

# MarketPlace: Opening Doors to Success Conference

## Pre Conference Sessions

**Tuesday, February 23, 2010**  
**1:00pm – 4:00pm**



**Pre-Con 1 Internet Profitability 101**  
**Presenter:** Phillip Stalkaker

**Paradise Ballroom 2**  
**Moderator:** Kathy Bourque

With over five years of internet advertising experience, Phil Stalnaker will guide you through the beginning steps of representing your company and reaching your target audience through the medium of the internet. Learn how to show up well in search engines, where good places are to advertise online, and how to make sure that your web site will sell once potential customers arrive.

**Pre-Con 2 Rural Policy: Issues, Policy and Media Training**  
**Presenter:** Traci Bruckner & John Crabtree

**Jasmine**  
**Moderator:** Star Lehl

Join the presenters to learn more on rural policy issues, media and policy training. Discussion will focus on the most pressing issues facing rural Nebraska and talk about strategies for making public policy work better for rural people. You will learn skills to work the media, talk to your state and federal legislators and understand public policy.

**Pre-Con 3 Branding on a Shoestring Budget – For Small Business**  
**Presenters:** Craig Lutz-Preifort & Jim Fries

**Palm**  
**Moderator:** Monica Braun

Attend this session to learn how to more effectively manage your brand as the valuable asset it is. Too often we think of a 'Brand' as a company logo or slogan; but the most successful companies know Brand is much more. Brand is "The Identity of Your Company in the mind of the employee, the prospect, and the customer". How does a small business owner manage this identity, then? Is merely providing great service or selling a fantastic product at a competitive price sufficient? While both are critical to building a sustainable Brand, the ability to communicate the Brand message and to steer the Brand message in the right direction is critical. In this session you will learn to use:· Promotional materials· Internet· Social Media· Networking.

**Pre-Con 4 Being Sensative in a Road Rage World**  
**Presenter:** Marian Beethe & Dena Beck

**Persimmon**  
**Moderator:** Andrea McClintic

This session will help the attendee understand how the different generations work and perceive the world. Presenters will discuss stress, ways to manage, and alleviate it in your life both as a person and in the world of business as it pertains to your customers, employees, suppliers, and fellow businessmen.

**Pre-Con 5 Rural Funding Opportunities**  
**Presenters:** Rich Barta, Karrissa Berks & Weldon Sleight

**Hibiscus**  
**Moderator:** Paul Bartlett

Rural communities do an excellent job of sending student away to college, how do they get them to return? Youth retention is one of the many issues rural communities are facing today. Community leaders, agricultural producers, business owners and entrepreneurs can listen to panelists about ideas to assist in creating opportunities for youth to return to their community to live, work and actively engage in the survival of their hometown.

Dean Weldon Slight will discuss how to bridge main street and agriculture through the 100 Beef Cow Ownership Advantage, 100 Acre Farm Advantage and the Business Building Program model. In addition, Rich Bart with Farm Service Agency (FSA) and Karissa Berks with Rural Development (RD), will discuss funding opportunities to support this model and other related topics.

### **Exhibitor Hours**

**(Located in the Azalea Ballroom)**

Tuesday, Feb. 23 – 4:00pm – 7:00pm;      Wednesday, Feb. 24 – 7:30am – 4:00pm

**Enjoy your Evening!**