your Marketing Bring examples of your printed, online and social media to be critiqued. Learn the top five tips for each. MOD: Buchholz Edwards & Pelser
2:30 pm – 3:00 pm	Break – Visit Exhibitors in Resource Zone – Prizes (Azalea Room)					
3:00 pm–4:15 pm	Opening the Door to Internet Marketing (I) Cory Geffre, Common Success MOD: Tanner O’Dell	What’s next for the web: Mobile, Location, Apps? (IA) John & Scott Meyer, gClouds MOD: Jim Crandall	Marketing: The Whole Package (B) Steve Maly, Maly Marketing MOD: Marian Beethe	What Is Your Customer Really Looking For? (B) David Buchholz, David & Associates MOD: Doc Franklin	Health Insurance & Your Business, (BI) Virginia Wolking & Inga Haugen, CFRA MOD: Kathie Starkweather	BUS/DEV/FIN. The Basic Financials - IS, CF, BS & Resources MOD: REAP WBC Monica Braun
4:15 pm–4:30 pm	Closing – Final Announcements & Prizes (in each break out room)					



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