

National Entrepreneurship Week

Yes, there is a week for that! Thank you for participating in the 2010 Nebraska MarketPlace Business Conference brought to you by the Center for Rural Affairs. We are proud to support *you* as an *entrepreneur* during this national celebration. Enjoy the sessions and the business knowledge you'll be learning. Good luck with your business in 2010!



HOW ABOUT YOU?

FEB 20 - 27, 2010

WWW.NATIONALEWEEK.ORG

2010 MarketPlace: Opening Doors to Success

Pre Conference Agenda at a Glance - Tuesday, Feb. 23, 2010

Registration Area Opens - Noon - 7:00pm						
Session Time	Session Code	Tracks	Session Title	Speakers	Moderator	Room
1:00pm - 4:00pm	Pre Con 1	Technology 1	Internet Profitability 101	Philip Stalnaker	Kathy Bourque	
	Pre Con 2	Policy	Rural Policy: Issues, Policy and Media Training	John Crabtree & Tracy Bruckner	Star Lehl	Jasmine
	Pre Con 3	Marketing	Branding on a Shoestring -- For Small Business	Craig Lutz-Priefert & Jim Fries	Monica Braun	
	Pre Con 4	Business Development	Being Sensitive in a Road Rage World (mediation/communication skills)	Marian Beethe & Dena Beck	Andrea McClintic	Persimmon
	Pre Con 5	Community Development	Rural Funding Opportunities	Rich Barta, Karissa Berks & Weldon Sleight	Paul Bartlett	Hibiscus
Exhibit Area (Optional) 4:00pm - 7:00pm						

Agenda at a Glance - Wed., Feb. 24, 2010

Exhibit Area Opens 7:30am						
8:30am - 9:30am	Welcome- General Session with Bridget Lynch - Networking - What is It?				Kathie Starkweather	Convention Center
BREAK - 9:30am - 9:45am (Visit Exhibitors) - Refreshments						
Session Time	Session Code	Tracks	Session Title	Speakers	Moderator	Room
9:45am - 10:45am	A1-1	Business Development	Maximizing the Value of Your Business	Frank Haverkamp	Dena Beck	Paradise Ballroom 3
	A1-2	Marketing	Goal Setting & Achieving	Rick Meyer	Andy Alexander	Paradise Ballroom 4
	A1-3	Financial	Financing Resources for Your Business Loan & Packaging	Jen Wolf, Glennis McClure & Gene Rahn	Andrea McClintic	Hibiscus
	A1-4	Agriculture	High Value Markets for Beginners	Wyatt Fraas	Randall Gunn	Paradise Ballroom 1 A,B,C
	A1-5	Women Bus. Owners	How Woman Owned Businesses Can Gain Government Contracts	Lauralee Miller & Scott Knapp	Christine Hess	Persimmon
	A1-6	Youth	Understanding Trade Resources	Cynthia Vencill, Kelsee Sharpe & Kayla Fischer	Susan Jensen	Palm/Lotus
	A1-7	Technology 1	The Power of eBay Are you Exposed to Over 1 Billion Potential Customers?	Todd Messing	Pam Hanson	Paradise Ballroom 2
	A1-8	Hispanic	Money Management and Understanding Credit	Adriana Dungan		Board Room
	A1-9	Technology 2	Basic Bookkeeping Skills - Quickbooks!	Connie Harvey	Dewey Teel	Bit-Mobile
	A1-10	Community Development	Start a Leadership Development Program That Maintains Momentum	Milan Wall & Kurt Mantonya	Kathie Starkweather	Jasmine
BREAK - 10:45am - 11:00am (Visit Exhibitors)						
11:00am - Noon	A2-11	Business Development	Risk Management: Are you Managing Your Destiny!	Cory Kruse	Doc Franklin	Paradise Ballroom 3
	A2-12	Marketing	Business to Business Target Marketing and Research	Phil & Pamela Soreide	Karen Kollars	Paradise Ballroom 4
	A2-13	Financial	Small Business Survival Skills 10	Jeff Reynolds	Jerry Terwilliger	Hibiscus
	A2-14	Agriculture	Transition Skills: Keeping Peace in the Family	Marian Beethe	Lory Cappel	Paradise Ballroom 1 A,B,C
	A2-15	Women Bus. Owners	Defining Your Market	Denise Johnson	Monica Braun	Persimmon
	A2-16	Youth	Six Pillars of Character and Ethics	Cynthia Vencill, Kelsee Sharpe, Kayla Fischer & Brittani Faimon	Susan Jensen	Palm/Lotus
	A2-17	Technology 1	NxBizSuccess.com: A Tool to Network	Marilyn Schlake & Tomia Franklin	Jim Crandall	Paradise Ballroom 2
	A2-18	Policy	State & Federal Policy	Brian Depew & Steph Larsen	Kathie Starkweather	Board Room
	A2-19	Technology 2/Hispanic	Advantages of Networking Websites for Your Business	Nancy Flock	Connie Hancock	Bit-Mobile
	A2-20	Community Development	Authentic Leadership: The New Frontiers	David Bernard Stevens	Stephanie Fritz	Jasmine
BREAK - Noon - 12:30 (Networking & Visit Exhibitors)						
Lunch - 12:30 - 1:30 - Chuck Hassebrook, Center for Rural Affairs and Sponsorship Recognition with Lunch Featuring Nebraska Grown Foods						
Break - 1:30 - 2:00 Visit booths						
2:00pm - 3:00pm	P1-21	Business Development	Business Planning and Your Financial Projections	Jeff Reynolds & Gene Rahn	Tom Tabor	Paradise Ballroom 3
	P1-22	Marketing	How to Improve Your Marketing Effectiveness	Dave Buchholz	Leslie Carlholm	Paradise Ballroom 4
	P1-23	Financial	Resources for Self-Employed Tax Filers	Karen Mavropoulos, Ed Leahy & Jon Bailey	Gene Severens	Hibiscus
	P1-24	Agriculture	Value Added Producer & Energy	Casey Foster & Karissa Berks	Jim Crandall	Paradise Ballroom 1 A,B,C
	P1-25	Women Bus. Owners	What Flew / What Flopped!	Shari Rickertsen, Katrina Frey & Margaret Krueg	Dena Beck	Persimmon
	P1-26	Youth	The Power of eBay Are you Exposed to Over 1 Billion Potential Customers?	Todd Messing	Kathy Bourque	Palm/Lotus
	P1-27	Technology 1	Social Networking - What's the Buzz About?	Tim O'Brien	Andrea McClintic	Paradise Ballroom 2
	P1-28	Hispanic	"Strategies for successfully funding your business" / "Estrategias para obtener financiamiento para su negocio"	Marisol U. Rodriguez		Board Room
	P1-29	Technology 2	Social Media is Here to Stay!	Connie Hancock & Jay Jenkins	Connie Hancock	Bit-Mobile
	P1-30	Policy	Health Care Reform: What Does It Mean to You?	Steph Larsen & Angel Romero-Kiester	Chuck Hassebrook	Jasmine
BREAK - 3:00pm - 3:30pm (Visit Exhibitors) - Refreshments						
3:30pm - 4:30pm	P2-31	Business Development	Personal Skills Assessments: Tool for Selecting Work Team Members!	Berva Arensdorf	Star Lehl	Paradise Ballroom 3
	P2-32	Marketing	Sales for the Non-Salesman	Bridget Lynch	Marian Beethe	Jasmine
	P2-33	Financial	Six Steps to Financial Success	Dale Percival & Blake Erwin	Karen Kollars	Hibiscus
	P2-34	Agriculture	Stay in the Black While Going Green	Karissa Berks, Ken Curry & Bruce Hauschild	Paul Bartlett	Paradise Ballroom 1 A,B,C
	P2-35	Women Bus. Owners	Balancing Business and Life	Sharon Huefle	Katrina Frey	Persimmon
	P2-36	Youth	Jingle-a-thon	Lauren Bygland, Marina Karel, Kayla Kettelson, Dakota Olson,	Doris Lux	Palm/Lotus
	P2-37	Technology 1	Reaching Your Target Audience	Philip Stalnaker	Randall Gunn	Paradise Ballroom 2
	P2-38	Hispanic	Empezando un Negocio en Nebraska	Ed Torbio		Board Room
	P2-39	Technology 2	Website Content to Achieve SEO	Connie Hancock & Jay Jenkins	Connie Hancock	Bit-Mobile
	P2-40	Marketing	How to Improve Your Marketing Effectiveness	Dave Buchholz	Doc Franklin	Paradise Ballroom 4
BREAK - 4:30pm - 4:45pm						
Final Wrap up - 4:45pm - 5:00pm - Stay Around - There's an Exciting END to Round out the DAY! DRIVE SAFE!						

MarketPlace: Opening Doors to Success Conference



Agenda

8:30am - 9:30am **Welcome and General Session with Bridget Lynch** **Paradise Ballroom**

Networking: What is it?

Bridget Lynch, Director of Member Services for the Greater Omaha Chamber has expertise in everything from sales and professional development to business and motivational speaking. She provides access to the business community through the Omaha Chamber by connecting professionals and spurring economic growth. Lynch leads more than 50 training sessions on networking, sales and marketing annually. In the “Networking - What is It?” session, you’ll learn how networking, sales and marketing work together. Believe it or not, there are different types of networking. Lynch will explain “long-term” versus “transactional” networking to help you determine your business goals and prepare for success. Learn how to set primary goals and increase your Circle of Influence through productive connections. She’ll lend expert advice about how to use your resources to your advantage. Who do you know that could help your business? What positive by-products can come out of your networking? Answer these questions and more by attending the session, and leave with a toolbox of skills to boost your business!

BREAK - 9:30 - 9:45 (Networking & Visit Exhibitors to Include Refreshments) **Azalea Ballroom**

9:45am - 10:45am

A1-1 Maximizing the Value of Your Business

Presenter: Frank Haverkamp

Paradise Ballroom 3

Moderator: Dena Beck

It’s never too early to make plans for selling your business. In order to maximize its value and attractiveness to a potential buyer, you must plan ahead. Unfortunately, most sellers wait until the last minute without any preparation. In this session, you’ll learn simple steps for effectively selling your business. What can be done to make the sale easier and create value? How much should you sell it for? And to whom? You’ll walk away with answers to these questions and have the knowledge to determine the worth of your business. Finding buyers, determining value and sale preparation will be less daunting after learning the basics!

A1-2 Goal Setting and Achieving

Presenter: Rick Meyer

Paradise Ballroom 4

Moderator:

Are you ready to take a leap of faith as you set goals of greatness? In this session you will learn that Greatness Occurs After Leaping – GOAL. Sometimes challenging yourself beyond your limits is difficult. This presentation will show you how these seemingly impossible goals can be attained. You’ll be entertained in this fun and exciting atmosphere as you focus on the key concepts of goal setting and achieving. We will assess the difference between success and failure and learn to program ourselves for success. Surprisingly, a critical step in achieving goals is where you write them. If you’re yearning for more, attend this session and see your goals materialize before you!

**“Anyone can set goals – achieving them is another matter.”
Rick E. Meyer**

A1-3 Financing Resources for Your Business Loan and Packaging

Presenters: Jen Wolf, Glennis McClure and Gene Rahn

Hibiscus

Moderator: Andrea McClintic

Financing a business can be a major headache and a seemingly impossible task. Many times it takes several financing entities to help start a business or assist with expansion. If the business plan is sound and your credit is good, you can find financing! In this session, a panel of professionals will explain how various financial institutions and micro-financing organizations work together to help package small-business deals. You will gain the knowledge to assess loan packaging and find micro-financing options in Nebraska. Come hear valuable examples and jumpstart your business loan today.

A1-4 High Value Markets for Beginners

Presenter: Wyatt Fraas

Paradise Ballroom 1 A, B, C

Moderator: Randall Gunn

Are you starting a farm or ranch with limited cash or acres? This session will teach the approaches to earning high profits for start-up operations. Learn appropriate expectations, see examples of crops and understand how to reduce costs. By learning about the markets, you can adjust prices to raise profits and reduce the financial risks involved. Case studies, sample budgets and information resources will be presented to help you gain a broad foundation of knowledge. You'll also learn where to find additional information for production and marketing practices and specific markets and buyers for premium sales prices for crops and livestock.

A1-5 How Woman Owned Businesses can Gain Government Contracts

Presenters: Lauralee Miller and Scott Knapp

Persimmon

Moderator: Christine Hess

The government purchases over \$600 billion in goods and services each year, making it the single largest buyer! This presents an enormous opportunity to companies that wish to grow their revenue or diversify their revenue sources.

These opportunities are not limited to large businesses. In fact, federal purchasing offices are required by law to set aside contracts or portions of prime contracts for exclusive bidding by small or minority-owned firms. In 2001, prime contractors for the Department of Defense alone subcontracted \$60.5 billion in work, of which \$23.6 billion was awarded to small business firms. Sound interesting to you?

Want to know where to begin and tap into this tremendous market? Join this session to learn how one company, The Alternative Group, worked through the government process and was awarded their first contract. Lauralee Miller, Senior Partner of The Alternative Group, will share the company's experience of gaining a government contract and assistance she received from PTAC. In addition, Scott Knapp, Certified Contracting Assistance Specialist from PTAC, will share the services provided by PTAC including free counseling services on doing business with the government(s) (ie towns, cities, counties, state and federal agencies), registering with the government(s), finding bidding opportunities, developing draft proposals and guidance on interpreting government contracts to include getting paid.

A1-6 Understanding Trade Resources

Presenters: Cynthia Vencill, Kelsee Sharpe and Kayla Fischer

Palm / Lotus

Moderator: Susan Jensen

This hands on workshop will teach you how countries use native resources (other than money) to acquire goods and services they need. Join this session and trade resources with other groups in hopes to acquire the additional resources you need to survive and thrive.

**You get the best efforts from others not by lighting a fire beneath them, but by
building a fire within.**

~ Bob Nelson

A1-7 The Power of eBay: Are you Exposed to Over 1 Billion Potential Customers? Paradise Ballroom 2

Presenters: Todd Messing

Moderator: Pam Hanson

Would you like to expand your business market to one billion customers? Do you even think it's possible? Learn how many potential customers your business could reach by harnessing the power of the world's largest online-auction Web site. An education specialist trained by eBay will show you how to unleash your sales capability whether you're a business veteran or just getting started. It takes a keen and creative individual to overcome the complexities of eBay's selling system, and this session will give you the basics. Real examples, such as how eBay enhanced education at a rural Nebraska high school, will help you see how it really can work for you. Walk away with confidence in your eBay skills and the inspiration to get started.

A1-8 Money Management and Understanding Credit

Board Room

Presenters: Adriana Dungan

Moderator:

Business finances are complex and often a major roadblock to the success of an operation. Managing your personal budget can have repercussions on your business budget. You'll learn the importance of managing your personal finances while starting a new business and the possible effects of your credit history in this session. Discover how credit history can affect your life and business and the importance of managing your personal budget carefully.

A1-9 Basic Bookkeeping Skills: QuickBooks!

Bit-Mobile

Presenter: Connie Harvey

Moderator: Dewey Teel

Whether you're setting up "The Books" for the first time or just need a refresher on Bookkeeping and QuickBooks, this is a valuable session. When the books are tended to with care and consistency, you will reap the rewards. Accurate and informative reports will help you make good decisions and grow your business. You'll also learn how to use databases, spreadsheets and laminated charts to improve your work flow and reporting. Maximize your skills with explanations of Bookkeeping set-up, customizing the books and grooming.

A1-10 Start a Leadership Development Program that Maintains Momentum

Jasmine

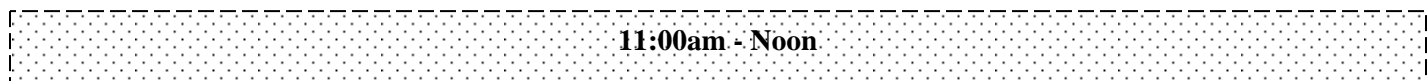
Presenter: Milan Wall and Kurt Mantonya

Moderator: Kathie Starkweather

Community leadership programs are an effective means to renewing a community's leadership base and spreading goodwill. Everyone, especially youth, benefits from the positive repercussions of a leader's guidance. This session will explore methods to developing a community leadership program and ways to reach out to different groups in the community. You'll learn how to maintain momentum to carry the program into the future and assess your own leadership characteristics. Understanding these indicators will give you a base to begin. The presentation will also include the history and theory of leadership research.

BREAK - 10:45am - 11:00am (Networking & Visit Exhibitors)

Azalea Ballroom



A2-11 Risk Management: Are you Managing your Destiny?

Paradise Ballroom 3

Presenter: Cory Kruse

Moderator: Doc Franklin

Learn how to minimize your risk involved with opening or expanding your small business and how insurance can help manage the risks that can financially strain your business. Explore different ways to protect your inventory and business property through managing your liability, workers compensation, health insurance and disability coverage.

A2-12 Part 1: Business to Business Target Marketing and Research**Presenters:** Pam and Phil Soriede**Paradise Ballroom 4****Moderator:** Karen Kollars

One of the most important aspects of marketing goods or services to other businesses is identifying appropriate prospects. Then you can organize them into useful categories and craft communications that will help move the sales process forward successfully. In this session you'll learn how to use online and other resources to develop audience segments and keep track of them. Then you can develop communication tools to reach each group. You'll leave with an understanding of online market research, audience development and basic marketing communication techniques.

A2-13 Small Business Survival Skills 101**Presenter:** Jeff Reynolds**Hibiscus****Moderator:** Jerry Terwilliger

During tough economic times, it *is* still possible for a small business to thrive and be successful. If you're starting-up or have an existing small business, you will gain knowledge and key advice for keeping your business in operating shape. Everything from running a small business on a "shoestring" budget to management mistakes will be addressed. You'll learn bootstrapping strategies and the top 10 management to-dos for your small business. Ask questions and get answers from an expert in small business management.

A2-14 Transition Skills: Keeping Peace in the Family**Presenter:** Marian Beethe**Paradise Ballroom 1 A, B, C****Moderator:** Lory Cappel

Family businesses and farming or ranching operations are not only vital to Nebraska's economic picture, but also priceless family traditions. This session will look at when it makes sense to pass your business to the next generation and how it will affect the rest of your family. There are many points of contention and differing opinions on how and when it should be done. Explore ideas on holding family meetings and communication skills to smooth the process. You'll learn how to make family decisions in business and estate planning by assessing the many considerations necessary to keep peace.

A2-15 Defining Your Target Market**Presenter:** Denise Johnson**Persimmon****Moderator:** Monica Braun

Defining your target market can have far-reaching effects on the success of your business. If you're unclear on how to find your target market and what to do to communicate effectively with them, this session is for you. You will walk through an interactive three step process to define your market. Explore business ideas and identify your market's problems in order to find solutions. When you know your audience, you can understand their plan and position your business to solve their problems. Finally, you will brainstorm contact areas and groups where you can find your target market and ways to reach them. Taking a look at the entire market first will lead you to a narrower target market with answers to reaching them and strengthening your business.

A2-16 Six Pillars of Character and Ethics**Presenters:** Cynthia Vencill, Kelsee Sharpe, Kayla Fischer and Brittani Faimon**Palm / Lotus****Moderator:** Susan Jensen

This hands-on workshop will help you to understand the importance of ethical behavior and its relationship with the six pillars of character in a group setting.

A2-17 NxBizSuccess.com: A Tool to Network and Market**Presenters:** Marilyn Schlake and Tonia Franklin**Paradise Ballroom 2****Moderator:** Jim Crandall

NxBizSuccess.com puts networking, marketing, educational tools and resources online for business owners on the go. Learn how to increase your business know-how with the simple click of a mouse. Online networking can increase sales and open new markets, but it's up to you to utilize the resources at your fingertips. This session will explain how you can participate and benefit from online discussions and blogs and how NxBizSuccess can help market your business. You will leave with more confidence in your online skills and enthusiasm to start networking immediately.

A2-18 State and Federal Policy

Presenters: Brian Depew and Steph Larsen

Board Room

Moderator: Kathie Starkweather

State and federal policy and programs can be tapped for rural development in communities. Many individuals and entities including communities, economic development organizations and individual business owners can gain support. This session will talk about federal farm programs and state and federal renewable energy policies, and also federal small business development programs, value added agricultural grants and grant programs for communities. You'll learn the ins and outs of everything, including the Nebraska Microenterprise Tax Credit and become educated about the link between public policy and rural communities. Increase your government savvy with explanations of programs that benefit rural communities and small businesses. See how you can get help by weeding through the clutter.

A2-19 Advantages of Networking Websites for your Business

Presenters: Nancy Flock

Bit-Mobile

Moderator: Connie Hancock

The phrase "social networking" evokes many emotions. Some people know what it is but are intimidated to break into the online scene. Others don't have a clue. And still others are somewhere in the middle. No matter what your level of understanding, you'll learn something from this session. Discover the strengths of social networking as a marketing tool for your businesses. Sites like Facebook, LinkedIn, YouTube and Twitter are simple, effective ways to create a buzz about your business products and services. Networking is a powerful method to expand your connections and customers. You'll be ready to set-up your own accounts after leaving this session.

A2-20 Authentic Leadership: The New Frontiers

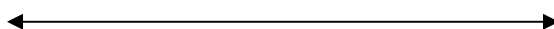
Presenter: David Bernard-Stevens

Jasmine

Moderator: Stephanie Fritz

Concepts of leadership are evolving. You must keep on the cutting edge of the changes to remain relevant and lead effectively. This session will teach alternative ways of thinking about leadership for oneself, families, groups and communities. Dynamic interactions on topics like impact, choice and reality will be discussed. Also, learn about the strengths leadership versus command and control. You'll understand the true power of choice and personal impact and improve your authentic leadership skills. Realizing the growing demand for businesses, communities and organizations worldwide as they pertain to self-leadership will increase your productivity and create opportunities. This will truly make a difference in your life and others as you learn to exhibit leadership toward both.

BREAK – Noon – 12:30pm (Networking & Visit Exhibitors) Azalea Ballroom

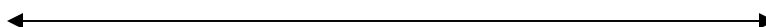


LUNCH & NETWORKING – 12:30pm – 1:30pm (Featuring Nebraska grown foods) Paradise Ballroom

Chuck Hassebrook, Center for Rural Affairs

Maxine Moul, USDA Rural Development

Sponsorship Recognition



BREAK – 1:30pm – 2:00pm (Visit Booths) Azalea Ballroom

2:00pm – 3:00pm

P1-21 Business Planning and Your Financial Projections

Presenters: Jeff Reynolds and Gene Rahn

Paradise Ballroom 3

Moderator: Tom Tabor

Starting a business is no easy task. Just like any other extensive undertaking, you need a business plan and research for support. In this session, you'll review the major components of a business plan and how to conduct the research for specific questions. Learn to put together a viable set of financial projections including the cash flow, income statement and balance sheet. Worried that no data is available? Relax – you'll learn how to determine the pro forma inputs for this situation. After this presentation you'll be confident in your business' future.

P1-22 How to Improve Your Marketing Effectiveness

Presenter: Dave Buchholz

Paradise Ballroom 4

Moderator: Leslie Carlholm

Running a business involves more than just knowing how to make business decisions. You're headed for disaster if you can't market your product or service to your customers. In this session, you'll learn how to improve the impact and return on investment of your marketing and advertising dollars. You'll find out ways to connect with the customer, add value to your business and establish a distinct position in your market. By communicating a succinct and relevant message in compelling ways, every dollar you spend will be invested wisely and purposefully. Your business will thrive with your new selling position and marketing skills.

P1-23 Resources for Self-Employed Tax Filers

Presenters: Karen Mavropoulous, Jon Bailey and Ed Leahy

Hibiscus

Moderator: Gene Severens

Micro and small business owners usually think of tax time as an economic drain, but this isn't always the case. There are many opportunities to decrease taxes or receive credits that make a difference to the bottom line. These resources are easier to tap than you think. In this session, you'll learn about how to use the resources to your advantage, including the new federal legislation: Making Work Pay, the Earned Income Tax Credit and Nebraska's Microenterprise Tax Credit. Now that you have resources and know who to turn to, taxes won't be as daunting. You'll also gain an understanding of current issues affecting tax policy on a state and national level. This session is invaluable for self-employed, small business owners.

P1-24 Value Added Producer and Energy Grants

Presenter: Casey Foster and Karissa Berks

Paradise Ballroom 1 A, B, C

Moderator: Jim Crandall

Expand your customer base by opening emerging markets for your products or services. This will ensure that a greater portion of the revenues derived from value-added activities is available to the producer. Farmers and ranchers will capture a larger percentage of the consumer food dollars and assist producers in efforts to diversify their operations. You'll learn about opportunities through the Section 9007 Program designed to assist farmers, ranchers and small business owners with energy projects. Who is eligible for these grant opportunities? And how do communities benefit? These questions plus more will be answered in this engaging session.

P1-25 What Flew / What Flopped!

Presenter: Shari Rickertsen, Katrina Frey and Margaret Kring

Persimmon

Moderator: Dena Beck

The panelists of this workshop will share information candidly and lightheartedly about their businesses in relation to what worked and what did not. Panelists will offer their trials and tribulations when building their business to the joys that have allowed them to progress.

P1-26 The Power of eBay: Are you Exposed o Over 1 Billion Potential Customers? Palm / Lotus

Presenters: Todd Messing

Moderator: Kathy Bourque

Would you like to expand your business market to one billion customers? Do you even think it's possible? Learn how many potential customers your business could reach by harnessing the power of the world's largest online-auction Web site. An education specialist trained by eBay will show you how to unleash your sales capability whether you're a business veteran or just getting started. It takes a keen and creative individual to overcome the complexities of eBay's selling system, and this session will give you the basics. Real examples, such as how eBay enhanced education at a rural Nebraska high school, will help you see how it really can work for you. Walk away with confidence in your eBay skills and the inspiration to get started.

P1-27 Social Networking: What's the Buzz About?

Presenter: Tim O'Brien

Paradise Ballroom 2

Moderator: Andrea McClintic

Social NETWORKING! Just what is all the hype about? This session will provide an overview of social networking tools with an emphasis on Facebook and Twitter. The presenter will include examples of the best utilization of these tools for business sales, growth, and marketing. A custom website will be provided to session attendees with step by step resources and examples.

P1-28 Strategies for Successfully Funding Your Business

Presenter: Marisol U. Rodriguez

Board Room

Moderator:

Taught in Spanish, this session will teach key concepts to funding a small business. Not understanding your finances isn't an excuse to cast them aside. Unfortunately, the responsibilities don't just go away. Learn how to apply for a loan and make financial projections. Resources will be provided to help you in the future. With the knowledge and assistance gained from this session, you will feel confident in dealing with your business finances and expenses.

P1-29 Social Media is Here to Stay!

Presenters: Connie Hancock and Jay Jenkins

Bit-Mobile

Moderator: Connie Hancock

Who has time to be social - when there is work to do? The question really is which online social media fit my business philosophy and which ones should I utilize in my marketing strategy. Learn which tools can effectively help you reach a new audience.

P1-30 Health Care Reform: What Does it Mean to You?

Presenters: Steph Larsen and Angel Romero-Kiester

Jasmine

Moderator: Chuck Hassebrook

With health care reform bills going back and forth and politicians constantly giving their opinions, it's hard to follow the details and how they will directly affect you. Whether you agree or disagree, your small business will still have to adjust. How exactly will it affect rural communities, farmers, families and the self-employed? Find answers to these questions during this session. You'll have a chance to ask questions and make plans for the future based the facts of the reform. Be ready for yourself, employees and family as the changes take place.

BREAK – 3:00pm – 3:30pm (Networking, Visit Exhibitors and Refreshments)

3:30pm – 4:30pm

P2-31 Personal Skills Assessments: “Tools for Selecting Work Team Members!” Paradise Ballroom 3
Presenters: Berva Arensdorf **Moderator:** Star Lehl

High productivity and performance is essential to maintaining your edge in today’s competitive market. Businesses need highly skilled employees who can deliver results on the job. Honesty, dependability, cooperation and discipline are essential employee traits for an organization’s success. Acquainting yourself with the personal skills of your employees, your partner in an entrepreneurial venture or your teammates in a civic project gives you a distinct advantage. In this session, learn about WorkKeys Personal Skills assessments to address your challenges at every stage of the talent management process. With your new perspective on job performance and productivity, your business will see results.

P2-32 Sales for the Non-Salesman Jasmine
Presenter: Bridget Lynch **Moderator:** Marian Beethe

Although you may not be directly selling a product, if you’re selling services or running a business you are a salesperson. You are indirectly selling yourself as a reputable business person. Why would a customer come to you as opposed to your competitor? After you gain a customer, how do you keep them loyal? In this session, you will learn the basics about selling your business. The reasons people buy and upgrade are important components to your bottom line. You need to know what adds value to your product or service over someone else’s and how that value is perceived. Learn how to upgrade your product for your customer. If you can put all of these concepts together, you’re on your way to success.

P2-33 Six Steps to Financial Success Hibiscus
Presenters: Dale Percival and Blake Ervin **Moderator:** Karen Kollars

If financial success seems like an oxymoron, this is the session for you. With a six simple steps you can achieve financial security. It takes a little work and dedication, but after understanding some key concepts you will be protected and have the skills to invest wisely, manage taxes and plan for retirement. This session will also address cash flow, legacy transfer and what you specifically have. You will identify your goals and receive a complimentary consultation! Walk away with reassurance that your financial situation will be sound.

P2-34 Stay in the Black While Going Green Paradise Ballroom 1 A, B, C
Presenters: Karissa Berks, Ken Curry and Bruce Hauschild **Moderator:** Paul Bartlett

Between scientific advancements and government input the lines of renewable energy have blurred. Will energy efficiency enhancements improve the profitability of your farm or business? Is renewable energy a product that your farm or business should be producing? This session will answer these questions and help you determine if local, state or federal resources are available to you. Experts from Nebraska Public Power District, Nebraska Energy Office and USDA Rural Development will be present to explain and answer questions. Don’t miss out on this opportunity!

P2-35 Balancing Business and Life Persimmon
Presenter: Sharon Hueftle **Moderator:** Katrina Frey

Do you realize your personal and business objectives in life? Planning for your desired lifestyle, professional growth, and financial objectives weigh heavily on this question. Attend this session to enhance the balance between your personal and business life to be successful in both areas.

P2-36 Jingle-a-Thon**Presenter:** Panel of Youth Entrepreneurs**Palm / Lotus****Moderator:** Doris Lux

Join in this session and compete in designing or redesigning jingles for products. Bring your creative thoughts and ideas to see who will have the top “jingle” for a product. Your “jingles” will be presented to a “Jingle Tank” to find out if your team is in or out for final competitions. Prizes awarded for the top 3 “jingles.”

P2-37 Reaching Your Target Audience**Presenter:** Philip Stalnaker**Paradise Ballroom 2****Moderator:** Randall Gunn

Reaching your target audience can be done in a multitude of ways. Print advertising and good-old-fashioned customer service are just two ways to appeal to your customers. But at some point you will plateau. Have you been looking for ways to broaden your efforts? The internet is a limitless resource. Even if you know the basics, there is much more to learn. Internet advertising doesn't have to be difficult. In this session, you'll learn how to represent your company and reach your target through the Web. Learn how to show up well in search engines, where to advertise and how to manage your Web site effectively. Search engine requirements, online advertising how-to and great resources will also be discussed.

P2-38 Empezando un Negocio an Nebraska**Presenter:** Ed Toribio**Board Room****Moderator:**

Taught in Spanish, this session will help you overcome any language barriers to start your business. Becoming your own boss is exciting, but it also takes a lot of work. Learn the details relating to incorporation and finals. Match your business idea with a market need and write a business plan after researching. You'll discover how to market on a small budget and reach your goals. Financial resources for topics like grants and loans and local assistance will carry you into the future. Come learn the advantages and challenges of opening and running a small business.

P2-39 Website Content to Achieve SEO**Presenters:** Connie Hancock and Jay Jenkins**Bit-Mobile****Moderator:** Connie Hancock

Who has time to be social - when there is work to do? The question really is which online social media fit my business philosophy and which ones should I utilize in my marketing strategy. Learn which tools can effectively help you reach a new audience.

P2-40 How to Improve your Marketing Effectiveness**Presenter:** Dave Bucholz**Jasmine****Moderator:** Doc Franklin

Running a business involves more than just knowing how to make business decisions. You're headed for disaster if you can't market your product or service to your customers. In this session, you'll learn how to improve the impact and return on investment of your marketing and advertising dollars. You'll find out ways to connect with the customer, add value to your business and establish a distinct position in your market. By communicating a succinct and relevant message in compelling ways, every dollar you spend will be invested wisely and purposefully. Your business will thrive with your new selling position and marketing skills.

BREAK – 4:30pm – 4:45pm**FINAL WRAP UP – 4:45pm – 5:00pm**

**Join us in the Paradise Ballroom for a “FUN” and “EXCITING” Closing...
If Your Name is Drawn For a Door Prizes, YOU Have to Be Present to WIN!
DRIVE CAREFUL!**