

# Conference Agenda

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

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



The Nebraska Soybean Board is a proud Partner Sponsor of Nebraska MarketPlace, providing funding for the printing of folder & inserted participant materials. Nebraska Soybean Board – Your Investment Yields Opportunity.

The Center for Rural Affairs is an Equal Opportunity Employer and Provider.

