



Session Descriptions

7th Annual Nebraska MarketPlace

Tuesday, February 12, 2013

200 Anna Stalp Ave., Nielsen Community Center, West Point, NE

8:00-8:45 AM

Creating Genuine Opportunity in Small Rural Communities

Chuck Hassebrook, Executive Director, Center for Rural Affairs

Hassebrook will introduce the work of the Center for Rural Affairs and discuss 21st century entrepreneurial opportunities in small towns and rural Nebraska.

9:00-10:15 AM

How to Use Social Media and a Cause to Grow Your Business

Dawn Nelson, Owner of VIP Digital Marketing and Chair of Stevie's Furry Friends, Inc.

This session will educate you on the importance of establishing an online social media presence, specifically a Facebook Fan Page. You will learn how to utilize social media as a tool to grow your fan base, obtain brand recognition, as well as promote a cause that you support!

Transitioning Your Business, Farm or Ranch

Virginia Meyer, Rural Organizer, Center for Rural Affairs; and Holly Quinn and Jeff Christensen, Business Loan Specialists, Northeast Nebraska Economic Development District

Successful transition of rural small business, farms and ranches is critical to Nebraska's rural communities. Attend this session to learn strategies for business transition and retirement for business and farm/ranch owners.

Position Yourself as a Leading Authority in Your Niche or Industry

Johnny Schrunk, CEO/Founder, Speaker and Entrepreneur, Next Move Marketing

Johnny will share real live case studies on entrepreneurs and business owners, who have transformed their business and more importantly, their lives, through proper positioning, publishing and promoting what they do best. Schrunk promises participants will walk away from this session with an actionable game plan, easy to implement strategies and methods, and most importantly a newfound approach on getting back to working on their business and not in it.

Cooperatives for Rural Business Creation

Jim Crandall, UNL Cooperative Resource Center; Sharlette Schwenninger & Phyliss Dunlop, Board Members, Elwood Hometown Cooperative Market; and Nancy Eberle, Nebraska Woody Florals

The cooperative business model is one option for creating viable, collaborative businesses in rural areas. Learn about the cooperative model and resources from the Nebraska Cooperative Development Center, and hear first-hand examples from two Nebraska coops - Elwood Hometown Cooperative Market and Nebraska Woody Florals Cooperative - about some of the start-up and development issues and challenges they faced and lessons they've learned through making their efforts successful.

Bookkeeping Basics for Business Success

Connie Harvey, Efficiency Counts

The 'Bookkeeping Basics for Business Success' session will cover the basics of QuickBooks and attendees will be provided with a tool for diagnosing and uncovering common errors (or weeds) that Connie finds wherever she goes. She likes to refer to tending the Books as you would tend a garden or work a farm.

10:45 AM-12 PM

How Does Health Care Policy Impact Small Business

Jon Bailey, Director of Research & Analysis, Center for Rural Affairs

With the passage of the Affordable Care Act, Americans are facing a whole new world in health care. This session will discuss the important provisions of the new law, how the law will affect small businesses, what the law means for health insurance and health care access, and what the future holds for health care and small businesses. Attendees will gain an understanding of the law, how the law will affect their business and how the law will benefit them, their families and their employees.

ePublish Yourself: Marketing Yourself As An Industry Expert

Nanette Day, Managing Editor, Inkwell International

Becoming a published author immediately gives you prestige in your industry and makes you stand out against your competition. When you share your knowledge with others, you become known for your expertise, which can translate into sales, job offers, or other opportunities. This session examines how to use technology to publish your ideas, focusing on ePublishing opportunities. The session will provide an overview of the various forms of ePublishing, discuss how to generate relevant topics for your publication, summarize the steps for creating a professional publication, and provide examples of how to market your published work to potential clients and industry colleagues.

Patents, Copyrights, Trade Marks & Secrets

Tyson Benson, Patent Attorney, Advent, IP, P.C., L.L.O.

This presentation covers the basics of intellectual property, specifically, the topics of patents, trademarks, copyrights, and trade secrets.

Moving From Good to Great: Developing Standards of Service

Cheryl Burkhart-Kriesel, Extension Specialist - Entrepreneur/Business Development, University of Nebraska-Lincoln Extension.

The products and services could be identical and the displays the same, but when two companies compete it's the customer experience that creates loyalty. In this session participants will learn about a comprehensive approach to quality customer service and how to apply it to their business. During the "hands on" workshop the participants will start building a service plan that elevates a business or organization which integrates actions for new employees, current employees and management.

Expanding Your Business Financing Options

Glennis McClure, Program Manager, Nebraska Enterprise Fund; Barbara Foster, Lead Economic Development Specialist, Small Business Administration; Jeremy Cleveland, Assistant Vice-President, Citizen's State Bank; Moderator: Rose Jasperson, Executive Director, Nebraska Enterprise Fund

Join this workshop for information on how your business can access loan capital from multiple sources. A banker will share information on what it takes to get a loan at a bank. A CDFI representative will discuss multiple resources that can help with both loans and technical assistance/training. In addition, a Small Business Administration staff person will discuss how SBA can help make loans possible by providing guarantees for bank loans. There will be opportunity for you to get answers to questions and hear how the presenters can work together with you to build a loan package.

12:30-1:30 PM

KEYNOTE: "Creative Confidence: Leading Yourself & Your Business"

Connie Reimers-Hild, Ph.D., CPC, University of Nebraska- Kimmel Education & Research Center and AskDRConnie.com

Why invest in your self-confidence? Innovation always begins with people, and businesses of all shapes and sizes must innovate to survive and thrive. Self-confident individuals filled with passion, purpose and confidence are the most creative and innovative people. They have strong Inner Leaders and the confidence it takes to lead personal and business growth. Before you can successfully lead your team or your business, you must first lead yourself. So, invest in yourself. Leave this session with 10 powerful, yet practical confidence boosters designed to grow your business and your life!

MarketPlace: Connect. Learn. Be Inspired!

1:15 – 2:30 PM

Communication and Collaboration in the Cloud Using Microsoft 365

Andrew Embury, Partner, P&L Technology, Inc. (Sponsored by Microsoft)

Learn how to leverage the cloud for enhanced communication and collaboration using Microsoft Office 365. Learn why Microsoft Office 365 has been one of the fastest growing tools that is being embraced by both large and small business alike.

Understanding Your Financials

Glennis McClure, Nebraska Enterprise Fund

What does your income statement or profit & loss statement along with a cash flow and balance sheet truly tell you about your business? We'll overview how these three statements are related and what they can tell about the health of your business. An Excel template will be shared that you can use to view projections and plan for future growth.

State Policy: What's on the Horizon and How Might It Affect Your Business

Traci Bruckner, Jon Bailey & Virginia Meyer, Center for Rural Affairs

Attend this workshop for an update on the Nebraska legislature in 2013. We'll discuss taxes, healthcare and microenterprise and how proposed legislation might impact Nebraska small business.

The Visual Vision: Grow Your Bottom Line and Your Life

Connie Reimers-Hild, PhD, CPC, University of Nebraska Kimmel Education & Research Center and AskDrConnie.com

A Visual Vision guides both personal and business growth. It creates a clear and compelling picture of the future while serving as a compass designed to guide your actions, thoughts and behaviors. A great Visual Vision serves as a symbolic reminder of your chosen direction and purpose. It is a statement and image of the future you are working to create every day. Used wisely, it is a powerful tool that can help strengthen your Inner Leader while growing your business. In this session, you will develop a powerful and priceless Visual Vision for your idea, business or organization in 5 fun, yet powerful steps. You will leave this session with a Visual Vision that will have the power to grow your bottom line and life!

What You Need to Know About Contracting and Sub-Contracting

SPEAKER PENDING and Tyson Benson, Advent IP, LLC – SESSION WILL BE LEGAL, TOPIC MAY CHANGE

3:00 – 3:45 PM

Peer-to-Peer Conversation Café's

Join in the conversation and learn from all the experts in the room which includes you!

- Marketing & Communications
- Policy & Regulations
- Financing & Investing

4:00 – 4:30 PM

KEYNOTE: "Relationship Marketing: The REAL Marketing Mindset"

Johnny Schrunk, CEO/Founder, Speaker & Entrepreneur, Next Move Marketing

You will learn Johnny's system for getting more done and taking action on your ideas. Schrunk has successfully consulted with thousands of business owners across the nation, helping them to achieve what they want to do with a purpose. Johnny and his team have crafted business models and methods that any business can implement starting immediately. As a midwesterner, Johnny knows exactly how midwesterners think and the strategies they need to grow their business quickly and more efficiently. As a result, you'll take away a newfound purpose and vision for positioning your business in the new economy with example strategies that you can begin implementing as soon as you leave the conference. ***"Giving value is the core principle I live by. I want people to walk away transformed and inspired. Most people are only one step away from achieving what they never thought possible."*** - Johnny Schrunk

MarketPlace: Connect. Learn. Be Inspired!