

# 2009 MarketPlace Conference - North Platte, NE

Registration begins at 7:00

Opening	8:30am-8:45am	Opening	Welcome	Welcome- Chuck Hassebrook		Convention Center
Keynote	8:45am - 9:30am	Keynote	Using The Internet to Prosper in Difficult Times	Jonathan Patton	Area entrepreneur Jonathan Patton, CEO and Founder of JM Web Designs will educate and inspire entrepreneurs with his story of hard work and success. Patton started his business at the age of 14, working individually out of his bedroom, but has grown it into a thriving business with over 15 employees and an international clientele base. His most recent accomplishment came in December of 2008, when Microsoft traveled to Omaha to film a case study about Patton and the JM Web Designs team. Microsoft did this to highlight a successful business that uses their products and services, but Patton is excited to see the benefits of a strategic partnership with the large corporation. For him the future is truly unlimited.	Whole Convention Center
<b>BREAK - 9:30 - 9:45 (Networking &amp; Visit Exhibitors)</b>						
Session Code	Session Time	Tracks	Session Title	Speakers	Session Description	Room
A1-1	9:45 - 10:45		Recession Proofing Tips for Your Business	REAP Staff	When times get tough, the tough get going! Stop in to this informal session to discuss recession proofing ideas for your business. REAP Business Specialists and small business owners will be available to talk about strategies to assist you.	North Platte Room
A1-2	9:45 - 10:45	Marketing	Marketing in the Changing Economy	Kenzie Choquette	Attend this session to learn strategies to survive and thrive. Change is the only thing that is guaranteed. Learn about the four stages of the current economy, future trends and things to do now for the health and growth of your business	South Platte River Room
A1-3	9:45 - 10:45	Financial	Converting Your Most Valuable Asset - Your Business	Frank X. Haverkamp	The United States is entering an era that will see the greatest transfer of wealth in history from one generation to the next. As members of the baby-boom generation exit the working world over the next few years, they will need assistance in selling their businesses to a new generation of entrepreneurs. Buying and selling a business can be complicated and business brokers are here to assist. With an aging baby-boomer population, corporate downsizing, and outsourcing to name a few areas affecting today's businesses, the need for a competent and experienced broker becomes more and more important.  One example, specific to Lincoln, an elderly couple was planning to retire last year. The couple planned to liquidate their company's assets for approximately \$75,000. After hearing about Sunbelt from Coby Mach on KLIN, the wife requested a meeting to explore options they had not considered. After that initial meeting, Sunbelt listed the business and in less than a week from listing, an offer to buy the business for over \$300,000 was accepted.	Calamus / Snake River Rooms
A1-4	9:45 - 10:45	Agriculture	Growing Strong: Building Nebraska's Local Foods Network	Kim Peterson, Libby Broekmeier, Billene Nemeec, Pam Edwards	What is the Nebraska Local Foods Network? Attendees will learn how building a strong local foods network can benefit Nebraska's rural economies. In addition, presenters will talk specifically about tools and programs that are already available to assist local food producers in the state. Nebraska MarketMaker, the Nebraska Food Coop, the Buy Fresh Buy Local program and the University of Nebraska Dining Hall Services "Good, Fresh, Local" program all offer various avenues for distribution and marketing venues for local foods.	Suite 148
A1-5	9:45 - 10:45	Business Development	Creating Success in a Homegrown Business	Melissa Garcia & Lorre McKeone	Mid-Plains Center for Enterprise (CFE) serves 90,000 people in a 20,000 square mile area. With dwindling populations and long commutes for services and job markets, a sustainable program to create, support and grow entrepreneurs is essential. The CFE has created a model with an innovative combination of learning tools, technology and partnerships.  Working with several economic development organizations, the CFE is assisting entrepreneurs across our vast region to develop quality business plans while building ongoing local networks to support entrepreneurs. Programs are delivered using IP broadcasts and pod casts are created for participants who may be unable to attend sessions. Local entrepreneurship coalitions invest in the program by supporting local business coaches and assisting with participant recruitment, follow-up needs assessments and scholarship funding. We train the entrepreneur coaches in order to create a consistent, knowledgeable support network. The coalitions are given considerable flexibility to meet their local entrepreneur needs, while the CFE assures that the program is of reliable high quality.	East Bound Room
A1-6	9:45 - 10:45	Policy	The 2008 Farm Bill: Conservation Value Added Ag.	Traci Bruckner & Steph Larsen	The 2008 Farm Bill contains a host of programs to support conservation, value added agriculture, and local food efforts, as well as some programs specifically designed for beginning farmers and ranchers. Come and learn about what is available, what the programs support, as well as the how and who to contact to get involved.	Niobrara River & Dismal River Rooms
A1-7	9:45 - 10:45	Youth	Part 1: ESI: Entrepreneurship Investigation Workshop	Nancy Eberle	Join this fun and interactive session where participants learn concepts of entrepreneurship through hands on Investigation. Using projects from the 4-H EntrepreneurShip Investigation, participants will experience a variety of tools designed to help develop their entrepreneurial skills. They will also learn that they can pursue their entrepreneurial dreams without having to move to a big city. Come discover the "road map" to entrepreneurial success.	Caboose
A1-8	9:45 - 10:45	Technology	Maximize Your Exposure through Search Engines	Connie Hancock, Leslie Crandall and Dennis Kahl	Customers are looking for you and your products - are they finding you on the search engines? Learn some current tips on search engine optimization and what is happening with online marketing today!	Bit-Mobile
A1-9	9:45 - 10:45	Hispanic	Pricing and Planning for Profit / Estableciendo Precios y Planeando sus Ganancias	Adriana Dugar	Participants will learn pricing strategies and cost concepts, review fixed and variable cost, break even point and how to set prices based on the competitors and customer's needs. Participants will analyze their Target Market and will Plan for Profit	West Bound Room
<b>BREAK - 10:45am - 11:00am</b>						
Session Code	Session Time	Tracks	Session Title	Speakers	Session Description	Room
A2-10	11:00 - Noon	Marketing	Ideas, Solutions & Results - Marketing that Works	Lynn McCormack	As a business person, you know how important making the right connections can be. Your brand needs to encompass your company's mission, vision and corporate philosophy as well as the products and services that you offer. Learn how to deliver an integrated program that allows you to run your business more smoothly. Whether you need event planning, safety programs, brochures, forms, packaging or branded products. You want your brand to work for you. You want value for your money.	South Platte River Room
A2-11	11:00 - Noon	Financial	Part 1: Business Planning, Financial Projections, etc.	Jeff Reynolds, Gene Rahn	Participants will learn the reason to do a business plan, review the major components of a business plan and how to conduct research for specific business plan questions. Additional information will be provided on putting together a viable set of financial projections including the cash flow, income statement and balance sheet and how to determine the pro forma inputs when no existing data is available.	Calamus / Snake River Rooms
A2-12	11:00 - Noon	Agriculture	Fleas, Fish & Elephants	Gene Pflughoft	This presentation will motivate you to think "outside the box". This presenter has started over 700 businesses. These businesses range from \$2500 petting zoos to \$35 million soy diesel plants. This will be one presentation that will get you excited and yet show you the way to develop your business on a viable entrepreneurial climate for your community!	Web Agenda for Binder Suite 148

A2-13	11:00 - Noon	Business Development	Strategic Planning / Create a Vision	Sherry Jarvis	Strategic Planning/Create A Vision is a key foundational step for any business. Join us for an accelerated session that will introduce you to a focused process developed to help you create a vision and direction for your business to take it to the next level. During this session, we'll provide you with an overview of a strategic planning process and take you through an actual "hands-on" planning experience. You'll leave with a strategic plan framework in hand and templates that will assist you in further developing your plan.	East Bound Room
A2-14	11:00 - Noon	Community Development	Attracting & Retaining Generations X, Y & Z	Sue Schlichtemeier - Nutzman	Communities and businesses lose valuable talent when younger generations "out-migrate." This presentation will outline successful strategies for attracting, orienting, training, and retaining Generations X and Y-- and preparing for Generation Z. Research shows that each generation possesses its own sources of motivation and specific views of entrepreneurship. The community or business that understands and acknowledges these unique characteristics will successfully play to cross-generational strengths. Possible outcomes include stronger communities and more productive workplace teams.	Niobrara River & Dismal River Rooms
A2-15	11:00 - Noon	Youth	Part 2: ESI: Entrepreneurship Investigation Workshop	Nancy Eberle	Join this fun and interactive session where participants learn concepts of entrepreneurship through hands on Investigation. Using projects from the 4-H EntrepreneurShip Investigation, participants will experience a variety of tools designed to help develop their entrepreneurial skills. They will also learn that they can pursue their entrepreneurial dreams without having to move to a big city. Come discover the "road map" to entrepreneurial success.	Caboose
A2-16	11:00 - Noon	Technology	NebraskaAccess: A Portal to Information for Nebraskans	Susan Knisely	In today's world, information is power. It can help you research, grow, and market your business. Unfortunately, subscriptions to timely, information-rich business and trade publications cost money. That's where NebraskaAccess can help! NebraskaAccess provides the state's residents with free online access to thousands of full-text magazines, journals, newspapers, genealogy resources, business information and more. Do you own a restaurant or bed and breakfast? You might be interested in "Restaurant Business" or "Lodging Hospitality." Time to hire staff? Check out "Personnel Today." Interested in tracking economic trends? Then you'll definitely be interested in "The Kiplinger Letter." Attend this session to learn more about NebraskaAccess, including how to access and search it from any computer with web access. NebraskaAccess is brought to you by the Nebraska Library Commission with funding from the State of Nebraska.	Bit-Mobile
A2-17	11:00 - Noon	Hispanic	"Counting the Costs of Starting a Business"	Diaz, Victor	In this session, Victor will present hidden costs associated with starting a business that any potential business owners must consider before going into business for themselves. Having started two businesses himself, Victor will take the attendee through the costs he never thought of before going into business. His hindsight can become your foresight. This session will challenge the potential business owner to answer tough questions before starting a business. The session will also address common pitfalls to starting a business and how to best avoid them. This session will also give you a game plan to have before starting your business.	West Bound Room
<b>BREAK - Noon - 12:30 - Visit Exhibitors</b>						
<b>Lunch - 12:30 - 1:30 -</b>						
<b>Break - 1:30 - 2:00 - Visit booths</b>						
Session Code	Session Time	Tracks	Session Title	Speakers	Session Description	Room
P1-18	2:00 - 3:00pm	Marketing	Marketing 101: Improving the Impact of Your Marketing Efforts	Dave Buchholz	Sound marketing makes your advertising work. You simply must have a clear idea about your product/service and how it solves problems for your customers before you invest in marketing and advertising campaigns. When you leave this session, you will have a better understanding of how to create a unique brand message, improve the effectiveness of your advertising, clearly convey your distinct advantages and differences, and strengthen relationships with your customers.	South Platte River Room
P1-19	2:00 - 3:00pm	Financial	Part 2: Where do I Go for Financing?	Jeff Reynolds- Moderator: Gene Rahn, Kert McKeone, Joan Scheel	Session Two-Participants in this session will learn about traditional bank requirements, alternative lending sources including USDA and SBA guarantee programs and USDA grant programs. Why alternative lenders are sometimes necessary and the need for gap financing and collaborative loans. Actual examples of collaborative loan packages utilizing alternative lenders and collaborative loans will be discussed.	Calamus / Snake River Rooms
P1-20	2:00 - 3:00pm	Agriculture	Tools and Dollars for Beginning and Retiring Farmers: Tax Credits, Financing, and Information Sources	Marian Beethe & Wyatt Fraas	Are you looking for land or a loan to start farming? Are you eligible to earn a tax credit to begin farming or ranching or to help a beginner get started in Nebraska? Marian Beethe will answer your questions about how to apply for the new Nebraska Tax Credit incentives for beginning farmers/ranchers and existing landowners. She will also describe how families can pass the farm or ranch to the next generation while treating all family members fairly. Wyatt Fraas will describe financial, land access and information resources available to help beginners get loans, find land, and identify high value markets.	Suite 148
P1-21	2:00 - 3:00pm	Business Development	Choices and Creation of Business Structures	Milo Alexander	This presentation will address the pros and cons of various business structures and the legal formalities required for each from the perspective of small businesses. The possible structures are: sole proprietorship, partnerships, limited liability companies, and corporations, including S corporations. Each type of entity will be assessed in terms of flexibility and efficiency, limitation of personal liability, transferability of interest, and tax planning. Discussion will include practical as well as theoretical considerations. For example, most small business owners will be required to personally guarantee financing or purchases regardless of their business structure. Insurance may be a more practical tool for limiting personal liability than a corporation. The presentation will include the legal formalities, if any, required for the creation and maintenance of each of these structures. Legal formalities include both documents—such as articles of organization or incorporation, bylaws, operating agreements, etc.—and practices—such as boards of directors meetings and minutes, signing documents on behalf of the business, and maintaining separate financial systems for the business and its owner	East Bound Room
P1-22	2:00 - 3:00pm	Community Development	Authentic Leadership and Life Coaching - The New Frontiers	David Bernard - Stevens	This presentation will be extremely unique as it will present an alternative way of thinking about leadership and how to effectively lead oneself, families, groups, and communities. The presentation will provide insights as to why the concepts of leadership are changing and what individuals can do to keep on the cutting edge of leading change. Dynamic interactions on topics such as impact, choice, reality, and leadership versus command and control are always strong possibilities within this program!  Also included will be the concepts of Life Coaching and the ways businesses and organization are creating stronger connections between business/community/organizational management and employees/volunteers. The use of Life Coaching as a tool to increase the value individuals receive from working and the consequent potentiality for increased commitment, productivity, and effort will be discussed.	Niobrara River & Dismal River Rooms
P1-23	2:00 - 3:00pm	Youth	New Use for an Old Product	Scott Trimble and Arthur Co. HS Business Class		Caboose

P1-24	2:00 - 3:00pm	Technology	Trends with Marketing with Technology	Janell Anderson - Ehrke & Connie Hancock	GROW Nebraska and UNL Extension have partnered together to educate about the online tools available to small businesses, market using Incorporated Web 2.0 tools into their current marketing strategy. This session will describe the tools, utilized by GROWN - Facebook, MySpace, Flickr, Blog, RSS and eBay and how UNL Extension can provide educational workshops to help your business utilize these same tools. Having an online presence is more important today than it was yesterday but just having a web presence is not enough to effectively market. A small business needs to consider all of the Web 2.0 interactive tools to reach the new customer. The session will provide an overview of Flickr.com, twitter, Del.cio.us.com, podcasts, blogs, RSS needs, Goggle Alerts, while Marketing through Social Networking includes - FaceBook, MySpace, LInkedIn, Plaxo. Technology is changing everyday and in order to keep your eBusiness in front of your customer you need to think about all the ways people communicate. Once you have your online marketing strategy - it is just a matter of considering all the possibilities to reach that customer!	Bit-Mobile
P1-25	2:00 - 3:00pm	Hispanic	How to Develop a Marketing Plan/Estableciendo un Plan de Mercadotecnia	Nancy Flock	Participants will learn the importance of a marketing plan and how to develop one that is effective for their business. Participants will also learn about market research and how to implement an action plan that will help them succeed in business.	West Bound Room
<b>BREAK - 3:00pm - 3:30pm (Visit Exhibitors) - Cookies and Refreshments in Booths 7, 16 and near Suite 116</b>						
Session Code	Session Time	Tracks	Session Title	Speakers	Session Description	Room
P2-26	3:30 - 4:30pm	Marketing	Marketing 101: Improving the Impact of Your Marketing Effort	Dave Buchholz	Sound marketing makes your advertising work. You simply must have a clear idea about your product/service and how it solves problems for your customers before you invest in marketing and advertising campaigns. When you leave this session, you will have a better understanding of how to create a unique brand message, improve the effectiveness of your advertising, clearly convey your distinct advantages and differences, and strengthen relationships with your customers.	South Platte River Room
P2-27	3:30 - 4:30pm	Financial	Guard It!	Leslie Levy	Most companies keep sensitive personal information in the files - names, Social Security numbers, credit card, or other account data -- that identifies customers or employees. This information often is necessary to fill orders, meet payroll, or perform other necessary business functions. However, if sensitive data falls into the wrong hands, it can lead to fraud, identity theft, or similar harms. Given the cost of a security breach - losing your customers' trust and perhaps even defending yourself against a lawsuit -- safeguarding personal information is just plain good business.	Calamus / Snake River Rooms
P2-28	3:30 - 4:30pm	Agriculture	Organic Farming, Entrance Strategies for Beginning Farmer	Martin Kleinschmit & Dave Welsch	This workshop will show how a person can net a living (\$40,000) on fewer than 200 acres. Established, premium markets make it possible. USDA/NRCS EQIP program provides the financial incentive to make the 36 -month transition. Cutting in-put costs and up-front investment are a major part of the strategy	Suite 148
P2-29	3:30 - 4:30pm	Policy	State & Federal Rural Development Policies and Programs	Jon Bailey & Brian Depew	This session will cover state and federal policies and programs that can be tapped by communities, economic development organizations and individual business owners to further rural development in their communities. The 2008 farm bill provides new programs as well as renews support for existing programs. The state legislature will debate funding levels for Nebraska rural development programs this year. Some programs covered will include the federal Rural Microentrepreneur Assistance Program, the state Building Entrepreneurial Communities Act, the Nebraska Microenterprise Tax Credit, and other state and federal rural policies and programs.	East Bound Room
P2-30	3:30 - 4:30pm	Community Development	E-4 Nebraska: Education, Engaging and Empowering Entrepreneurs	Gregg Christensen	Nebraskans are "primed and ready" to embrace entrepreneurship as a productive and profitable career pathway. The statistics are compelling: 91% of adult Nebraskans with children believe entrepreneurship is a positive career choice; 80% of the general public in Nebraska believe it is important or very important for schools to teach entrepreneurship; and 60% of Nebraskans ages 18-29 are interested in starting a business. This session will explore the positive impact in Nebraska of entrepreneurship and share a wealth of resources, and explain how every community and school can and should become engaged in building a diversified, entrepreneurial economy in our state. The importance of a focused effort to infuse entrepreneurship education through every school system will be explored including an opportunity for participant feedback and idea sharing.	Niobrara River & Dismal River Rooms
P2-31	3:30 - 4:30pm	Youth	That's my Story and I'm Sticking to IT!!!	Neal Ely	Attend this enlightening session to listen and learn about the adventures of Neal Ely, owner of Ely Farms. Neal will talk about the pros and cons of business success and what is important to the survival of rural Nebraska	Caboose
P2-32	3:30 - 4:30pm	Hispanic - Technology Session	Marketing your products on the Web / Promoviendo sus productos en la Web	Adriana Dungan	Participants will learn how to market their products on the web and how to use the Web as a powerful tool to promote their products/services.	Bit-Mobile
P2-33	3:30 - 4:30pm	Marketing	Networking Beyond the Handshake	Bridget Lynch	Learn how to present yourself and get to know other industry professional for future assistance and sales. Widen your circle of influence and make lasting impressions. Attend this sessions to sharpen your networking skills, have more fun networking and grow your business!	West Bound Room
<b>BREAK - 4:30pm - 4:45pm - Visit Exhibitors</b>						
<b>Final Wrap up - 4:45 - 5:00</b>						

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