

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 & Traci Bruckner	Star Lehl	Jasmine
	Pre Con 3	Marketing	Branding on a Shoestring -- For Small Business	Craig Lutz-Prieter & 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 & Tonia 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 Hassbrook, 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 Kring	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"	Marisoul 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 Hassbrook	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 Hueftle	Katrina Frey	Persimmon
	P2-36	Youth	Jingle-a-thon	Lauren Byglund, 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 an Nebraska	Ed Toribio		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!						