

# Social Media Track Presented by



CENTER *for*  
RURAL AFFAIRS  
Lyons, NE 68038      Population 963

Time: 10:30 – 11:45 am  
Presenter: Rochelle Edwards, Intellicom, Inc.  
Level: Beginner  
Session Title: Social Media and Your Small Business



Session Description: Social Media is the future of marketing, networking and socializing! Rochelle Edwards, Lead Web Designer at Intellicom and Social Media extraordinaire, will lend her expertise to those who are interested in joining the social media world.

Time: 1:15-2:30 pm  
Presenters: John & Scott Meyer, 9 Clouds  
Level: Advanced  
Session Title: Marketing Across the Digital Divide



Session Description: Many businesses online marketing efforts focus on the digitally literate and early adopters. However, a larger percentage of the consuming public, especially in rural areas, are less likely to keep up with advances — still learning to use basic technologies like text messaging or lacking consistent access to the Internet altogether. The central question for businesses and marketers seeking to tap the potential of this segment becomes one of how to best connect across the digital divide. Learning how to effectively communicate with both the technically savvy and the technical beginners is essential for successful marketing and business development.

Time: 3:00-4:15 pm  
Presenter: Cory Geffre, Common Success  
Level: Beginner  
Session Title: Opening the Doors of Internet Marketing



Session Description: This session will reveal the latest tools and techniques for marketing online and why it is essential for any business. Learn how living in a rural part of the country may actually help you with online marketing. This session will cover social media for businesses such as: Facebook, Twitter & YouTube. This session will also cover what the three main components are to being successful with online marketing and how it can turn your business into a profitable machine. This session is lead by a serial entrepreneur that has spent over \$100,000 in bad internet marketing. Save yourself the trouble and learn from someone who has been there & tried that!

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# Innovation Track

## Presented by



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Time: 10:30 – 11:45 am  
Presenter: Connie Hancock, Jay Jenkins & Jenny Nixon, University of Nebraska Extension  
Level: Advanced  
Session Title: Going Mobile!

If you have a highway running through your community - your business needs to be online and it needs to have a mobile version! More and more people are using their mobile devices to search for information. The importance of having a **mobile version of your online presence becomes more critical if you want people to find you!**

Time: 1:15-2:30 pm  
Presenters: Shane Farritor, University of Nebraska - Lincoln  
Level: Intermediate  
Session Title: Your Unique Gifts & Innovation

Get these tools to make you more innovative and creative! This series is designed to change the way you think about business. It is designed to encourage you to work with imagination, to improvise and to try unconventional approaches. It is intended to challenge you to see how good you can become. It will help you develop your gift so you can then generously share that gift. Being creative and innovative can make you a linchpin in an organization and make your organization stand apart from the completion.

Time: 3:00-4:15 pm  
Presenter: Scott & John Meyer, 9 Clouds  
Level: Intermediate-Advanced  
Session Title: What's Next For the Web: Mobile, Location, Apps?



The web is changing so fast and it can be difficult to keep up. At 9 Clouds our jobs change almost daily with staying on top of the latest technology and new innovations. Come join this session to hear about what trends and technology you actually need to know and why it matters to your business.

# Marketing Track

Presented by



Time: 10:30 – 11:45 am

Presenter: Steve Maly, Maly Marketing

Level: Intermediate

Session Title: Positioning Your Business For An Online World

83% of buying decisions start online. Only 2% of your market ever sees page 3 of Google. If you don't exist online in a positive light, it negatively impacts your business. This session will dive into the specifics of what you can do to place your company in front of your potential clients in numerous ways.

Time: 1:15-2:30 pm

Presenters: Joanne Steele, Rural Tourism Marketing Group

Level: Advanced

Session Title: Taking Control of Your Internet Marketing

You are familiar with all the tech terms. You are active in social media and probably have a business web presence and blog. Join this advanced internet marketing session to learn about the “secret sauce” that will enhance everything you do online, presented by Joanne Steele, rural marketing expert, teacher and internet marketing trainer.

Time: 3:00 – 4:15 pm

Presenter: Steve Maly, Maly Marketing

Level: Beginner

Session Title: Marketing: The Whole Package

How has marketing been influenced by the advances in technology from social and digital media to improved and immediate portable communications? How do you streamline your marketing efforts to maximize your exposure to reach you distinct niche markets while keeping your costs and time investment to a minimum? We will re-visit the basics of marketing and learn how these new technology tools can work to your advantage.

# Business Development Track Presented by



**Time:** 10:30 – 11:45 am  
**Presenter:** Bob Hobbs, Central Nebraska SCORE  
**Level:** Beginner  
**Session Title:** Feasibility...Prep Before You Start Your Own Business

Will your product or service appeal to the market? Have you learned all there is to know about your product or service? What is your motivation to business ownership? Will your business; improve family finances; giver personal gratification and provide self improvement? Are your personal characteristics positive for self employment?

**Time:** 1:15-2:30 pm  
**Presenter:** Monica Braun, REAP; Patt Lentfer, Filmore Co. Economic Development; & Milo Alexander, Creighton Universtiy – Community Economic Dev. Clinic  
**Level:** Beginner-Intermediate  
**Session Title:** Steps in Starting a Business

What do you need to do when starting a business? Most entrepreneurs are passionate about their product or service and have family and friends encouraging them to go into business. Do you know what steps to take? This session will provide a startup checklist and discuss the steps to take to get your business started.

**Time:** 3:00 – 4:15 pm  
**Presenter:** David Buchholz, David & Associates  
**Level:** Beginner  
**Session Title:** What Is Your Customer Really Looking For?

Are you selling...or are you marketing? There's a big difference. Once you figure out the reason your customers are looking for what you provide, you can frame your brand story in a way that resonates and persuades.

# Financial Track Presented by



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Time: 10:30 – 11:45 am

Presenter: Gene Rahn, Center for Rural Affairs; Glennis McClure, NE Enterprise Fund;  
& Kris Jerke, Platte Valley State Bank

Level: Beginner-Intermediate

Session Title: Alternative Financing Options & Collaborative Loan Packaging

Finding start-up capital or business development loans can be challenging. At least two 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.

Time: 1:15-2:30 pm

Presenter: Annette Junck; City of Laurel; Kelly Messenger, USDA Rural Development;  
& Traci Bruckner, Center for Rural Affairs

Level: Beginner

Session Title: Building Partnerships to Maximize Opportunity

Learn about several successful projects that are impacting rural communities that combine and utilize various funding options and collaborative partnerships.

Time: 3:00 – 4:15 pm

Presenter: Virginia Wolking & Inga Haugen, Center for Rural Affairs

Level: Beginner

Session Title: Health Insurance and Your Business

Affordable health insurance for small business owners and their employees is a key barrier to business start-up, business expansion and employee retention. Come to this session to learn about how recent changes to federal and state insurance law may provide new options that make insurance more affordable and more accessible for your business.

# Round Tables Track

**Time:** 10:30 – 11:45 am  
**Presenter:** John & Scott Meyer, 9 Clouds and Cory Geffre, Common Success  
**Session Title:** Social Media & Innovation – Return on Investment Round Table Discussion  
All this hype about social media, innovation and new marketing methods for communicating. Does it really benefit me? How much time will it really take? How will I know if it is a wise investment of my time/effort? What can I really expect and how do I track my rate of return?

**Time:** 1:15-2:30 pm  
**Presenter:** David Buchholz, David & Associates and Rochelle Edwards and Anna Pelster, Intellicom, Inc.  
**Session Title:** Marketing: Critique Your Marketing  
Printed marketing, social networking sites, websites and blogs...Join these experts who will sit with you in small groups to review your materials and online sites and provide tips in how to emphasize what you're doing right and improve on things you can. Bring your printed pieces or bring your laptop so we can pull up your sites. Here's your chance to get one-on-one advice from these experts in their fields!

**Time:** 3:00 – 4:15 pm  
**Presenter:** Monica Braun  
**Session Title:** The Basic Financials – Income Statement, Cash Flow, Balance Sheet & Resources  
Do you really understand your financials? Do you need someone to help you understand the value of these essential documents and what a banker/investor is looking for? Are there additional resources that can assist you in your bookkeeping and other financial issues? Here's your chance to meet in a small group setting to dig a little deeper and ask the questions you need to understand and feel more confident!