



**Chuck Hassebrook**

*Executive Director*

Center for Rural Affairs

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The Center is a nationally recognized research, advocacy and development organization that supports small communities, small business and family farming and ranching. Hassebrook has served 35 years with the Center, winning changes in federal tax, farm, conservation and rural development policy. He served 18 years on the University of Nebraska Board of Regents, including two terms as chair. Hassebrook currently serves on the Board of the USDA North Central Region Rural Development Center. He previously served on the Nebraska Rural Development Commission, US Department of Agriculture National Commission on Small Farms, USDA Agricultural Science and Technology Review Board and the Board Bread for the World. Hassebrook is a University of Nebraska graduate and a native of Platte Center, Nebraska, where his family has been engaged in farming for more than a century. He lives with his wife Kate in Lyons. Their sons Anton and Peter attend the University of Nebraska.



**Connie Reimers-Hild, Ph.D., CPC**

*Author, Leadership & Innovation Coach and Educator*

University of Nebraska Kimmel Education & Research Center and [AskDrConnie.com](http://AskDrConnie.com)

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Entrepreneur, author, academic, Certified Professional Coach, wife, and mom-these are just a few of the hats Dr. Connie wears everyday. Like many small business owners, Dr. Connie has a lot to juggle. What does it take to lead yourself and your business while juggling so many different responsibilities? The answer: Creative Confidence designed to grow your Inner Leader. Dr. Connie has combined over a decade of award-winning research and the experience of teaching and coaching 20,000+ people to create workshops and coaching programs for clients ranging from the United States Department of Agriculture and Lockheed Martin to small businesses throughout the Midwest and individuals from all corners of the world. Dr. Connie currently serves as Unit Leader at the University of Nebraska Lincoln Kimmel Education and Research Center in Nebraska City, NE. She is also founder of the coaching and consulting firm, *Wild Innovation*. Dr. Connie is a native of West Point, NE and now lives with her husband, two kids, and two wiener dogs in Beaver Lake, NE. You can access resources on leadership and innovation by following Dr. Connie on her blog: [askdrconnie.com](http://askdrconnie.com) or on [kimmeltv.org](http://kimmeltv.org)



**Johnny Schrunk**

*CEO/Founder, Entrepreneur and Speaker*

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Johnny Schrunk, CEO and Founder of Next Move Marketing, is a lifelong entrepreneur, author, speaker, consultant, husband and father. Like many entrepreneurs and small business owners, Johnny didn't start out knowing what it was that he really "wanted" to do. Through the ups and downs of the economy, Johnny found he had a strength in effectively communicating with people and helping them break through their biggest obstacles and challenges in their business. It was a simple yet effective realization. As an introvert, public speaking has always been tough for Johnny, however, he knew he had a message to share with many business owners to help them get back that passion and energy that they had when they first started their business. The solution was two-fold: have the right Mindset, combined with an effective Marketing System. Through constant testing and refining, Johnny found the right combination that works for virtually all business owners and business models. Johnny's company provides Workshops and Boot Camps for small to medium sized business owners, speaking engagements, one-on-one consulting and complete marketing systems and packages for small to medium sized business owners. Johnny's start-ups have been featured in Forbes magazine and seen on Times Square. Next Move Marketing is one of the fastest growing marketing start-ups in the Midwest. Johnny's goals remain simple. To position Next Move Marketing as the Leader in Economic Development by helping as many businesses as possible grow, prosper, and diversify, creating more jobs and boosting local economies.

## Additional Featured Presenters

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### **Jon Bailey**

*Director of Research and Analysis*

Center for Rural Affairs

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Jon Bailey directs the Rural Research and Analysis Program at the Center for Rural Affairs in Lyons, Nebraska. Jon is a native of Sterling, Colorado, and a 1980 graduate of Creighton University with a B.A. in Political Science and a 1983 graduate of the Creighton University School of Law. Jon practiced law for 12 years in Sterling, Colorado, including four years as the elected District Attorney for Colorado's 13th Judicial District. In 1996 he received a Masters in Public Policy from The College of William and Mary in Williamsburg, Virginia. Jon was named a 1996 Presidential Management Intern and served as a Special Assistant to the Associate Commissioner for Policy at the Social Security Administration in Washington, DC. In 1997, he became a Legislative Fellow for United States Senator Kent Conrad of North Dakota. Jon came to the Center for Rural Affairs in 1998. Jon and his family live in Bancroft, Nebraska.



### **Tyson Benson**

*Patent Attorney*

Advent IP

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Tyson Benson is a Patent Attorney with Advent IP, an intellectual property law firm specializing in the procurement and protection of Intellectual Property in Omaha, Nebraska. In his role, Tyson specializes in drafting and prosecuting U.S. and foreign patent applications in the areas of integrated circuit technologies, software, hardware, e-commerce, telecommunications, medical devices, and the mechanical arts.



### **Traci Bruckner**

*Assistant Director, Rural Policy Program*

Center for Rural Affairs

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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. She has also guided the Center's farm bill program implementation efforts on those programs. She has brought a national voice to beginning farm and ranch issues with her service on USDA's Beginning Farmer Committee. Traci also works closely with other organizations on organic and sustainable agriculture, and speaks frequently to groups across the nation.



### **Monica Braun**

*Director, REAP Women's Business Center*

Center for Rural Affairs

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Monica Braun is a native of south central Nebraska. She graduated from Superior High School and attended the University of Nebraska where she received a Bachelor's Degree in Consumer Science. She received her graduate degree from UNL in Education and Family Resource Management with a Minor in Ag Economics. Monica was an Extension Agent with the University of Nebraska Cooperative Extension Service for ten years, serving in Holt County and Douglas County. She was a Training Specialist with the Nebraska Health and Human Services System for 5 years. Currently, Monica lives in Seward, NE and is the Director of the Rural Enterprise Assistance Project (REAP) Women's Business Center with the Center for Rural Affairs. In this position she coordinates the training efforts for REAP with the Loan Specialists, works with entrepreneurs, small business owners and REAP association members to enhance their business management skills and access loan funds.

## **Cheryl Burkhart-Kriesel, Ph.D.**

*Extension Specialist – Entrepreneur/Business Development*

University of Nebraska, Panhandle Research & Extension Center

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Dr. Cheryl Burkhart-Kriesel is a University of Nebraska Extension Specialist, focusing on entrepreneurship and business development. Located in Scottsbluff, her extension programming has targeted techniques to improve tourism guest services, including the development of the Nebraska Red Carpet Service program with colleague Connie Francis. She brings to her position experiences as an undergraduate business research and marketing instructor, a private sector business trainer, and is currently a co-owner/operator of an agri-business in western Nebraska.



## **Jeff Christensen, ABPA, EDFP**

*Business Loan Specialist*

Northeast Nebraska Economic Development District

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Jeff Christensen, NENEDD's Business Loan Specialist, provides business consultation and loan packaging services. Jeff has extensive experience in loan fund management, business training, and as a technical assistance provider. He manages NED, Inc. and NENEDD's \$7 million Business Revolving Loan Fund (RLF). Jeff has completed the National Development Council's (NDC) economic development courses, is a certified Economic Development Finance Professional (EDFP), an Accredited Business Planning Advisor (ABPA), a graduate of the University of

Oklahoma Economic Development Institute, and has a Bachelor of Music Education from Indiana University in Bloomington. Jeff has also received National Association of Development Organizations (NADO) training for revolving loan administration and is a member of NADO's Economic Development Financial Service (EDFS). He has extensive experience in packaging of federal loan programs including EDA, CDBG, USDA's IRP, REDLG, RMAP and RBEG programs. He has been providing technical assistance since November of 2004. Prior to becoming NENEDD's Business Loan Specialist, he was NENEDD's Deputy Director for over four years.



## **Jeremy Cleveland**

*Assistant Vice-President*

Citizens State Bank

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Since 2008, Jeremy Cleveland has been collaborating with consumer, business and agricultural customers to meet their financial needs, as the Assistant Vice President for Citizens State Bank. In his position, Jeremy works side by side with current and prospective customer to gather and compile financial information in order to meet the goals and needs of their business or operation; and he has partnered with many local and federal organizations.

Prior to this position, Jeremy was a loan officer with US Bank for four years. Jeremy earned an AAS in Business

Management and Marketing in 1999 and an AAS in Rural Agricultural Banking in 2010, both from Northeast Community College. He is a Cubmaster for Cub Scouts Pack 182, a Sunday School Teacher and Church Treasurer for the United Methodist Church, a Board Member and Treasurer for the Winside Museum, a member of the Wisner Lions Club and the Nebraska Banking Association. He is married to Jennifer and they have two young children, Carter and Austin.



## **Jim Crandall**

*Associate Director*

UNL Cooperative Development Center

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Jim Crandall serves as the Associate Director of the UNL Nebraska Cooperative Development Center (NCDC) and has worked as a cooperative business development specialist with the NCDC since 2000. He received his Bachelor of Science and Master's degrees from UNL in Agricultural Education and is located near Holdrege, NE.

Jim's background includes teaching high school vocational agriculture, serving as an Extension Educator in Nebraska and Wyoming, as a territory manager for a livestock feed and animal health company in Nebraska and Kansas, and production agriculture. Crandall's experience includes involvement with agricultural enterprises for

over thirty-nine years as an educator and business person in Nebraska, Wyoming, and Kansas. He has been directly involved with over eighty business development projects while working for NCDC. He offers his services to assist groups with building their vision, business plan development, market analysis, business feasibility, legal structure, educational programming and delivery, conflict resolution, and organizational facilitation.

## **Nanette Day**

*Managing Editor*

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As the owner and managing editor of Inkwell International, Nanette Day uses her extensive experience as an editor and published author to empower others to create effective texts that meet specific needs. She provides comprehensive editing services and critical analyses of written works for both novice and published authors as well as ghostwriting and consultation services for individuals interested in self-publishing for marketing purposes.



## **Nancy Eberle**

*Special Projects Coordinator*

University of Nebraska – Lincoln - Extension

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Nancy Eberle serves as ESI Curriculum Coordinator for the University of Nebraska - Lincoln. In this capacity, she has helped pilot and market the ESI materials and Community Connection materials and developed the websites for both. She currently serves as a Special Projects Coordinator for UNL – Extension. 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. Nancy is active in several organizations including

the Nebraska Hall of Ag Achievement, Nebraska Ag Builders, Executive Secretary for the Nebraska LEAD Alumni Association, Nebraska Farm Bureau, Co-Chair of the NE Ag Classic, The Alliance for the Future of Agriculture in Nebraska (A-FAN), We Support Agriculture (WSA), The Nebraska Entrepreneurship Task Force (NetForce) and others. She has received several awards including The Nebraska Entrepreneurship Outstanding Service Award, Entrepreneurship 101 Award for Outstanding Leadership in the Field of Business Creativity and Entrepreneurship, and the Allen Blezek Friend of LEAD Award.



## **Phyllis Dunlop**

*Board Member*

Elwood Hometown Cooperative Market

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Phyllis Dunlop is a retired career woman with various business experiences. She has lived in Philadelphia, Pennsylvania where she worked in commercial banking, worked in Church planting in Chicago, Illinois and taught music and theory in a private school in Dallas, Texas. The last 15 years of her business experience she worked as a broker representing buyers and sellers of Cable companies and Radio stations and served as a Departmental Administrator at the University of Colorado. Phyllis holds BA's in Gerontology, Music and Theology. Presently,

Phyllis lives in Elwood, Nebraska where she is serving her rural community by volunteering her time in various capacities: Elwood Hometown Cooperative Market Board Member, a Board Member for the Elwood Chamber and is serving a local church as interim pastor.



## **Andrew Embury**

*Partner*

P&L Technology, Inc

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Drew Embury was a cofounder of P&L Technology in 2004 where he sets the technology direction for the company, works on business development, and also leads the operations of the company. The company has received numerous local and national awards, including a two time member of Inc. Magazine's Inc. 5000 List of fastest growing businesses in the US. Drew has a bachelor's degree from Nebraska Wesleyan

University where he studied computer science and business administration. Drew also attended and graduated from the Entrepreneurial Master's Program, a three year program held at MIT in Boston, MA. In 2008, Drew was selected as the Midlands Business Journal's Young Business Person of the Year award which recognized Drew in his successes in building P&L Technology to one of Omaha's leading technology firms in their space. Drew is active in the Entrepreneur's Organization (EO) Nebraska Chapter and has served on the board of directors for three years.

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**MarketPlace: Connect. Learn. Be Inspired!**



**Barbara Foster**

*Lead Economic Development Specialist*

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Barbara Foster is the Lead Business Development Specialist with the U.S. Small Business Administration in the Nebraska District Office. Barb has held various positions in her 39 years at SBA and is currently responsible for building and maintaining relationships with economic development groups, chambers of commerce, and community organizations. In addition to community outreach events, she will participate in presentations to educate the small business community about SBA programs and services. Barb is also the Small Business Development Center (SBDC) Project Officer with duties that include reviewing, guiding and directing the SBDC's in Nebraska.



**Connie Harvey**

*President*

Efficiency Counts, Inc.

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Connie Harvey brings many years of experience helping many different types of businesses throughout the state of Nebraska with their data handling needs such as QuickBooks and Databases. She was born and raised in Santa Monica, California and transplanted in Nebraska in 1984. After raising her kids and graduating college in 2004, she has passionately and joyfully become a true friend of the entrepreneur.



**Rose Jaspersen**

*Executive Director*

Nebraska Enterprise Fund

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Rose is the Executive Director of the Nebraska Enterprise Fund (NEF), a statewide microenterprise intermediary. NEF is a gap financier, delivering financing directly to businesses. NEF also mobilizes, allocates, leverages and links strategic local, state and national resources with community based organizations to finance and serve the needs of Nebraska's small and micro businesses. This work involves collaborations with banks, development organizations, businesses and funders. Rose has worked with micro/small businesses and programs across Nebraska for 27 years. Serving in that capacity she has developed new products/services to assist start-up and growing businesses; raised capital from multiple federal, state and local sources for use in making loans to businesses; and directly delivered training, technical assistance and loans to businesses. Rose co-founded the Center for Rural Affairs' Rural Enterprise Assistance Project (REAP), Nebraska's largest micro program. Rose has served in various capacities on national and state boards and committees including the Association for Enterprise Opportunity, the national trade association for micro programs. She currently serves on the national Statewide Microenterprise Association committee, providing an informational link for Nebraska programs. Rose is a director on the Cuming County Economic Development Board. She serves also serves on the Board of the Franciscan Care Services Retirement Community Foundation. Rose has a Master's degree in Management. She has owned a family farm operation with her husband, Jerry, for over 40 years. They have six grandchildren and enjoy encouraging their entrepreneurial interests.



**Glennis McClure**

*Program Manager*

Nebraska Enterprise Fund

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Glennis McClure is the Program Manager for the Nebraska Enterprise Fund (NEF). NEF is a Certified Community Development Financial Institution (CDFI) that provides loan capital to small businesses and programs. Prior to NEF, Glennis was the Senior Community Affairs Advisor with the Federal Reserve Bank of Kansas City, Omaha Branch. She has previously served as a business specialist and co-director of the REAP program, taught agri-business at Southeast Community College and earlier in her career as a farm business consultant with the Nebraska Farm Business Association. Both her bachelor's and master's degrees are from UNL. Glennis has served recently as the co-chair of the Nebraska Entrepreneurship Task Force, taken numerous professional training courses in community finance, business retention and transition, and has presented at state and national conferences on business finance and microenterprise development. Glennis resides south of Beatrice on their family farm with her husband Ed. They have 3 grown children with their youngest still in college.



**Virginia Meyer**

*Rural Organizer*

Center for Rural Affairs

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Virginia is a rural policy organizer/Land Link coordinator at the Center for Rural Affairs in Lyons, where she works primarily on issues related to health care, renewable energy and beginning farmers in rural areas. She holds a BA in Environmental Science and Sustainable Agriculture from Warren Wilson College in Swannanoa, North Carolina and supervised the draft horse program at the college. Virginia served as an intern at the White Earth Land Recovery Project, worked on a diversified family farm in northwest Minnesota and researched management of Conservation Reserve Program land in West Polk County, Minnesota. Prior to coming to the Center for Rural Affairs Virginia worked on a cattle ranch in northern Wyoming.



**Dawn Nelson**

*Owner/Entrepreneur*

VIP Digital Marketing

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Dawn Nelson is the owner of VIP Digital Marketing, LLC, which provides marketing services to small business, specializing in Social Media. She received a degree in Marketing and Management from Northeast Community College and left the field to pursue a degree in Nursing. Little did she know that years later, she would find herself returning to Marketing via her six year old son's fundraiser to help animals in need. After raising over \$100,000 over the last 18 months for non-profits via social media, she decided to return to her roots and passion, helping others succeed in small business utilizing Social Media in our Internet Savvy world. Her hope is to be able to share her gift with others and to be able to assist businesses to establish an online presence. She is the Chair of Stevie's Furry Friends, Inc., her son's non-profit organization, which has raised over \$80,000 in products and monetary donations for homeless pets in need throughout the USA and has benefited 150 shelters and rescues. She is also a TeamMATES Mentor for the local school and she is a volunteer for the local Cub Scout and Girl Scout organizations.



**Holly Quinn, EDFP, ABPA**

*Business Loan Specialist*

Northeast Nebraska Economic Development District

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Holly Quinn is a Business Loan Specialist for NENEDD. She has a Bachelor's Degree from Wayne State College in Finance and Economics. Holly has completed the National Development Council's (NDC) economic development course and is a Certified Economic Development Finance Professional. She is also an Accredited Business Planning Advisor. Holly has experience in loan fund management, business training, and as a technical assistance provider.



**Amy Radding**

*Rural Communities Food Systems Specialist*

Center for Rural Affairs

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Amy Radding is the Rural Community Food Systems Specialist at the Center for Rural Affairs, where she connects people who grow and eat fresh foods. Projects include creating new farmers markets, promoting home and community gardens, teaching fresh food cooking skills, and connecting specialty crop farmers to new markets. Amy came to CFRA in 2011 as an intern, after graduating from Yale University with a degree in Biology. Prior to working in community food systems, Amy worked as a restaurant cook in New Haven, CT, Valencia, Spain, and Rome, Italy.



**Sharlette Schwenninger**

*Board Member*

Elwood Hometown Cooperative Market

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Sharlette Schwenninger is one of the organizers of the Elwood Hometown Cooperative Market and serves on its Board of Directors as the vice chairman. An Elwood native, she attended UNL and after graduation she lived and worked all over the country before returning to Lincoln in 2004. In 2009, she returned to Elwood to care for her ailing mother. Sharlette now serves on the Elwood Village Board, is a member of the Elwood Lions Club, and led the fundraising for the matching funds for the new Elwood Public Library building. She is the owner of MTL, Inc., a commercial and residential cleaning business.



**Nathaniel Warnock**

*Attorney, Business Law and Estate Planning*

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Nathaniel Warnock joined the firm as an associate in 2009 and is a member of the business and estate planning departments. Mr. Warnock graduated with his Bachelor of Science in Business Administration, magna cum laude, from the University of Nebraska-Omaha in 2006, and he received a specialization in accounting and business planning while at UNO. He was a Regents and Deans Scholar, a member of the Beta Gamma Sigma International Honors Society, and a member of the National Scholars Honors Society. Mr. Warnock graduated with his Juris Doctor, cum laude, from Creighton University School of Law in 2009. Mr. Warnock is a member of the Phi Alpha Delta International Law Fraternity, the Omaha Bar Association, and the Nebraska Bar Association. He also serves on the Board of Directors of Sheltering Tree, Inc.