

2008 MarketPlace: Opening Doors to Success Program

MarketPlace Schedule	
Time	Event
7:00 a.m. to noon	Registration*
8:00 to 9:00 a.m.	Welcome, Chuck Hassebrook, Center for Rural Affairs, Lyons NE Opening Keynote, Kipp Kreutzberg, Theravance Inc., San Francisco CA
9:00 to 9:15 a.m.	Break
9:15 to 10:15 a.m.	Teach-ins I
10:15 – 10:45 a.m.	Networking Break, Check out the exhibits – refreshments too!
10:45 to 11:45 a.m.	Teach-ins II
11:45 to 12:15 p.m.	Networking Break, Check out the MarketPlace store
12:15 to 1:15 p.m.	Lunch featuring Networking Tables – choose your topic and sit at that table
1:15 to 1:30 p.m.	Break
1:30 to 2:30 p.m.	Teach-ins III
2:30 to 3:00 p.m.	Networking Break, Check out the exhibits – refreshments too!
3:00 to 4:00 p.m.	Teach-ins IV
4:00 – 4:15 p.m.	Break
4:15 to 5:00 p.m.	Closing Keynote, Andrea Friedrichson, AIM, Council Bluffs, IA

(* Pre-registration available Tuesday evening, Feb. 26, 2008, 7:00 – 9:00 p.m.)

Teach-ins Sessions:

Teach-ins I, 9:15 a.m. to 10:15 a.m.		
Track	Title	Description
Business Development	So You Want to Turn Your Business Over Glennis McClure and Greg and Dixie Zabka	Keys to successful business succession or transition. Hear how one business owner made it happen!
Financing	Keys to Successful Start-up (Preparing to Ask for Funding) Eugene Rahn	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.
Marketing	Branding your Product or Service Kipp Kreutzberg	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?
Hispanic Business Development	Marketing Strategies (Spanish) Daniel Padilla	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.
Community	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, economic developer, Imperial, NE, and Nancy Glaubke, Business Development Coordinator, Ord, NE will discuss what's going on in their

	Leslie Carlholm and Nancy Glaubke	communities and how your community can "grow from within."
Agriculture	I Want a Wind Farm on my Land Dave Rich and Robert Byrnes	Speakers will describe two levels of wind power: utility and farm/home scale. Learn key requirements for a successful utility-scale wind farm and ways to set up a home or farm-scale wind turbine.
Technology – Pre-Registration Required	Your Online Business - Kick It Up A Notch! - 2 hour session Tim O'Brien and Connie Hancock	Move your online storefront to the next level with the help of a website "checklist." Get suggestions on Website organization and content. Learn about marketing and analytical tools and how to use Web 2.0 to make the online experience better for your customers.

Teach-ins II, 10:45 a.m. to 11:45 a.m.		
Track	Title	Description
Business Development	Keep Your Business Afloat Connie Harvey and Kandi Brown	Keys to keeping your bookkeeping on track to avoid overdraft charges, late payment penalties, etc. Tips to stay on track with tax issues.
Financing	Financing Your New or Existing Business Jeff Christensen and Gaylord Wilcox	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?
Marketing	Marketing on a Shoestring Budget Dave Buchholz	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.
Hispanic Business Development	Nuts & Bolts of Business Start-up – Spanish Adriana Dungan	Are you ready to start your business? Find out the 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.
Community	Importance of Public Policy to Small Business and Rural Communities Dan Owens and Jon Bailey	Why are public policy and the decisions being made important to you as a small business owner or a community member? Discuss what has come out of public policy legislation like the Farm Bill and state policy.
Agriculture	Starting and Running Your Agritourism Business Connie Hintz, Shelli Hintz, and Sue Ann Switzer	Hear personal stories from experienced ag tourism businesses. How do you get started, and how do you avoid common mistakes, including those these folks made?
Technology – Pre-Registration Required	Your Online Business - Kick It Up A Notch! Tim O'Brien and Connie Hancock	. SESSION IN PROGRESS

Teach-ins III, 1:30 p.m. to 2:30 p.m.		
Track	Title	Description
Business Development	Out of the Red, Into the Black Rita Pflasterer and Mike Fleming	Learn how two local business owners created profitable, successful businesses.
Financing	Cash is KING! Kendall Scheer	Where has all the money gone? Your Cash Flow Statement should answer that question. Understand how to prepare and use a Cash Flow Statement, and see why it is important to your business success!
Marketing	Packaging Your Product or Service T.J. Zark and John Miller	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.
Hispanic Business Development	Marketing Your Products on the Internet (Spanish) Miguel Angel Felix	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.
Community	International Economic Gardening and Community School Program Nancy Eberle and Deborah Murray	Economic Gardening teaches youth and adults how to successfully buy and sell products and services worldwide. Also discover the Community School Program (entrepreneurial classes in public school system).
Agriculture	Reaching Customers for Direct Marketing of food Sandy Patton, Curt Arens, and Billene Nemece	Panelists will share ways to reach potential customers for direct marketing of local foods. Tell your story on radio and use it as a springboard to other activities. The Buy Fresh Buy Local campaign promotes and supports locally raised foods; hear how to get involved.
Marketing	Importance of Niche Marketing Susan Gracey, Jim Knopik, and Linda Reimers	A permanent fixture for successful businesses is marketing. Two successful Nebraska niche marketing companies will share tips and pitfalls to watch out for.

Teach-ins IV, 3:00 p.m. to 4:00 p.m.

Track	Title	Description
Business Development	<p>Want a Return? Try Exceptional Customer Service</p> <p>Kay Ann Kerkhove, Adele Schmidt, and Connie Francis</p>	<p>Learn how exceptional customer service can improve your bottom line and how your community can provide Red Carpet Customer Service to visitors..</p>
Financing/Community	<p>Cash is KING!</p> <p>Kendall Scheer</p>	<p>Where has all the money gone? Your Cash Flow Statement should answer that question. Understand how to prepare and use a Cash Flow Statement, and see why it is important to your business success!</p>
Marketing	<p>Marketing on a Shoestring Budget</p> <p>Dave Buchholz</p>	<p>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.</p>
Hispanic Business Development	<p>Basics of Bookkeeping (Spanish)</p> <p>Javier Arizmendi</p>	<p>What information do you need to keep your business on track? This session will cover the Financial Reports necessary for a successful business, including Cash Flow, Profit and Loss and Balance Sheets.</p>
Community/Youth	<p>The Next Generation – Renewing Your Community</p> <p>Steve Virgil and Derry Trampe</p>	<p>How do we transition our businesses into the hands of the next generation? What can we do to help them be business leaders of tomorrow? Learn business transition planning ideas targeting the next generation, and explore a successful high school entrepreneur curriculum.</p>
Agriculture	<p>High Value Products from your Farm or Ranch</p> <p>Rhoda Bjelland, Krista Dittmann, and Cheruth Loth</p>	<p>Learn how “four funny looking chicks” turned into a line of private label health and beauty aides. Find out how to build personal relationships in “business beyond the 4 P’s” – the importance of personal relationships in making value added products a reality.</p>
Technology – Pre-Registration Required	<p>Market Your Business Using Podcasts!</p> <p>Leslie Crandall, Carroll Welte, and Dewey Teel</p>	<p>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 how podcasts might be beneficial to your business/organization or group.</p>