

Registration Tuesday: 7:00pm - 9:00pm
Wednesday: 7:00am - Noon

Exhibit Area Opens 7:30am							
Session Code	Session Time	Keynote Topic			Speakers	Moderators	Room
Opening	8:00am - 8:15am	Welcome			Chuck Hassebrook, Center for Rural Affairs, Director	Kathie Starkweather	Indoor Courtyard
Keynote	8:15am - 9:00am	The Top Ten Things I Have Learned Along The Way As A Professional Marketer/Entrepreneur			Kipp Kreutzberg	Kathie Starkweather	
BREAK - 9:00am - 9:15am (Visit Exhibitors)							
Session Code	Session Time	Session Title	Description	Tracks	Speakers	Moderators	Room
A1-1	9:15am - 10:15am	So You Want to Turn Your Business Over?	Keys to successful business succession or transition. Hear how one business owner made it happen!	Business Development	Glennis McClure & Greg and Dixie Zabka	Jerry Terwilliger	Magellan
A1-2	9:15am - 10:15am	Your Online Business - Kick It Up A Notch! - 2 hour session -- Pre-registration was required	As a business owner - you are amazed at the daily experiences that the Web provides to you and your customers! During this hands on session we will help you understand what it will take to move your online storefront to the next level with the help of a website "checklist." A personal evaluation of websites will offer suggestions on Website organization and content We'll review effective marketing tools and analytical tools for you to utilize in understanding who is coming to your site. And ways to enhance your site using Web 2.0 tools to make the online experience better for your customers.	Technology	Tim O'Brien, NE DED & Connie Hancock, UNL Extension		BIT - Mobile
A1-3	9:15am - 10:15am	Keys to Successful Start-up (Preparing to Ask for Funding)	Have you done your homework? What do you know about your target market, competitive edge, etc.? Learn about elements of a Business Plan that may persuade a lender to take a risk with you.	Financing	Eugene Rahn, REAP Sr. Business Specialist	Steve Williams	Discovery
A1-4	9:15am - 10:15am	Entrepreneurial Communities	The How's and Why's of Growing Small Businesses and Supporting Entrepreneurship A look at how to make communities entrepreneurial and why it is so important. Leslie Carlholm, Community Development Director, Imperial, NE, and Nancy Glaubke, Business Development Coordinator, Ord, NE, will discuss what's going on in their communities and how your community can "grow from within."	Community	Leslie Carlholm & Nancy Glaubke	Michael Holton	Santa Maria
A1-5	9:15am - 10:15am	Branding your Product or Service	You only have one chance to make a GREAT first impression to your potential customers. How is your product or service going to stand out and be the one customers purchase?	Marketing	Kipp Kreutzberg	Jeff Reynolds	Seven Seas
A1-6	9:15am - 10:15am	Wind Energy	Speakers will describe two levels of wind power: utility and farm/home scale. Learn key requirements for a successful utility-scale wind farm, landowner rights and wind development, along with C-BED vs. other private developers. You will also learn ways to set up a home or farm-scale wind turbine including siting, equipment, costs, and using the power.	Agriculture	David Rich, NPPD; Robert Byrnes, Nebraska Renewable Energy Association	Dennis Hall	Pinta
A1-7	9:15am - 10:15am	Marketing strategies (Spanish)	Discuss concrete steps you can take to increase your sales and offer an objective analysis of the advantages of marketing and advertising to grow your clientele.	Hispanic	Daniel Padilla	Karen Gomez	Nina

BREAK - 10:15am - 10:45am (Visit Exhibitors)							
Session Code	Session Time	Session Title	Description	Tracks	Speakers	Moderators	Room
A2-8	10:45am-11:45am	Nuts & Bolts of Business Start-up - Spanish	Are you ready to start your business? Find out the necessary steps to bring your business idea into a successful path. Writing a business plan, finding financial resources and support to turn our ideas into reality.	Hispanic	Adriana Dungan	Maria Alvarado	Nina
A2-9	10:45am - 11:45am	Marketing on a Shoestring Budget	Earning publicity is every bit as important as paid advertising but how does a small business or community get it? Marketing advisor David Buchholz shares tips and tricks he's picked up to position your limited resources for the best payoff.	Marketing	Dave Buchholz	Sharon Hueftle	Seven Seas
A2-10	10:45am-11:45am	Financing Your New or Existing Business	Hear directly from local lending sources what is available for funding new/existing businesses. What do they want you to tell them when you are making a request?	Financing	Jeff Christensen & Gaylord Wilcox	Jeff Reynolds	Discovery
A2-11	10:45am-11:45am	The Importance of Public Policy to Small Business and Rural Communities	Why are public policy and the decisions being made important to you as a small business owner or a community member? Discussion of what has come out of public policy legislation such as the Farm Bill and state policy.	Community	Jon Bailey & Dan Owens	Brian Depew	Santa Maria
A2-12	10:45am-11:45am	Your Online Business - Kick It Up A Notch! - 2 hour session -- Pre-registration was required	Continuation - From 9:15am - 10:15am	Technology	Tim O'Brien, NE DED & Connie Hancock, UNL Extension		BIT - Mobile
A2-13	10:45am-11:45am	Agri Tourism	Agri-tourism – what is it all about? Can it really help bring family members back to the country? Discover the answers! Hear firsthand from experts who branched out to include “tourism” with their farming and ranching business. You’ll find out what it takes to get started, experience the successes and challenges along the way, and learn if it really can be profitable.	Agriculture	Connie & Shelli Hintz & Sue Ann Switzer	Karen Kollars	Pinta
A2-14	10:45am-11:45am	Keep Your Business Afloat - Bookkeeping and Taxes	Keys to keeping your bookkeeping on track to avoid overdraft charges, late payment penalties, etc. Tips to stay on track with tax issues.	Financing	Kandi Brown & Connie Harvey	Leslie Carlholm	Magellan

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Wednesday, February 25, 2009

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BREAK - 11:45am - 1:30 (Networking Luncheon to include Sponsor Recognition & Visit Exhibitors)								Indoor
Session Code	Session Time	Session Title	Description	Tracks	Speakers	Moderators	Room	
P1-1	1:30pm-2:30pm	Out of the Red, Into the Black	How local business owners created profitable, successful businesses	Business Development	Rita Pflasterer & Mike Fleming	Gene Rahn	Magellan	
P1-2	1:30pm-2:30pm	Packaging Your Product or Service	Potential customers form an impression of a product or service in just seconds. Learn the basics of how to properly package both products and services to quickly impart your "story" and attract your customers.	Marketing	T. J. Zark, MileWide Media; John Miller, Acclaim Identification Products	Janelle Moran	Nina	
P1-3	1:30pm-2:30pm	Cash is KING!	Where has all the money gone? Your Cash Flow Statement should answer that question. This session will assist you in understanding how to prepare and use a Cash Flow Statement. You will see why it is important to your business success!	Financing	Kendall Scheer	Randal Gunn	Discovery	
P1-4	1:30pm-2:30pm	International Economic Gardening and Community School Program	Teaching youth and adults how to successfully buy and sell products and services worldwide) and Community School Program. (entrepreneurial classes in public school system)	Community	Nancy Eberle & Mary Rittenhouse	Dena Beck	Santa Maria	
P1-5	1:30pm-2:30pm	Reaching Customers for Direct Marketing of Local Foods	Panelists will describe avenues for reaching potential customers for direct marketing of local foods. Sandy and Curt will describe how to tell your story with radio: recruiting a radio station; getting sponsors; scripting, voicing and marketing the programs; developing a partner website; and spring boarding to other activities. Billene will describe how to get involved with the many new markets available through the statewide Buy Fresh Buy Local campaign, which promotes and supports locally raised foods.	Agriculture	Billene Nemec, Curt Arens & Sandy Patton	Scott Willet	Pinta	
P1-6	1:30pm-2:30pm	Marketing your products on the internet (Spanish) -- Pre-registration was required	This session will focus on the ever-expanding power of technology and how it can transform your business model. Learn to leverage e-commerce and use the internet as a marketing tool. Get insight on how to grow you business through targeted advertising and get tips on how to build strategic relationship through networking.	Technology / Hispanic	Miguel Angel Felix, MBA	Fernando Lopez	BIT - Mobile	
P1-7	1:30pm-2:30pm	Marketing on a Shoestring Budget	Earning publicity is every bit as important as paid advertising but how does a small business or community get it? Marketing advisor David Buchholz shares tips and tricks he's picked up to position your limited resources for the best payoff.	Marketing	Dave Buchholz	Marilyn Schlake	Seven Seas	

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BREAK - 2:30pm - 3:00pm (Visit Exhibitors)

Session Code	Session Time	Session Title	Description	Tracks	Speakers	Moderators	Room
P2-8	3:00pm - 4:00pm	Want a Return? Try Exceptional Customer Service	Learn how exceptional customer service can improve your bottom line and how your community can provide Red Carpet Customer Service to visitors.	Business Development	Connie Francis, Kay Ann Kerkhove & Adele Schmidt	Kim Preston	Magellan
P2-9	3:00pm - 4:00pm	Importance of Niche Marketing	Success breeds success remains a staple. A permanent fixture among the successful business is marketing. This session is designed to introduce you a couple of Nebraska Companies that are successful niche marketers. They will provide some tips on how they are successfully niche marketing and pitfalls to watch out for.	Marketing	Susan Gracey & Linda Reimers	Dena Beck	Seven Seas
P2-10	3:00pm - 4:00pm	Cash is KING!	Where has all the money gone? Your Cash Flow Statement should answer that question. This session will assist you in understanding how to prepare and use a Cash Flow Statement. You will see why it is important to your business success!	Financing	Kendall Scheer	Jeff Reynolds	Discovery
P2-11	3:00pm - 4:00pm	The Next Generation – Renewing Your Community	The next generation is of extreme importance to our communities. How do we transition our businesses into their hands and what can we do to help ready them to be the business leaders of tomorrow? Entrepreneurship in the classroom has been successfully used in several locations in the state. Steve Virgil will share ideas on business transition planning targeting the next generation. Derry Trampe, an educator from Ord, will share his experiences with a successful entrepreneur curriculum in the high schools.	Community	Derry Trampe & Steve Virgil	Gregg Christensen	Santa Maria
P2-12	3:00pm - 4:00pm	Market Your Business Using Podcasts! -- Pre-registration was required	What's with this podcasting craze? In this session you'll explore how podcasts are being used today, what it takes to create a podcast and talk about how podcasts might be beneficial to your business/organization or group.	Technology	Dewey Teel, Leslie Crandall and Carroll Welte	No Moderators Needed	BIT - Mobile
P2-13	3:00pm - 4:00pm	High Value Products from Your Farm or Ranch	Rhoda will describe her journey "from four funny- looking chicks to a line of private-label health-and-beauty-aid products... and the lessons learned along the way". Krista and Charuth will talk about "business 'beyond the '4 P's'" - the importance of personal relationships in making value added products a reality.	Agriculture	Rhoda Bjelland, Krista Dittmann & Charuth Loth	Mike Heavrin	Pinta
P2-14	3:00pm - 4:00pm	Basics of Bookkeeping (Spanish)	What information do you need to keep you business on track? This session will cover the Financial Reports necessary for a successful business, including Cash Flow, Profit and loss and Balance Sheets.	Hispanic	Javier Arizmendi	Maria Davila	Nina

BREAK - 4:00pm - 4:15pm (Visit Exhibitors)

Session Code	Session Time	Keynote - Opening the Doors to YOUR Success Through Leadership	Speakers	Moderators	Room
Keynote - PM	4:15pm - 5:00pm	As we get caught up in the day-to-day activities of doing our job and building our businesses, it is easy to forget that we are leaders in our community and others are watching as a result. We can have a profound impact on what happens in our business or community and what the future of our community will be. How do we become leaders with purpose? There are five different roles we could play on any given day that demonstrates leadership. The key is to perform those roles on purpose. Living and acting with purpose will make a difference in your business, community, family and your life. *Learn the five roles of a leader. *Understand how you're making leader-like decisions *Model ways to inspire others daily	Andrea Fredrickson	Kathie Starkweather	Indoor Courtyard

Visit Exhibitors 5:00pm - 6:00pm - DRIVE CAREFUL!!!