

## MarketPlace: Opening Doors to Success

February 28, 2007, Ramada Inn, Kearney, Nebraska, 8:00 a.m. to 5:30 p.m.

### Line-up of Teach-ins: (M=moderator)

Track	Teach-ins I 9:15–10:15 a.m.	Teach-ins II 10:45–11:45 a.m.	Teach-ins III 1:15–2:15 p.m.	Teach-ins IV 2:45–3:45 p.m.	Teach-ins V 4:00–5:00 p.m.
<b>Financing</b>	<b>Back to the Basics of Bookkeeping Part I</b> Chuck Karpf, Connie Harvey  M – Larry Harvey	<b>Back to the Basics of Bookkeeping Part II</b> Chuck Karpf, Connie Harvey  M – Larry Harvey	<b>ABCs of Obtaining Financing Part I</b> Kert McKeone, Bill Pickerel, Gene Rahn  M – Jeff Reynolds	<b>ABCs of Obtaining Financing Part II</b> Kert McKeone, Bill Pickerel, Gene Rahn, Cliff Kumm  M – Jeff Reynolds	<b>Business Transition Planning</b> Glennis McClure, Steve Virgil  M – Jerry Terwilliger
<b>Marketing</b>	<b>Marketing with NEWS</b> Paul Hammel, John Crabtree  M – Karen Kollars	<b>Marketing on a Shoestring Budget</b> David Buchholz  M – Karen Kollars	<b>Catch the Innovation Culture</b> Terry Whipple  M – Kim Peterson	<b>Cultural Diversity: How to Reach New Markets</b> Juan Sandoval, Oscar Daniel Erives  M – Adriana Dungan	<b>Effective Booths – It Makes a Difference</b> CJ Potlack  M – Marilyn Schlake
<b>Community Capacity</b>	<b>Community Roadmap to Success Part I</b> John Allen, Doug Campbell, Karl Elmshaeuser  M – Kathie Starkweather	<b>Community Roadmap to Success Part II</b> John Allen, Sue Shaner, Tony Smith  M – Kathie Starkweather	<b>State Policy and Programs for Rural People</b> Richard Baier, Rose Jaspersen, Jon Bailey  M – Jerry Terwilliger	<b>Building Local Leadership – an Essential Key to Community Success</b> Milan Wall  M – Randy Gunn	<b>The Next Generation: Renewing Rural Communities</b> Michael Holton, Gregg Christensen, Nancy Glaubke, Tony Smith  M – Deb Yocum
<b>Agriculture</b>	<b>Beginning Farmers and Ranchers: Get off to a Profitable Start</b> James Peterson, Linda Kleinschmit  M – Wyatt Fraas	<b>Renewable Energy: Focus on Small and Local</b> Robert Byrnes, Martin Kleinschmit  M – Leroy Jons	<b>Rural Tourism</b> Barbara Chamness, Barb Yendra, Don Gabelhouse  M – Karen Kollars	<b>Direct Marketing</b> Jim Knopik, Dave Welsch, David Hansen, Traci Bruckner  M – Kim Preston	<b>Transitioning to Organic Agriculture</b> Tom Thomas, Martin Kleinschmit  M – Wyatt Fraas

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<b>Policy/Trends</b>	<b>Renewable Energy: Wind Turbines Explored</b> Dave Rich  M - Martin Kleinschmit	<b>Farm Bill Part I – Rural Development</b> Jon Bailey, Dan Owens  M – Kim Leval	<b>Farm Bill Part II – Beginning Farmers, Cons, Payment Limits</b> Traci Bruckner, Mike Korth  M – C. Hassebrook	<b>Selling on eBay</b> Connie Hancock, Gwen Kautz  M – Dena Beck	<b>Emerging Trends for Small Business: Ecommerce and Outsourcing</b> TJ Zark, Jon Bailey  M – Steve Williams
<b>Business Development</b>	<b>Podcasting/Webcasting &amp; Blogging:</b> Darren Addy, Gary Straatmann, Connie Hancock  M – Dennis Kahl	<b>Signposts to Small Business Success</b> Sharon Hueftle  M – Steve Williams	<b>What Business Should I Start?</b> Marilyn Schlake  M – Randy Gunn	<b>Pricing Your Product</b> Janell Anderson-Ehrke, Janelle Moran  M – Steve Williams	<b>Growing Pains – Legal Responsibilities as an Employer</b> Cory Kruse, Kandi Brown, Bill Roe  M – Lori Cappell

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