

# Nebraska Extension – CEC Conference

April 19-20 McCook, Nebraska

## Full Agenda



### Day 1 – Wednesday, April 19<sup>th</sup>

- 11:00 am     **Registration & Check-in Opens**  
*Keystone Event Center, 402 Norris Avenue*
- Lunch in Lobby
  - Meet other attendees and network

- 12:00 pm     **Opening Session – Welcome to McCook**  
*Fox Theater, 412 Norris Avenue*

Keynote Speaker, Catherine Lang

- 12:50 pm     **Conference Group Photo (by Bronze Buffalo)**  
*Museum of High Plains & Carnegie Library, 421 Norris Avenue*

### 1:30 pm     **Breakout Sessions 1**

***Superintendent’s Student Advisory Councils*** - Dr. Ron Hanson & North Platte High School students [Youth]

The Superintendent’s Student Advisory Council provides input on ways to improve communication with students and obtain input on school system initiatives. Members are secondary school students who reflect the diversity of the North Platte School District student population. Meetings are held regularly with the superintendent.

***How To Kill an Entrepreneur*** - Frank Gublo, Michigan State University Extension [Entrepreneurship]

Learn ways that your community can really make it difficult for entrepreneurs to succeed. In fact, by following some basic steps, you can kill existing entrepreneurs and make sure no others will establish or grow. This interactive presentation will share common approaches that kill entrepreneurs, and discuss how to change your community into one that celebrates and supports entrepreneurial growth.

***Creating Entrepreneurial Communities*** - Nancy Eberle, Charlotte Narjes, Nebraska Extension; Jason Tuller, City of Imperial [Creating holistic E-

communities]

Strengthening quality of life and creating a better place to live, work and play is the long term goal of ECAP. Through discovery and conversations, community members identify strategies to develop and enhance their future. The process encourages entrepreneurial thinking. Learn how ECAP is working in communities such as Imperial, Central City and Ashland and how you can bring to your community.

***Discovering Your Community Assets to Attract and Retain Residents*** - Marilyn Schlake, Nebraska Extension; Peggy Schlecter, South Dakota State University Extension [Attraction & Retention]

Knowing what is special, marketable and truly unique about your community is an attraction to visitors and new residents. Marketing Home Town America can help you unearth hidden gems through the lens of your current residents. Hear how MHA helped communities in South Dakota and Nebraska discover their marketable assets. Community members have the opportunity to be involved in action steps to recruit and retain residents.

***Other Financing Options for Entrepreneurs*** - Nancy Flock, REAP; Charlie McPherson, Nebraska Business Development Center [Financing]

Are you a small business owner or an entrepreneur wanting to start a business and looking for a loan? Understanding the importance of knowing your financing options can be critical to grow or launch your business. In this session, we will discuss and explore important financial issues, such as your financial lending options and alternative lending solutions that is the right fit for you and your business.

***Rural Grocery Stores - More than Groceries*** - Jim Crandall, NCDC [Healthy Foods]

What do you do when your rural grocery store closes or is struggling? This is a real situation in rural communities across Nebraska. Learn how communities such as Stapleton and Elwood have worked together to keep a grocery store in their community. You will gain an understanding of what your community needs to consider. The small town grocery has a significant economic impact on its community providing jobs and employing services for the store such as legal and accounting, building maintenance, plumbing and electrical needs, HVAC service, and upkeep and service on coolers and freezers. The Nebraska Cooperative Development Center has been working to help communities find solutions.

***Local E-Teams Help Communities Win Championships*** - Andy Hayes, Michigan State University Extension [Resources to Help Entrepreneurs]

Every community has talent... and when that talent works together towards a common purpose it's the difference between a fifth place finish... or going to the World Series! Forming a local entrepreneurship support team does not mean establishing yet another 501-c-whatever... What it does mean is recognizing all

the organizations your community has, and establishing a method. This interactive session will help you learn how to establish an e-Team in your community by showing “real life” examples of successful programs in Michigan.

***Plattsmouth Moving*** - Charles Jones, Plattsmouth Mainstreet [Foundational Support]

Plattsmouth is moving – no not their location but moving forward with new investments, businesses, customers and vision. Hear first-hand how Plattsmouth Main Street has systematically changed their downtown to become a tourist mecca for visitors from both sides of the river. And, the change continues to evolve. Plattsmouth is moving...moving forward!

3:00 pm

## **Breakout Sessions 2**

***Learning. Building. Growing. YEBO*** - Nancy Eberle, Dagen Valentine, Nebraska Extension [Youth]

Creating excitement through experiential learning. This is how Nebraska Extension’s Youth Entrepreneurship and Business Opportunities team is working with schools and communities to give students opportunities to explore an entrepreneurship career. From grades 3 to 12, students gradually learn and master skills that open doors for micro-business starts and income potentials. This session will showcase curricula and options to bring it to your community.

***How Your Community Can Start Its Own Business Plan Competition*** – Andy Long, McCook Community College [Entrepreneurship]

McCook Community College has worked with southwest Nebraska communities to offer a business plan competition twice in the last three years. Attend this session to learn how they did it and receive all the documents, information, and steps you could take to start a business plan competition in your community.

***Developing Entrepreneurial Leadership*** - Del Gines, Federal Reserve Bank of Kansas City - Omaha Branch [Creating Holistic E-Communities]

Leadership environment in entrepreneurial communities is described as open and creative. Leaders are motivated to improve the economic and social well-being in the community. Each entrepreneurial community will develop its own approach to leadership, building on the unique assets and strength of the community.

***Riding for the Brand*** - Carol Schlegel, McCook Red Willow County Tourism [Attraction and Retention]

Branding from concept to implementation and the importance of the community "Riding for the Brand" will be discussed during this workshop. Topics included will be how to get started and the challenges of branding small communities.

***How to Use LB 840 to Support Local Entrepreneurs*** - Megan McGown and Gary Person, North Platte Chamber & Development Corporation [Financing]  
This session will cover the basics: overview of the Local Option Municipal Economic Development Act (LB840), the process for approval/establishing an LB840 program, renewal, format, practical experience, examples of programs and projects.

***Creating a Health Community*** - Vanessa Wielanga, Nebraska Extension [Healthy Food Access]

Healthy food is key for our population as the incidence of obesity and diabetes rises in rural areas. Food retailers of all sizes, in rural and urban areas, can play an important role in improving access to healthy foods. Learn about resources available to help your community gain access to healthy food including forming a community network, partnering with a store and providing community outreach and education. Grants are available to bring these tools to your community through Nebraska Extension.

***Growing Entrepreneurs: Tools and Resources for Communities & Entrepreneurs*** - Rani Bhattacharyya, University of Minnesota Extension [Resources to Help Entrepreneurs]

MoneySmart for Small Businesses was piloted in Crookston, Minnesota in 2016 to bring tools and resources to communities and entrepreneurs. Learn of the challenges and opportunities faced during the pilot. And, how you can you can replicate this program in your community.

***Broadband - the Landscape is Changing - Working Together to Invest in Broadband*** - Cullen Robbins, Nebraska Public Service Commission [Foundational Support]

Broadband availability has increased dramatically over the last five years. While there have been positive changes, if your community does not have access, it can be frustrating. The Nebraska Broadband Map will be highlighted that shows availability. Learn what Nebraska is doing to continue to build broadband in the state.

4:30 pm

### **Breakout Sessions 3**

***INVENTURE Day – Let it Happen to You*** –Dagen Valentine, Nebraska Extension [Youth]

Students across Nebraska can experience a day of ideation and conceptualization. Offered as an in-school or out-of-school activity, INVENTURE Day brings 7<sup>th</sup> and 8<sup>th</sup> grade students together to explore new territories working as teams that create a business concept using a challenge object. Hear how this exciting day can happen in your community.

**5 x 5 Nights - Pitch Competition**- Kay Cummings, MSUE [Entrepreneurship]  
Business start-ups are always looking for a bit of extra cash to help pay for licenses, promotion, equipment, etc. to get them to the next level. Pitch nights are a way for them to compete and earn cash, while making connections and getting the community excited about potential businesses on the horizon.

**Pathways to Community Prosperity, Growing Entrepreneurial Communities** - Don Macke, Center for Rural Entrepreneurship [Creating Holistic E-communities]  
Don's session will draw from field work across North America about rural communities and regions growing stronger economies by stimulating and supporting entrepreneurship. During this session Don will share the building blocks of a community entrepreneurial ecosystem and stories of community success. Don and the Center for Rural Entrepreneurship have active entrepreneurial ecosystem development work in Nebraska, Kansas, Central Appalachia, Southern Minnesota and Northern New York. Everyone attending Don's session will receive an electronic copy of the Center's latest book on community based entrepreneurship development.

**Location Based Marketing** - Connie Hancock, Jenny Nixon, Nebraska Extension [Attraction and Retention]

Learning the ways customers find your business is key to removing obstacles along the path. We will discover simple and cheap methods of putting accurate information online and strengthening your business presence across multiple marketing channels. This interactive session will offer many tips and tricks to enhance your online marketing efforts.

**Small Business is Everybody's Business** - Kari O'Neill, SDSU Extension [Financing]  
Communities want and need to support small businesses. This conference has allowed people of all ages from all across South Dakota to gather in their hometowns and hear a nationally-known speaker over our DDN video conferencing system. At each location facilitators lead discussion about what their town can do to support small businesses. The discussion has led to communities identifying action ideas to move forward. Learn how your community and state can be involved in the conference in setting up, promoting and carrying out the conference.

**How to start a Local Food Culture Awareness** - Micah Loucks, MSU Extension [Healthy Food Access]

Investing in local food systems is a building block for statewide economic democracy. Explore Michigan's flourishing food scene and learn how Michigan State Extension plays a role; from regional food hubs to manufacturing facilities to the downtown farmers' markets, making connections between people, production, and profits.

***How to organize and use resources in your area - SCORE*** - Doris Lux, Central Community College [Resources to Help Entrepreneurs]

SCORE: Small business success comes from a combination of hard work and risk taking in the pursuit of business dreams. An entrepreneur does not have to take those risks alone. SCORE can give support, encouragement, and tools needed to build and sustain a business. Learn how to utilize the SCORE resources in your community from individual assistance to setting up a group in your community.

***Broadband and Your Community - What Can Your Community Do?*** – Craig Softley, Hayes County Economic Development; Cullen Robbins, Nebraska Public Service Commission [Foundational Support]

Broadband is critical for entrepreneurship. In a 2014 Nebraska business survey, over one-half of businesses rated the availability of broadband Internet access as either very essential (38%) or very important (14%) in selecting their location. Furthermore, 64% say broadband is essential for remaining in their current location. This session will give you a basic understanding of approaches communities are taking to increase broadband in their communities.

6:00 pm ***Reception and Networking Dinner – Bieroc Café***

Enjoy a relaxing atmosphere networking with fellow attendees at the [Bieroc Café](#) a long-time pillar on the bricks of Norris Avenue. Sehnert's Bakery and Café is celebrating its 60<sup>th</sup> Anniversary in McCook.

## **Day 2 – Thursday, April 20<sup>th</sup>**

5:30 am ***[Optional] – Prairie Chicken Dance Tour***

Whimsical, charming, fascinating—and for most of the year, elusive—Southwest Nebraska's Greater Prairie Chickens [strut](#) their stuff in a spectacular show each Spring. Join a group of early morning birders to observe the annual mating dance that will enchant, amaze and thrill you.

8:30 am ***Opening Session – Welcome to McCook***

*Fox Theater, 412 Norris Avenue*

Keynote Speaker: Cal Siegfried, is co-owner of Rowdy's, a wholly-owned subsidiary of Copperstone Foods, LLC. Entrepreneurship is full of business plans, cash flow projections, market analysis, marketing plans, demographic studies, financing, distribution issues and on and on and on! But what about quality of life issues? Here are a few things to consider as an entrepreneur that don't include projections or market analysis but are critical to your personal and business growth and success.

10:00 am

## Breakout Sessions 4

***Building Our Future Leaders*** - Kimberly Cook, Donna Kircher, Debbie Kuenning, Nebraska Extension [Youth]

Engaging youth in the community in meaningful ways can often be a challenge. One way is through leadership programming with service learning projects. Nebraska Extension is launching several new programs that will be available statewide from Youth Leadership Academy's to Leadership Field Days to Citizen Washington Focus that can give all of the youth in your community the opportunity to gain leadership experience and participate in community service learning projects. Learn how your community can utilize these youth leadership programs.

***How To Kill an Entrepreneur*** - Frank Gublo, MSU Extension [Entrepreneurship]

Learn ways that your community can really make it difficult for entrepreneurs to succeed. In fact, by following some basic steps, you can kill existing entrepreneurs and make sure no others will establish or grow. This interactive presentation will share common approaches that kill entrepreneurs, and discuss how to change your community into one that celebrates and supports entrepreneurial growth.

***Testing a Discovery Tool for Community Readiness*** - Charlotte Narjes, Marilyn Schlake, Nebraska Extension [Creating holistic E-communities]

When are communities ready for change? Are there indicators that signal foundational and capacity levels that can help a community better understand what is needed next? Nebraska Extension is piloting a community readiness tool to engage communities to begin thinking about steps that can be taken to increase their capacity. Join this session to give feedback on the tool.

***Is Your Community Prepared for Entrepreneurs?*** - Mark Thomas, MSU Extension [Attraction and Retention]

Economic development has been described as an invisible hand that determines the competitive advantages of a location. Communities can benefit by understanding attributes necessary to attract and retain entrepreneurs

***Small Business Beginnings*** - Peggy Schlecter, SDSU Extension [Financing]

This workshop series is designed to help entrepreneurs and existing business owners create or update their business & marketing plan. This workshop series is typically 5- 6 sessions long, depending on the needs of the community. Guest speakers are used to connect participants with available resources in South Dakota. Topics include: Entrepreneurship – Planning for Success, Types of Business Structures, Business Plans, Feasibility & Market Analysis, Marketing, Personnel, Sales/Use/Excise Tax & Licensing, Personality Types, Board Meetings, Customer Service, Financial Statements and Financing Options. Other topics can be added depended on the needs of the community.

***Supporting Restaurateurs and Creating a Sense of Place*** – Matt Sehnert  
[Healthy Food Access]

What communities do or don't do can make a lot of difference in attracting and retaining good restaurants in rural communities. Learn how to support local restaurateurs to sustain a vibrant food culture in your community.

***Creating and Using Community Foundation Funds*** – Mark Graff, McCook National Bank, Community Foundation [Resources to Support Entrepreneurs]  
Community foundations can be a strong source to stimulate local community development projects. Learn how to grow your community foundation.

***Go! Programs in Phelps County*** - Alli Donahue, Ron Tillery, Phelps County Development Corporation [Foundational Support]  
How is Phelps County Economic Development branding and promoting its Go! Programs to spur growth throughout the county? Go! Business; Go! Work; Go! Build; Go! Downtown; and Go! Home provide a framework to spur interest from businesses and people. Hear the successful results and learn how you too can create a successful economic brand.

12:00 pm

**Closing Session – Welcome to McCook**  
*Fox Theater, 412 Norris Avenue*

***Keynote Speaker***, Dell Gines, Gines defines economic development as fostering a dynamic environment where economic opportunities can be discovered, taken advantage of and maximized to their fullest extent to create balanced and sustainable economic growth, jobs, a positive sense of 'place' and an improved quality of life. He will challenge participants to focus on the important goals of balance, sustainability and positive sense of place. These are important for the long term health of all communities.