

News to Educate, Engage, and Empower Entrepreneurs

CENTRAL COMMUNITY COLLEGE PILOT WORKSHOP HITS THE MARK

by Lisa Tschauner
Business Instructor & Entrepreneurship Coordinator
Central Community College, Hastings, NE

What do you get when you take 13 strong-minded, innovative risk-takers who are eager to learn, 14 business-oriented service professionals willing to share, eight mentors happy to give guidance, and one over-zealous community college business instructor? The answer is the perfect storm for a successful eight-week Entrepreneurship Workshop.



In January of 2010, Central Community College of Hastings, NE launched its first entrepreneurial

workshop series, "Become An Entrepreneur; Starting and Developing Your Small Business." As the campus's Entrepreneurship Coordinator and also a Business Instructor, I designed a model for this workshop that included community and campus-wide promotion, session-specific curriculum and lessons, and a build-as-you-go business plan template. The program was enhanced by guest speakers, business mentors, and collaboration with other college programs.

Since this was the pilot of this model, I also put into place a measuring tool that allowed us to gather statistics on what worked and what didn't. The following is

a breakdown of the specific steps taken to promote the workshop, the sessions that were offered and how they fit within the enrollment boundaries as well as a discussion of the opportunities, challenges, and rewards involved with this workshop.

PROMOTION

Promotion of this event included the normal strategies listed below.

- Brochures
- Flyers
- Web site Ads
- Newspaper Advertising
- E-mail Broadcasts
- Ads on the Campus Information System
- Ads on the Public Access Channel
- Guest spots on the News Channel
- Press Releases

However, to promote this workshop and infuse the entrepreneurial message to other vocational programs, I put together an interactive presentation to "take out on the road." I coordinated class visits with instructors to visit with students in technical-focused programs who may be interested in starting their own businesses. These programs included vocational disciplines such as machine

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tool, diesel technology, electrical and construction technology, graphic arts and information technology. I visited with over 500 students and shared information on entrepreneurship including the opportunity to enroll in the workshop. This brought awareness to the students as well as the other instructors, who also serve as the advisors to these students when they register for classes.

In the statistical analysis of the workshop we discovered that the participants learned about the workshop mostly through these presentations and their instructors and advisors.

WORKSHOP SESSIONS AND ENROLLMENT

The workshop consisted of eight sessions. The topics of these sessions included:

- Develop an Idea into a Feasible Business
- Laying the Foundation to Your Small Business
- Funding a Business Venture and the Financials
- Marketing Strategies for the Small Business
- Tax and Legal Structures for Business
- Good Customer Service and Business Relationships
- Creating and Presenting Your Business Plan I & II

Students had the option of enrolling in specific sessions or the entire eight-week course. If the students took the entire course, they earned two college credits and they were provided all materials including a course binder, in which they compiled their weekly information packets as well as other handouts they received.

Each session ran approximately four hours with about two 15-20 minute breaks. For each class, I taught a lesson on the topic, using a media presentation that covered the business basics needed on each topic. The presentation was a companion to the information packet. This packet included more in-depth information, business planning worksheets and a resource guide for each session topic. Each session had a review of the previous class as well as action plans to prepare for the upcoming class.



Participants on the last night of the workshop gather for a group photo.

The first six sessions were also enhanced by the expertise of guest speakers who talked on the subject matter for the evening and gave their expert advice and shared

their experiences. These guest speakers included successful entrepreneurs from the area, an attorney, an insurance agent, marketing professional, economic and community development agents, a rural assistance specialist, a SCORE representative, an accountant and the director of the college's foundation, who previously spent 30 years in the banking and lending industry.

Each class meeting ended with a work session for the students to start on the planning worksheets to develop that particular part of the business plan. Two or three days following the workshop session, all participants received an e-mail that reviewed important items and shared any additional information. This e-mail also had a link in it to a survey that the students could access to rate that particular work session on items like materials, instruction, guest speakers and resources.

Participants were also given the opportunity to enroll in a QuickBooks course taught through Central Community College. Several of the students took advantage of this option and also earned an additional credit by doing so.

OPPORTUNITIES

The model is the black and white. The students become the gray matter or, in this case, the color! I consider the interaction and chance to share and assist these students in their entrepreneurial endeavors a great opportunity.

Offering this workshop through a community college

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afforded the group the chance to collaborate with other vocational programs. In this specific class, the participants were looking for some brand identity and logo creations for their businesses. The graphic design students at the college were able to work this into their program by using the workshop participants as clients for their semester projects. This was an excellent opportunity with a win-win result for all involved, including the partnership between me and Carole Meyer, the Graphic Arts instructor at Central Community College.

The contribution from the community was also an identified opportunity to build on with this workshop. Having seasoned business owners and service providers speak to this group created the chance for budding entrepreneurs to network and make important connections that will benefit their businesses.

CHALLENGES

Having enough time each session to make it through the agenda was a challenge. Meeting the varying needs of all participants in a timely fashion would be the biggest challenge with this workshop. As the pilot of this program, some elements of the workshop were learn-as-you-go. It is clear that a more defined role for the instructor and a more clear expectation of the students could help this workshop. However, it is a balancing act. Entrepreneurs don't thrive with strict boundaries and they need a lot of support and encouragement. They are creative and need to be able to benefit from a learning environment that fosters innovation and promotes inventive problem-solving.

Potential small business creators need a great deal of information. The session involving the tax structures and legal information could easily be divided into two sessions. Intellectual property is an important topic to cover and needs enough attention. Electronic commerce is covered in the marketing session, but could really benefit from being presented in a new session that could also include the importance of viral marketing.

One challenge that eventually surfaced as a reward was getting the students comfortable talking about

themselves and their businesses. Each session, sometimes two to three times per session, the participants would introduce themselves and their businesses to each other and guests to the workshop. The evolution that resulted was so important to the way the students saw themselves as entrepreneurs.



Mike and Denise Spilinek of Rustic Writings present examples of their products.

In the beginning a student would hesitantly say, "I am Bob Smith, and I have an idea for a business that makes custom sleds..." By the end of the workshop the same student would eagerly say, "Hi everyone, I am Bob Smith, the proud

owner of Smith Custom Sledding, a new business in town." This was a true sign of growth.

REWARDS

Meeting entrepreneurs and being a part of business creation is a reward in itself. Hearing that this workshop was the catalyst to further jump start the creative efforts of the participants was incredibly rewarding. The participants were all at different stages in their businesses and all presented a variety of business ideas.

Two students were creating a partnership where they would offer chroming and customized motorcycle parts. Another woman in the workshop was inspired by her passion of quality nutrition for high-pedigree dogs and had developed an all-natural dog food, which she plans to produce. A local college physics professor with his Ph.D. took the course to launch his own line of professional loudspeakers that he had designed based on the science of sound. Another gentleman had already applied for the patent to his lawn debris receptacle, which he had started selling and was looking for guidance on how to take his business to the next level. The husband and wife team who thought their hobby was just a craft found out that it was in fact considered art and learned that they could market it as such.

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The best reward is to actually know that this workshop served as a confidence builder and gentle nudge to the participants moving forward with plans to start a business.



As one participant commented, “I can’t adequately describe how valuable this workshop was to convincing me that my idea had value. I would highly recommend this class to anyone who is seriously interested in starting a business. The resources and information here will save light years of time and expense in mistakes by going it alone.”

The next workshop for Central Community College’s Entrepreneurship Center in Hastings has been scheduled for Fall 2010. Based on the feedback from the participants, some adjustments have been made.

The sessions have been extended to include 10 meetings as well as the opportunity for more one-on-one time between the students and instructor. If you are interested in more information on this workshop or would like to visit with me to see if this model would work for your college, please contact me: Lisa Tschauner, Central Community College, PO Box 1024, Hastings, NE 68902-1024, Phone: 402.460.2142 or email ltschauner@cccneb.edu.

Central Community College is a member of the National Association for Community College Entrepreneurship.



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UPDATED NEBRASKA CAREER EDUCATION MODEL ADDS ENTREPRENEURSHIP

An exciting new revision of the Nebraska Career Education Model was unveiled at the Nebraska Career Education Conference in June. Posters of the new model were distributed to each conference participant and are sure to be gracing the walls and bulletin boards of classrooms across the state as the school year begins.

The NCE Model is a visual representation of the organizational structure of courses designed to prepare students for specific career areas. Among other changes, the model now clearly indicates that entrepreneurship is a career option in addition to being employed by others.

The original model has undergone several iterations since its development following a ground-breaking visioning summit held in Nebraska approximately five years ago. It has now been emulated by over thirty states as well as many foreign countries. With the addition of the words *Entrepreneurship* and *Employment* that form an unbroken circle around the six career fields, Nebraska is once again on the leading edge of innovation.

The NCE Model allows students, parents, educators, school counselors, and employers to better understand the skills and knowledge necessary for career success in the 21st Century.



A variety of NCE Model poster sizes (color and black and white versions) can be downloaded at <http://www.education.ne.gov/nce/CareerClustersResources.htm>.

THREE PILLARS MEDIA A HOME-GROWN NEBRASKA SUCCESS STORY

By Gregg Christensen, Nebraska Entrepreneurship Education Specialist

This article about Three Pillars Media is one of an ongoing series featuring Nebraska entrepreneurs. In May, 2010, Matt Sherman took time from his busy schedule to be interviewed. This article captures the essence of a fascinating hour spent with him.

IN THE BEGINNING

Three Pillars Media was co-founded by Ryan Cole and Matt Sherman who met in college and worked together in the New Media Center within the Instructional Technology Group at the University of Nebraska-Lincoln. They served as student managers for video and photography, with a little bit of web-based work as well. After graduation, they took their combined knowledge and experience and created a full time business.



As Matt put it, “We spoke each other’s language.”

The company actually began in 2003 with the registration of their domain name and became incorporated in 2005. That’s when they got “serious.”

It was what can be described as a “lean start-up” with no external financing and founders who did not have business degrees. Matt has a Meteorology degree and Ryan has a Broadcast Journalism degree. But, they both had jobs doing the thing that they wanted to do and the workplace was where they learned the trade.

As Matt commented on their experience levels, “We worked for the University so in that respect we didn’t have any real world experience. Getting into the real world was kind of a wake-up call. Good advice to somebody is instead of starting a business right away, go work for someone. Learn how the business works because in those respects we didn’t have that.”

“We started slow. At first, we took an inventory of what each of us had as far as computers and cameras and other things and said this is what the business is

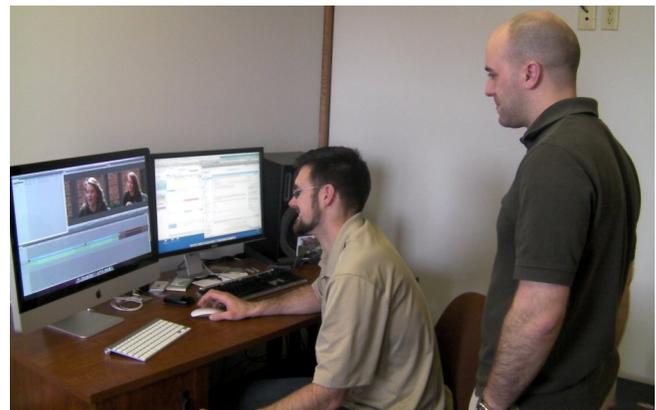
now. I worked for free and put some personal capital into it....no more than \$5,000.”

Continuing on that topic he stated, “We used that little bit of equipment to get our first jobs. That finally gave us a paycheck and then we bought new equipment. It’s completely self-funded from that first couple thousand dollars we put into it.

“We didn’t start quickly but many times when people start quickly they fail quickly. This way you aren’t making decisions based on paying the bank back. The bank would not have liked decisions we’ve made and they would have wanted to see those revenue numbers.”

TRANSITIONS AND EVOLUTION

When Three Pillars Media began, they were mostly an event video company. Over the years they grew and added photography but it was more consumer-based still shots, including weddings and other events.



Matt Sherman (left) and Ryan Cole (right) review a client’s video.

Progress continued as they began doing a little bit of website and commercial work. Then an important decision came in 2007-2008 to eliminate those larger types of projects. The reason? They really wanted to focus on a business model that would allow them to work more traditional 8-5, Monday-Friday hours. Family and ministry at their church were more important than compiling more and more business,

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but negatively impacting their flexibility and the time to devote to their personal priorities. Work and life balance was at the forefront.

The obvious question was, “Did this hurt your bottom line?” And the answer was straightforward.



“It hurt our first year, in 2008. We took 65 percent of our revenue and said we want to cut that to 30 percent. 2008 was a really hard year because of that.

We were down 20 percent. But the long term gain was that in 2009 we were up 55 percent. So, it hurt for a year and we were probably starting to think of other careers. It was all long term gain though and now our weekends and evenings are mostly empty, which is what we wanted.”

They have four or five subcontractors, including programmers, graphic designers, and voice-over talent. Another company is also hired to do some motion graphics for them. Their description reads, “We’re a small company with a big footprint utilizing freelancers.”

TARGET CUSTOMERS

When asked to describe Three Pillars customer base, Matt said, “Mostly small to medium size businesses. An example of our clients would be Ameritas or Crete Carrier on down to smaller companies like Franchise Research Institute where it’s a three person company.”

On the Three Pillars Media website located at <http://threepillarsmedia.com/>, you can see outstanding examples of the high-quality work they have completed for a variety of customers, including commercial and event photography, video, audio, and web design.

Recent video productions featured on the website include work for UNIFI/Ameritas, Edgerton Explorit Center, Center for People in Need, Arbor Day Foundation, League of Women Voters, Smarter Choice Real Estate, and Gee Asphalt. Examples of website design they have completed include the sites for The Grand Manse, Image Inflatots, Nebraska Association of Public Employees, Lincoln Luxury Living, and Community Harvest Church.

ENTREPRENEURSHIP IN THE FAMILY HISTORY

Many times, entrepreneurs have role models in their family tree. Matt indicated this was the case with him as well. He responded when asked about his entrepreneurship family connection, “You could say I grew up in an entrepreneurial family but it was mostly just side businesses and small things. At an early age my dad always encouraged me to have a job whether it be mowing lawns or scooping sidewalks. It was ‘I will buy you the mower, you go find the clients. You need to knock on doors up and down the block.’”

Even in sixth grade, at the age of ten and “knockin’ on doors,” Matt created a database in Filemaker Pro and did all of his own invoicing and collections.

WHAT ABOUT A BUSINESS PLAN?

Entrepreneurship experts, bankers, and venture capitalists usually stress the importance of a business plan at start-up and a strategic plan that is updated on an ongoing basis.

However, in the case of Three Pillars Media, Matt stated, “It really came down to the fact that we knew the types of projects we liked to work on and we just wanted to go out and find the clients who wanted those projects done and the rest fell into place. We didn’t have a business plan or any idea of where we wanted the business to go. It just evolved.”

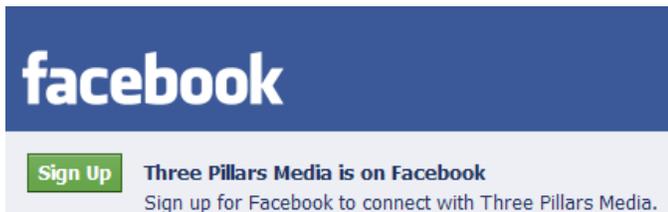
Still, at the beginning of 2009, they worked with a company in Lincoln to develop a strategic plan. It set out goals, with objectives on how to meet those goals. The plan is to update it, as time permits. Because they are a two-person company, they are pulled in many

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THREE PILLARS MEDIA A HOME-GROWN NEBRASKA SUCCESS STORY

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directions every day, so staking out time to do strategic planning must be, in and of itself, a strategic decision.



MARKETING AND OUTREACH

According to Matt, “We do little to no advertising unless you consider social media, which continues the word of mouth. We utilize our Facebook page and other types of things. In terms of how people reach us it’s Google, Facebook and then everything else.”

“That’s a large chunk of our business. Another big chunk is when we go out to a company and say we have an idea we think they would like. That doesn’t happen very often but when we do it’s successful. It’s one of those things where you have to go outside of your comfort zone and use some of those contacts.”

“That’s one thing, going out and talking to people, learning what their difficulties and problems are, then being able to easily follow up the next time.”

WORDS OF ADVICE FOR YOUNG ENTREPRENEURS

When asked if there were two or three key nuggets of advice for students who are wanting to become entrepreneurs or can see that on the horizon, Matt had some definite words of wisdom.

“If I had to do it all over again I would go find a successful company and I would get any job I could with them even working for free if I had to. I would even make my own internship and learn what it is that they do. What are their processes that make them successful? One of the most vital parts of any start up is actually the marketing and sales. If you have an idea for a product and you know everything about how to develop that product but you don’t have any idea

about how to market or sell it or who the clients are it’s not going to go very far.”

Matt talked about watching an interview with a woman from Omaha Steaks who was their very first e-commerce employee. She developed that and then went on to build a database company which she subsequently sold to Experian. Now, she has a dog food company. The connection to advice for young people was the direct link to her background...marketing and sales. Matt emphasized, “Primarily her education was in marketing and sales. If you have that background you can go anywhere. When it comes down to it, any business idea you have requires that knowledge.”

Traits you need to nurture were bullet-pointed by Mr. Sherman:

- The ability to fail and learn from those mistakes.
- Find good clients, figure out what they need, and adapt!
- Go out and listen to people. Listen to what their difficulties are....what their problems are and then build a product that fixes those difficulties.

WHAT DOES THE FUTURE HOLD?

Matt could clearly identify a significant transition that is being driven by technology and customer needs. “We started out as a video production company primarily. Now we’ve become a media company.”

He continued, “We’re mostly a content creation company and we’re creating content to go on websites. More and more almost all video we do is destined for the web. That’s the primary purpose for it, is the web. Secondary is we’ll also make some DVDs and put them on the shelf. We’ve become content creators for the web.”

An example of that content creation can be found at Nebraskaentrepreneur.com. A full article about Nebraskaentrepreneur.com can be found on page 8.

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NBDC-LINCOLN OFFERS ENTREPRENEURSHIP WORKSHOPS

NBDC-Lincoln is presenting a monthly series of workshops entitled, *Entrepreneurship Series*, each month. The first workshop was offered in June and the rest will be offered on select Fridays through November, 2010.

These seminars are designed for new business owners, including those in the start-up/pre-launch phase; for existing business owners, for entrepreneurship educators, and/or for organizations involved with economic and community development.

Topics include legal entities, revenue and sales tax, email marketing, and business plan development among others. Experts in these different areas will be involved to share their experience relating to the small business information presented.

SCHEDULE

Friday, August 27 **"Understanding Nebraska Sales Taxes"**: Learn what the small business owner must know about tax permits, tax collection, tax exemptions and record-keeping. **Presenter:** *Dawn Holtmeier, Revenue Specialist.*

Friday, September 17 **"Email Marketing: Big Opportunity for Small Businesses"**: Discover whether email marketing is a good fit for your business and tips for making it work for you. **Presenter:** *Paige Cabill, Regional Development Director for Constant Contact*

Friday, November 5 **"The Absolutely Essential Business Plan"**: Learn the basics of writing a good business plan and why it is the most important ingredient for business growth. **Presenter:** *Marisol Rodriguez, Director of NBDC-Lincoln Service Center*

These seminars will be held at the Nebraska Union, 14th and R Streets, at the University of Nebraska-Lincoln and will run from 8:00 to 9:30 am.

REGISTRATION

The cost of the seminar is **\$10 per session (cash or check at the door)**. **Pre-registration** is encouraged at **402-472-5222** or **register online** at: http://ptac.unomaha.edu/businessworkshops/business_plan_lincoln.cfm.

TIM MITTAN HONORED FOR SERVICE TO NEBRASKA ENTREPRENEURSHIP TASK FORCE



Glennis McClure, Co-Chair of NET-Force, presents a special Certificate of Appreciation plaque to Tim Mittan for his dedicated service to the group.

At a recent Nebraska Entrepreneurship Task Force (NET-Force) meeting, Tim Mittan was honored with a plaque in recognition of his dedication and service as the chairman of the group.

Nebraska. Under his leadership, NET-Force has moved forward on many exciting initiatives.

NET-Force is an actively engaged group of collaborating partners focused on the entrepreneurial career opportunities available to Nebraska's youth and adults. The group's mission is to identify and leverage educational resources to educate, engage and empower current and potential entrepreneurs.

NET-Force has been so successful it is serving as a model for states seeking to leverage the talent and passion of entrepreneurship advocates. At a presentation during the national Career Clusters Institute in June (2010) an overview of the work of NET-Force was enthusiastically received by educators from across the United States.

Mr. Mittan is the Director of the Entrepreneurship Center at Southeast Community College in Lincoln,

NEBRASKAENTREPRENEUR.COM IS A RICH RESOURCE FOR EDUCATORS, ENTREPRENEURS,

An article about NebraskaEntrepreneur.com appeared in the last issue of Nebraska Entrepreneurship News. Rest assured, if you haven't visited this new site lately, you are missing one of the richest resources of videos, articles, and news about upcoming events you'll find anywhere, not just in Nebraska.

A rotating window featuring interviews of entrepreneurs and those who support entrepreneurship catches the eye immediately. The videos vary in length and are both inspirational and informative.

Recent videos posted on the site include features about Dave Hall and Restore a Muscle Car, a video wrap-up of Big Omaha 2010, Collin Caneva talking about Lincoln Young Professionals Group startup lessons, Caleb Pollard and the "Impact Entrepreneurship Has on Economic Development, and Tim Mittan discussing the expansion of business incubator space at the Southeast Community College Entrepreneurship Center.

After you've taken time to peruse the video options, your eye will wander to the News section, where timely and engaging pieces are sure to captivate.

Recent articles added to the site include:

- *Social entrepreneurship provides touchstone for positive corporate culture*
- *Diplomats draw business into Nebraska*
- *Small companies find ways to compete, keep business*
- *Medizle offers unique twist on social media portal*
- *SchillingBridge: Small town living goes hand-in-hand with entrepreneurship*
- *NxBizSuccess reaching out to entrepreneurs via portal, podcasts*
- *Engler Agribusiness Entrepreneurship Program takes shape*
- *Coach's challenge sparks Agile Sports; Raikes School provides tools and experience NebraskaEDGE bundles networking, education and growth into single package*
- *Allied Strategy sets path for Raikes School startups*
- *NDE encouraging earlier exposure to entrepreneurship*
- *Advice for Nebraskan family businesses successful at UNL*
- *CropMetrics provides exclusive services for area farms*

You're then likely to be captivated by a fun section called "Latest Buzz" that allows you to click on topics. You can find excellent articles in such categories as competition, economic development, innovation, awards, and many more.

The website also includes sections on Upcoming Events, Nebraska Resources, and news releases from the University of Nebraska. It's easy to find information about resources because they are available on the website by categories including News Blog, Business Incubator, Business Plan Creation, Competition, Economic Development, Education, Funding, National Resources, State Resources, and University of Nebraska Resources.

Check out NebraskaEntrepreneur.com. You'll be glad you did. It truly is a constantly evolving treasure trove of great news, resources, and videos.

28TH ANNUAL ENTREPRENEURSHIP FORUM HEADS 'BACK TO THE FUTURE' WITH ITS RETURN TO COLUMBUS, OHIO



The very first Entrepreneurship Forum was held in Columbus, Ohio and it's "Back to the Future" with a return to the home of the Buckeyes for the 28th Annual Forum. The 2010 FORUM will be held November 12-16,

2010 at the Hyatt on Capitol Square in Columbus.

The Consortium for Entrepreneurship Education (CEE) is proud to offer unique professional development opportunities for K-12 educators, college educators, adult education, community development, and small business development programs nationwide that will be held at its annual national conference. These 56 concurrent sessions as well as 26 Roundtable presentations have now been posted on the conference website for your information.

Early-bird Registration is \$325 before September 15 and \$395 thereafter. Check the website for a number of registration options and the online credit card payment process. Don't miss this great opportunity to share your entrepreneurship education successes with other entrepreneurship leaders from across the country!

SCHOLARSHIPS

Scholarships will once again be available to honor outstanding teachers of entrepreneurship. Thanks to the generosity of key sponsors, applications are being accepted until September 24th.

The scholarships are for teachers/instructors at all levels of education who teach some form of entrepreneurship and will cover the costs of up to three (3) nights at the Hyatt on Capitol Square in downtown Columbus, OH. In addition, the conference registration will be covered for most of the scholarships based on obtaining additional sponsors. Watch the website for further details on scholarship content at: http://www.entre-ed.org/_network/forum.htm.

Don't delay; applications are due **before September 24, 2010**. Just cut and paste the application from the website, fill in your information, include a letter of recommendation or two if you wish, and send it all to:

Cathy Ashmore, Executive Director
Consortium for Entrepreneurship Education
Columbus, OH 614-486-6538
cashmore@entre-ed.org

ENTREPRENEURS' DAY PETITION ALERT!

The Consortium for Entrepreneurship Education is part of a new initiative (created by Grasshopper Group LLC) to recognize entrepreneurs in every community across the nation. The Consortium is a leading supporter of **NATIONAL ENTREPRENEURS' DAY** - November 19, 2010, not to be confused with **National Entrepreneurship Week**.

National Entrepreneurs' Day

The Consortium and its partner organizations are asking those who are engaged in entrepreneurship education, as well as any citizen who cares about

entrepreneurship in the U.S. to show their support for American entrepreneurs by signing the petition at <http://www.entrepreneursday.org/entweek>. This petition will ask the President to proclaim November 19 as National Entrepreneurs' Day. When enough signatures are gathered, the Consortium's National Entrepreneurship Week logo will be shown indicating it is a major supporter.

This special day is part of the year-round celebration sponsored by National Entrepreneurship Week among others.

There's still time to sign the petition, but don't delay!

NUTS, BOLTS, & THINGAMAJIGS SUMMER MANUFACTURING CAMP

Southeast Community College was chosen as one of eighteen community colleges throughout the United States to offer a Nuts, Bolts, and Thingamajigs (NBT) summer manufacturing camp this June.



Designed to help inspire the next generation of inventors, engineers, entrepreneurs and manufacturers, the camp is a technical, hands-on experience to

introduce students to 21st century manufacturing technology and basic entrepreneurial skills.

The camps are the result of a landmark partnership between organizations pioneering the effort to inspire tomorrow's inventors, engineers, manufacturers and entrepreneurs, and addresses a dire need to fill skilled labor positions in this country.

Nuts, Bolts & Thingamajigs (NBT), The Foundation of the Fabricators & Manufacturers Association, Intl. (FMA), and the National Association for Community College Entrepreneurship (NACCE), joined forces to develop a national program that builds on NBT's successful summer manufacturing camp blueprint.

The NBT camps target youth at the critical level of secondary education, exposing them to math, science, engineering and entrepreneurship principles, while having the opportunity to see the technology being used in the industry. The hope is that many students will consider manufacturing as a career option.

In the two-day camp held June 11 and 12 on the SCC Milford Campus, twelve high school juniors and seniors designed and fabricated a hammer and hammer holder using CAD, welding, CNC milling, and non-destructive testing technologies while exploring the integral role entrepreneurial skills play in the manufacturing field.

SCC ENTREPRENEURSHIP CENTER WELCOMES TWO NEW INCUBATOR BUSINESSES

The Southeast Community College Entrepreneurship Center continues to grow and expand with the addition of two new incubator businesses.



Changing Spaces SRS, a bonded and insured company based in Lincoln, Nebraska, offers a full range of services designed to give you peace of mind and caring assistance as you pursue the new home

environment that best suits your needs. Their mission is to provide clients with quality consultation and management services as well as the physical labor needed to accomplish a transition that seniors and their families can feel good about. Contact Linda Cotter, Kelley Ballue, Susan Reese, & Jeanine Bryant by phone at 402.483.0555 or e-mail info@changingspacesrs.com.



SirkDot Innovations is a partnership developed and managed by Todd Messing and Kris Roath. Together, Todd and Kris have 20 years of combined computing experience. They are located in Lincoln, Nebraska but offer services to the Columbus, Nebraska market as well.

SirkDot Innovations has the capability to handle a multitude of tech-related jobs and projects, all while being professionally managed and personally served. SirkDot Innovations offers computer repair, computer sales, website hosting and design, and technology research and development.

Contact Todd Messing & Kris Roath by phone at 888.747.6595 or e-mail at support@sirkdot.com.

Targeted Teaching Topic



BUILDING COMMUNITY CONNECTIONS & ENTREPRENEURIAL OPPORTUNITIES IN NEBRASKA



A new resource to help Nebraska communities connect with their youth and build awareness about the opportunities that entrepreneurship provides for them is continuing to expand and grow. The title of this web resource pretty much tells the story...Community Connections.

Community Connections is yet another phase of UNL 4-H Extension's ongoing groundbreaking efforts to nurture the entrepreneurial spirit in Nebraska youth.

Community Connections was created based on the feedback received from statewide focus groups. Community leaders and young entrepreneurs spoke eloquently about the need for a guide to help communities encourage young people to turn their business ideas into reality.

The young entrepreneurs talked of needing encouragement and respect from adults in their communities, as well as needing community members to support them by being their customers. Each shared their experiences within and near their own communities, and most (not all) said that they had a great deal more success outside than within their own community.

Despite that, **every one** of the focus group youth said that, given the choice, they would like to stay in their home community to build their businesses. But, not everyone felt that they would be encouraged to stay.

WHAT IS COMMUNITY CONNECTIONS?

Community Connections is a web-based resource to help communities have an organized approach to engaging their youth in the community. It's purpose is to foster a belief that there are economic opportunities for them to remain in Nebraska or return after they attain a postsecondary degree or work experience to enhance their skills and knowledge. The optimal result will be the creation of a new wave of entrepreneurial ventures across the state in communities that realize the untapped potential of their youth and that truly want to tap into that intellectual and leadership capital.



Organizing the community to be supportive of entrepreneurial ventures is a key to success. Another key is to create a cadre of mentors and mavens willing to help young entrepreneurs get their business ideas off the ground. In addition, mapping the community's assets helps identify resources, financial and human, that are so incredibly important to nurture a new business in its infancy.

Resources are constantly being added to the Community Connections website. Templates for leading Community Connections meetings have been and continue to be created, so it's user-friendly and timely. If you are a community leader, teacher, instructor, or educational leader in your state, it's well worth checking out.

Source: <http://www.extension.unl.edu/communityconnections>

NEBRASKA ENTREPRENEURSHIP NEWS READER SURVEY RESULTS ARE IN

In an attempt to gauge readers' impressions about the content and effectiveness of Nebraska Entrepreneurship News, an on-line survey was offered to its readers. Results were compiled and reviewed and will be used as strategic decisions are made relative to the work done on behalf of K-17 entrepreneurship education by the Nebraska Department of Education and Nebraska Career Education.

The feedback was gratifying, with a 24 percent return rate based on the official "subscriber" list. The newsletter is published in pdf format and sent to those who submit their e-mail addresses and request that they receive it each time it is published. It is also placed on the Nebraska Entrepreneurship Education website (www.education.ne.gov/entreped/) with past issues archived at that location as well.

Feedback received was very positive, as highlighted below:

- 65.5% felt it was excellent at keeping readers informed about events and activities and 34.5% rated it as good.

- 72.4% agreed and 27.6% strongly agreed that the issues covered are important.
- 89.7% felt that the "News" effectively provides information important to the overall needs of entrepreneurship educators.
- 63% agreed and 25.9% strongly agreed that the Targeted Teaching Topics and supporting materials were useful to them.

One respondent wrote, "I use the Targeted Teaching Topics often and like that they are easy and quick to use."

A suggestion was to develop sections for instructors in general education such as Speech and English, with the comment that, "These instructors need to know how important they are to the entrepreneurial process." Also suggested was to incorporate PBCL- Problem-Based, Case Learning.

Targeted Teaching Topic suggestions included how to apply entrepreneurship and marketing terminology, "Words of the Week," opportunity identification and analysis, social marketing, and networking.

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For timely information on topics related to entrepreneurship and entrepreneurship education (K-20) at the local, state, regional, national and international levels and to share information with others, sign up for the Nebraska Entrepreneurship Education Listserv log on to:

<http://lists.k12.ne.us/mailman/listinfo/entre-ed>



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