



## ENTREPRENEURSHIP WEEK IN NEBRASKA A RESOUNDING SUCCESS

The first annual EntrepreneurshipWeek USA, which was celebrated across the state and nation February 24-March 3, can officially be called a huge success! Educators and entrepreneurship advocates shared the message of the importance of entrepreneurship and entrepreneurship education in so many creative, innovative, and fun ways, it's impossible to capture the enthusiasm that was generated by this first-ever event.



This issue attempts to share just a few of the highlights of the many successful events that occurred immediately prior to and during E-Week USA. Each activity provided more evidence that we have reached that crucial "tipping point" where events and trends have made it apparent to most that the future of our local, state and national economies depends on entrepreneurs' innovation and creativity.

Photos and short articles about Nebraska events can be found throughout this special issue. And, if there are any that we didn't know about, don't hesitate to share them with us. Send us information and photos, and we'll be sure to feature them in a future issue.

Congratulations Nebraska on demonstrating the Entrepreneurial Spirit during EntrepreneurshipWeek USA!

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We're on the web!

[www.nde.state.ne.us/entped/](http://www.nde.state.ne.us/entped/)



## ENTREPRENEURSHIP WEEK...BY THE NUMBERS

- ☑ **1** ribbon-cutting ceremony was held during the Grand Opening of the new Southeast Community College Entrepreneurship Center in Lincoln which was attended by local and state dignitaries.
- ☑ **50** governors endorsed E-Week USA during the National Governors' Association winter meeting.
- ☑ **6** Distinguished Entrepreneur Awards, **1** Leadership and Advocacy Award (to Congressman Tom Osborne), and **10** Young Entrepreneur Scholarships were presented during the "Celebrating

Entrepreneurs" Awards Banquet hosted by the University of Nebraska Center for Entrepreneurship

- ☑ **17** governors (including Nebraska's Governor Dave Heineman) signed proclamations making it EntrepreneurshipWeek in their states.
- ☑ **350** universities, including the University of Nebraska, held activities during The Week, with a vast majority scheduling daily activities throughout E-Week.

(Continued on page 12)

## ENTREPRENEURSHIP CENTER GRAND OPENING AT SOUTHEAST COMMUNITY COLLEGE PROVIDES HEAD START FOR E-WEEK

As the Lincoln Journal-Star described the event, “They just couldn’t wait any longer to cut that ribbon.” Even though the official start of EntrepreneurshipWeek USA wasn’t until February 24th, the good work being done at the new Entrepreneurship Center in the former Gallup building on 68th and N Streets, was too good to keep under wraps any longer.

Dignitaries, students, faculty, community members, incubator center clients, Gallup employees who once called the building home, and other advocates of entrepreneurship education were able to participate in an eye-opening experience. Tim Mittan, the Center’s Director, threw one great party!



Faculty from the LPS Entrepreneurship Focus Program greet guests at the Grand Opening.

The Center is definitely a source of pride, not only for SCC, but for southeast Nebraska and the entire state as well.



Jim Krieger, CFO for the Gallup Organization and lead advocate for creating the SCC Center.

The Center is the outgrowth of a common dream of Jim Krieger, Chief Financial Officer for the Gallup Organization and Southeast Community College administrators and staff. As the dream grew, Lincoln Public Schools, the University of Nebraska’s Center for Entrepreneurship, Junior Achievement, and others caught the spirit.

The Center is much more than an entrepreneurship assistance center, though. It holds much, much more. Each of the five floors houses something unique.

One floor offers classes for SCC students majoring in programs such as food service or auto body repair who want to start their own businesses after graduation.

Another floor is home for a business incubator operation for small businesses that need assistance to grow large enough to eventually expand beyond the walls of the Center. The building also includes the offices of Junior Achievement.

And, on 5<sup>th</sup> floor you’ll find the new Lincoln Public Schools Entrepreneurship Focus Program, which offers juniors and seniors from all five high schools an entrepreneurial program with integration of strong academic skills. These students begin their day at their home high schools, then spend the rest of the day focused on learning entrepreneurial skills and knowledge. Students are offered the opportunity to receive dual high school and SCC credit.



Special buttons were created on-site by students in the LPS Entrepreneurship Focus Program.

At the mid-point of the Grand Opening, participants gathered to hear from Lincoln Mayor Colleen Seng, Susan Gourley the Superintendent of Lincoln Public Schools, SCC administrators, government officials, and Mr. Krieger. The thoughts they shared to commemorate the occasion spoke to the vision, perseverance, and innovation that made the dream a reality.

Congratulations to all the partners who helped to make the Southeast Community College Center for Entrepreneurship possible.

# WESTSIDE MIDDLE SCHOOL SUBMITS WINNING ENTRY ABOUT STATE ENTREPRENEUR

Westside Middle School in Omaha, Nebraska and teacher Kristeen Dostal submitted the name and story about Nebraska entrepreneur, Warren Buffett in a nationwide competition sponsored by the Youth Entrepreneurship Program for the National Council on Economic Education (NCEE).

The entry had to tell how and why the entrepreneur invented or created a business that was economically viable and socially responsible.

Carrie J. McIndoe, Senior Director, Youth Entrepreneurship Programs for NCEE directs the Kauffman Foundation Grant with NCEE and shared the good news about the winning entry. Congratulations Ms. Dostal.

To see the entry and also the entries from other states, you may go to [www.galleryofentrepreneurs.org](http://www.galleryofentrepreneurs.org)

And, for more information about NCEE and the Nebraska Council on Economic Education you can check out the following sites:

<http://www.ncee.net/>  
<http://www.nebraskacouncil.org/>

**The Gallery of Entrepreneurs**  
 National Council on Economic Education

**Entrepreneur: Warren Buffett**  
 Winning School: Westside Middle School, Omaha, NE  
 Teacher: Ms. Dostal  
 Winning Entry:

Warren Buffett always had big dreams to become an investor. He was born in Omaha, NE on August 30, 1930. His father was a very enthusiastic stockbroker, and a United States Representative. He first started purchasing Coca-Cola stock at the age of 11 years old. By 14, he had become skilled in investing and purchased 40 acres of farmland with his money from a paper route, and named that land his "fortresses". He attended Wharton School at the University of Pennsylvania and then transferred to the University of Nebraska. He then studied finance at the University of Nebraska. In 1951, he obtained a Master's degree in economics at Columbia Business School, still studying Benjamin Graham's work.

Associated Ltd., an investment partnership, but his greatest accomplishment with Berkshire Hathaway, happened when he was 29 when he met the man that eventually would become the Vice Chairman, Mr. Donald (Duke) Foster to also be a wise investor. He started taking a Security Analysis class taught by Benjamin Graham himself, and received the only A+ Benjamin had ever given. He then taught investment principles at the University of Nebraska. Benjamin gave Warren a 12% a year job, and when Ben retired, Warren's and Ben's partnership called it Warren. Since then, his personal savings grew from \$9,000 to over \$140,000. Buffett returned to Omaha and created Buffett Chairman of Berkshire Hathaway. At that time, Berkshire's stock went from \$5 a share, and Buffett took 49% of all the stock. He then appointed a new President of the company, Lee Chace to run the business. At 40, he became the Chairman of Berkshire Hathaway.

He then made Berkshire acquire stock in the Washington Post, which was run by Katharine Graham, who later became part of the board of directors. When Buffett let 49, Berkshire acquired stock in AOL. Berkshire stock was now being traded at \$30 a share and had a net value of \$140 million. Then at the beginning of the year, it skyrocketed to \$75 per share and at the end of the year \$120. The net worth reached \$20 million. He then invested in the Coca-Cola Company, eventually buying nearly 7% of the company with a total value of stock of a whopping 122 billion. Now he is going more than 80% of his net worth \$64 billion fortune to his foundations, most of which being the Bill and Melinda Gates Foundation.

This entrepreneur didn't really create anything new, he was just one of the wisest investors that brought together many different companies to make it to what Berkshire Hathaway is. When he left it, Berkshire Hathaway grew into the biggest holding company in the world, and that created thousands of new jobs for regular everyday business. Also, the Stock Market was getting to be at it's all time high for some companies, because people are interested and studying Warren's ways. This created more demand for business to develop and expand, and to stockholders to have a better chance at making money with so many their new business.

Warren Buffett loved a small company such as the computer industry at that time, and made a part of Berkshire Hathaway, and that created the famous companies that we know today. He made investing something everyone could do instead of stockholders doing it for you. He showed how investing is a very skilled profession and a very big game of chance, but his tactics also showed how to invest in the market in a steady way, and how to make money by either monopolizing companies, or to simply have new management that make all the difference. Warren showed how to make people take up investing in their lives and how to make profits off of it.

All in all, Warren Buffett was a wise and powerful investor. He used the same strategies as some of the role models and used them to help achieve his goal. His lesson is to start early and practice to something that you love to do, and who knows, with a little study, and hard work, it could pay off for you.

Nebraska Council on Economic Education  
 National Council on Economic Education  
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 Finance Policy | Name: [www.ncee.net](http://www.ncee.net) | Contact: 1-800-288-1192

# POSTERS HELPED SHARE THE MESSAGE OF ENTREPRENEURSHIP AND THE ENTREPRENEURIAL SPIRIT IN NEBRASKA

Using templates offered through the EntrepreneurshipWeek USA website, sixteen posters were created that used quotes and Nebraska research on entrepreneurship to drive home the importance of entrepreneurship. The posters were made available on the Nebraska Entrepreneurship Education website for download and printing by E-Week planners.

The templates were easy to use and were colorful, attractive, and youth-oriented. They were seen at various events around the state throughout EntrepreneurshipWeek USA, including the MarketPlace event, the exhibit in the Nebraska State Office Building, and in classrooms. The posters will soon be adapted so

that they can be used now that EntrepreneurshipWeek USA for 2007 is complete.

*An entrepreneur to me just means someone who thinks out of the box and they're on a different beam. 1 + 1 doesn't equal 2.*

Michael Crooke, President & CEO, Patagonia, Inc.

What's your BIG idea?  
**take it on!**

EntrepreneurshipWeek USA  
 Feb. 24-March 3, 2007  
[www.EntrepreneurshipWeekUSA.com](http://www.EntrepreneurshipWeekUSA.com)

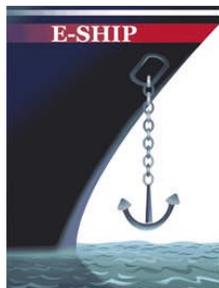
Almost half (49%) of the general public in Nebraska hold entrepreneurial aspirations or have acted on them.

Entrepreneurship in Nebraska  
 Findings from a Gallup Survey  
 by Alan W. Lubat, University of Nebraska-Lincoln  
 August 16, 2006

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## CENTRAL COMMUNITY COLLEGE HOSTS ARRAY OF ENTREPRENEURSHIP WEEK EVENTS AT COLUMBUS CAMPUS



The Central Community College campuses were host to a wonderful array of activities specially launched to celebrate EntrepreneurshipWeek USA.

They have completed eight Entrepreneurship poster designs and a new brochure that are to be posted on the website. Also new to

the college web site are two Entrepreneur pages, one E-ship Week specific and one about their new E-ship educational programs.

Bringing real-life entrepreneurs to schools in their 25-county area was a focus of the week. Over twenty entrepreneurs from their service area presented at their campuses during Entrepreneurship Week. They enlisted volunteer entrepreneurs to give presentations at high schools, not only during the week, but beyond.

Newspaper advertising for E-Week events across the Central Community College service area publicized the many events and a special insert was created for the Hastings Chamber of Commerce newsletter. Also adding to the publicity effort were two new Entrepreneur web pages:

- [www.ccnneb.edu/EshipWeek](http://www.ccnneb.edu/EshipWeek)
- [www.ccnneb.edu/Entrepreneur](http://www.ccnneb.edu/Entrepreneur)

Each campus planned events, and the array was evidence of both commitment and enthusiasm for EntrepreneurshipWeek.

### Columbus Campus

The Central Community College Entrepreneurship Center-Columbus Campus, SCORE and the Columbus Chamber of Commerce sponsored multiple activities. week of exciting activities.

*Saturday, February 24*—Thirty entrepreneurs stopped at the Chamber building to pick up an E-Ship recognition sign to place in a window or in front of their business.

*Sunday, February 25*—A series of feature articles began in daily issues of the Columbus Telegram.

*Monday, February 26*—Doris Lux, Entrepreneurship Center Director for the Columbus campus, was the guest speaker on KLIR (local radio station) to talk about E-Ship week and all the activities. Monday evening there were about 25 entrepreneurs that joined the Chamber Business After Hours monthly social to be recognized.

*Tuesday, February 27*—Six local entrepreneurs went to four high schools and visited 12 classes. An entrepreneurship power point was developed and used with the entrepreneur's presentation. The entrepreneurs were Jed Brunken, Corner Stop, Signatures Bar and Grill, Cherry Creek Plaza; Elda Reinhardt, Country Shadows Restaurant and Golf Course; Rich Anderson, Shell Valley Manufacturing; Jeff Gokie, Big Apple Bagel; Kelly Theilen, Ziebart; and Travis Tessororf, Tessororf Chiropractic.

*Wednesday, February 28*—

The CCC Entrepreneurship class attended the MarketPlace Conference in Kearney at the Ramada Inn. The MarketPlace conference allowed the students to visit fifty different exhibits, listen to three keynote sessions, and participate in their choice of several teach-in sessions.



*Thursday, March 1*—The SCORE Chapter was recognized by the Chamber Commodores in the morning. The campus then hosted an Entrepreneurship Fair in the afternoon with 15 businesses.

*Friday, March 2*—BYOB (Be Your Own Boss) was the culminating activity. SCORE and the CCC E-Ship Center hosted an open house from noon to 3:00 p.m. at the Entrepreneurship Center, Room 908, North Education Building.



Speakers at the MarketPlace event in Kearney shared insights and enthusiasm with attendees.

## EVENTS ON GRAND ISLAND AND HASTINGS CAMPUSES ROUND OUT CENTRAL COMMUNITY COLLEGE ENTREPRENEURSHIP WEEK

### Grand Island Campus

*February 28 and March 1*—Entrepreneurship Question and Answer Booths were set up outside Room 396. Represented at the booths were:

- Eileen's Cookies – Eileen Harman
- HR Poppin Snacks – Cheryl Hughes
- Play It Again Sports – Barry Schultz
- RT Premium Fudge – Rhonda Dowling

*March 1*—Harriet McFeely, owner of Country Meadows, presented "Who Will Be a Millionaire First?"

### Hastings Campus

*March 1*—An Entrepreneurship Fair was hosted March 1 from 3:15-5 p.m. in the Platte Building. The fair included booths with representatives from:

- A & N Molding, Hastings – Arlo and Nancy Stark
- Country Meadows, Hastings – Harriett McFeely
- Eileen's Cookies – Eileen Harman

- Enchanted Valley Ostrich Oil Products, Hastings – Hank Pfeifer
- Georgio's Spa and Day Salon, Hastings – Donna George
- Home Instead Senior Care, Hastings – Dale and Colleen Schendt
- Infuze Creative Services, Hastings – John Chrise
- Krieger Electric, Hastings – Paul Krieger
- MPH Motorsport Park, Hastings – George Anderson
- Phoenix Castings, Hastings – Ed Loutzenheiser
- Pumpkin Patch, Glenvil – Ronna and Paul Fredericks
- Quadhammer Construction, Hastings – Colt Quadhammer

*March 1*—A Small Business Institute Open House was held. Don Hulme, coordinator of this CCC-Hastings program, explained the institute's consulting services, entrepreneurship training, financial assistance and incubator facilities.

## OMAHA NATION JOINS IN THE ENTREPRENEURSHIP WEEK SPIRIT!

Vernon Miller, High School/Middle School Business Teacher for the Omaha Nation Public Schools shared activities they planned for E-Week.



On Tuesday, February 27th, the Entrepreneurship Class went to [allnative.com](http://allnative.com) a company owned and operated by the Winnebago Tribe.

On Thursday, March 31st, a speaker series was also planned, but has been postponed due to the blizzard that hit most of the entire state. But, they have not shelved the speakers series, so here's a preview.

A session entitled "Past, Current, and Future Economic Conditions of the Omaha Tribe" will be conducted by Omaha Tribal Council Members.

Also part of the series will be a presentation by Garan Coons, a young Native entrepreneur, who will share his experiences with G & L Productions in a session called "A Native American Family Owned & Operated Company."

The Omaha Nation now call themselves "Umo<sup>o</sup>ho<sup>n</sup>," or "Upstream People." The Omaha culture constantly changes and adapts to new circumstances, as their focus on entrepreneurship attests. The culture attempts to maintain balance between tradition and change. Traditions are renewed creatively in response to new circumstances. For more information about the Omaha Nation Schools, check out <http://teacherweb.esu1.org/chiefsweb/>.

## WESTERN NEBRASKA COMMUNITY COLLEGE HOSTS OPEN HOUSE FILLED WITH E-WEEK ACTIVITIES

The John N. Harms Advanced Technology Center at Western Nebraska Community College in Scottsbluff, Nebraska presented an Entrepreneurship Open House on Feb. 26 to help celebrate National Entrepreneurship Week.

The Open House focused on the theme “Boxes without Borders.” The morning-long event began with a welcome address from Dr. Eileen E. Ely, president of Western Nebraska Community College, and then continued with a series of concurrent sessions. There was no charge to attend, and the public was encouraged to view and participate in the various sessions.

One session featured business plan presentations by selected students from area high schools. The business plans created by the students through either “Buzz on Biz” classes or DECA chapters were presented to a panel consisting of WNCC speech team members and local business and marketing experts. The best presentation was selected as the Youth Business Plan Competition Winner during the awards ceremony at the conclusion of the event.

Another session featured selected area third graders experiencing basic business principles through Play-Dough exercises with moderator Kathy Pramstaller with the HATC Discovery Center.

The final session included roundtable discussion sessions moderated by local experts. The first roundtable, “Economic Development as an Outcome of Entrepreneurship,” was moderated by Rawnda Pierce, executive director of Twin Cities Development.

Participants discussed issues that face local entrepreneurs, sources of information, and how entrepreneurship and economic development work together. The second roundtable, “Exploring the Myths about Entrepreneurship,” was moderated by Chuck Karpf, entrepreneur program director at HATC. This roundtable discussed the myths and truths surrounding entrepreneurship in general, and in the area. The final roundtable, “Artists and Crafters: How NOT to Become a Starving Artist,” was moderated by Judy Amoo, dean of business and individual training at HATC. This roundtable discussed the challenges and opportunities that face entrepreneurs who focus on the arts and craft trade, how HATC can help develop arts and craft businesses, and what resources are available to arts and craft entities.

The keynote address was given by Gordon Howard, life-long tourism advocate and long-time operator of Gordon Howard’s Oregon Trail Wagon Train near Chimney Rock in Bayard.



An awards ceremony wrapped up the activities at the open house and featured awards given to the Youth Business Plan Competition Winner (from activities earlier in the day); Entrepreneur of the Year, given to an outstanding entrepreneur in the area; and Entrepreneur Educator Award, given to an outstanding instructor and leader of entrepreneurship development.

## YOUTH LEADERS IN LONGHORN COUNTY (YLLC) IMPACTS COMMUNITY IN POSITIVE WAY

Youth Leaders in Longhorn County (YLLC) based in Imperial, Nebraska, is a relatively new organization was formed to impact their community in a positive way through leadership and teamwork. YLLC grew from the Hometown Competitiveness Task Force.



During EntrepreneurshipWeek USA, the group visited fourth grade classrooms to play a game called “Crackernomics.” Crackernomics is a business game for kids that was developed by

KSA Interactive Games for youth ages eight and above. Several of the games had been shared during the summer with educators so that they could try them out and provide feedback to the company.

Students were divided into groups that had to decide what kind of business to open. A game board representing different countries was used. Students had to make strategic decisions on where they could get the best return on their investments.

Congratulations YLLC and thanks KSA Interactive!

## MARKETPLACE: OPENING DOORS TO SUCCESS BEATS THE BLIZZARD, DECLARED A HUGE SUCCESS



Last week's "Marketplace: Opening Doors to Success" in Kearney was a huge success with over 500 participants from across the state. It was all that it was billed to be with over 50 booth displays with resource providers and entrepreneurs and five tracks of educational sessions (financing, marketing, community capacity, agriculture, policy/trends, and business development). Based on pre-registration, 134 communities in the state were represented at the conference.

John Allen, Director of the Western Rural Development Center at Utah State University (which provides service to 13 western states and the Pacific Territories) and former Director of the Center for Applied Rural Innovation at the University of Nebraska, returned to be one of the featured speakers.

### Three Stressors

Dr. Allen noted three major stressors to the rural areas of the United States: depopulation and aging; rapid growth in amenity areas; and rapid shift from resource extraction economies to amenity-driven development, service sectors, and information technology businesses.

As a result, in order for communities to survive, maintain, and grow, cultures of entrepreneurship are being created using various models such as "Economic Gardening," community based entrepreneurship programs; community based entrepreneurship coaching; and the hometown competitiveness model in rural regions. Communities are gradually moving away from a reliance on recruitment and moving at a minimum to a more balanced approach for their economy.

Dr. Allen went on to note that small businesses (less than 10 employees) provide a majority of the employment in the United States. Home-based businesses provide income and quality of life for rural places. Gazelles provide employment beyond the household and provide opportunities for the "Creative Class." Combined, they create an entrepreneurial community.

Communities employ three "Success Strategies" in varying degrees: business recruitment, business retention and expansion, and entrepreneurial.

Entrepreneurial communities have certain characteristics in common. They focus on entrepreneurial activity as both an individual & collective (community) activity. They see job creation as a local endeavor impacting economy and overall quality of life. And they are high-energy and have the ability to adapt.

### Adaptation

Adaptation is a key. Adaptive functions of a local community include adapting traditional functions to current emerging economic opportunities. Examples would be the use of



historical homes for telecommuters, the conversion of grain elevators to locally-owned cooperatives focusing on high-value niche markets, and the movement to a culture of adapting to new opportunities.

### Multi-Functionality

Allen noted the importance of multi-functionality and thinking outside the box. Traditionally rural communities looked for fields to build industrial parks. Today's emerging entrepreneurs are often looking for a community connection: historic buildings, vistas with pleasing views, family, etc. What local architectural assets can meet multiple needs of a changing economy?

Lessons learned from successful entrepreneurial communities include linking tightly to local and regional universities, technology transfer for new innovations and new business start ups; developing and supporting a culture of entrepreneurial behavior; linking the like-minded businesses and entrepreneurs to form regional clusters or virtual or place based incubators; sharing ideas of how to loan funds to new IT businesses; and cultivating an entrepreneurial culture at the local and regional level.



Source: Center for Rural Affairs

## ENTREPRENEURSHIP HALL OF FAME INDUCTION CEREMONY AND DINNER LEADS INTO ENTREPRENEURSHIP WEEK!

The University of Nebraska Center for Entrepreneurship used a variety of events to celebrate Entrepreneurship Week. Although the blizzard that struck in the middle of the night on February 28<sup>th</sup> caused the cancellation of Mentoring by the Masters, that event will still take place sometime when, shall we say, it is just a bit warmer and gale force winds and heavy snow aren't hitting Nebraska!



The lead-off event for the UNL Center for Entrepreneurship's E-Week activities took place the evening of February 22<sup>nd</sup>. The

Entrepreneurship Hall of Fame Induction Ceremony and Dinner was held at the Embassy Suites in Lincoln, Nebraska. The Entrepreneurship Hall of Fame recognizes alumni from the University of Nebraska, as well as other business members throughout the state for achieving distinction and excellence as creators and builders of new business enterprises.

The program provided a perfect venue for recognizing young entrepreneur scholars, a special tribute to Tom Osborne, and the Distinguished Entrepreneur Awards. Students and faculty members who were participating in the New Ventures World Competition were in attendance as well.

Following dinner, the program began with a welcome by Glenn Friendt, Director of the Center, remarks by Cynthia Milligan, Dean of the UNL College of Business, and then moved directly to the awards.

First up was a special tribute to Tom Osborne. Dr. Osborne (former 3<sup>rd</sup> District Congressman) was one of the two co-sponsors of the House of Representatives resolution that supported the goals and ideals of National Entrepreneurship Week and encouraged the implementation of entrepreneurship education programs in elementary, middle and high schools and postsecondary schools across the nation. The first-ever Entrepreneurship Education Leadership and Advocacy Award was presented on behalf of the national Consortium for Entrepreneurship Education for his focus, perseverance and advocacy of youth entrepreneurship and entrepreneurship education. Dr. Osborne shared insights about why he has been so passionate about the need for youth entrepreneurship as a way of revitalizing and growing Nebraska's many rural communities.



Tom and Nancy Osborne proudly accept the Entrepreneurship Education Leadership and Advocacy Award from the Consortium for Entrepreneurship Education.

This formed a perfect segue to the Allen Dayton Young Entrepreneur Scholarships. Allen Dayton, President of Dayton Companies, is the sponsor of the Young Entrepreneur Scholarship Contest. Mr. Allen founded his first business at the age of twelve and began trading in the stock market at thirteen. The winners of the 2007 Scholarships were Lucas Bingham, Whitney Clausen, Cody Dvorak, Hannah Feller, Michelle Foster, Alisha Harrington, Erin Hays, Grant Runyan, Alan Wiese, and Ross Wollenburg.

The capstone to the evening's event was the Nebraska Distinguished Entrepreneur Awards. Recognized this year were six Nebraska entrepreneurs with illustrious careers and a passion for entrepreneurship:

- **Dale Jensen**-Information Technology Inc. Phoenix, Arizona
- **Dan Morgan**-Morgan Ranch Beef, Inc. Burwell, Nebraska
- **Kenneth L. Morrison**-Morrison Enterprises Hastings, Nebraska
- **Dr. Don Nelson and Dr. Muhlin Chen**-i2rd Lincoln, Nebraska
- **Stephanie Pearson**-Nebraska Dance Omaha, Nebraska
- **Dennis Walker**-First Data Resources and JET LINX Aviation Omaha, Nebraska

*We find that probably the best way to revitalize rural America is to provide entrepreneurial training.*

—Congressman Tom Osborne, U.S. House of Representatives, June 7, 2006.

## 20TH ANNUAL NEW VENTURES WORLD COMPETITION

The 20th Annual New Ventures World Competition (previously known as the International Business Plan Competition) also took place at the Embassy Suites in Lincoln from February 22-24. The goal of the competition is to improve the chances of entrepreneurial success by exposing students to quality feedback, investment opportunities, and a chance to see some of the most competitive and innovative entrepreneurial enterprises in the world! The three-day event began on February 22 with team meetings, a Trade Show, and Opening Reception. Participants also were also included in the Entrepreneurship Hall of Fame Induction Ceremony and Dinner Banquet

The next day, February 23, 2007, started bright and early with preliminary rounds and second chance rounds for the competitors. Then it was on to the final round on February 24, with the award winners announced at a special luncheon.



Great Plains Nursery was one of the Trade Show exhibitors.



Frontier Sciences caught the attention of participants as well.

## NEBRASKA STATE OFFICE BUILDING ENTREPRENEURSHIP WEEK EXHIBIT HELPED SPREAD THE GOOD WORD

With the heavy-traffic lobby of the Nebraska State Office Building as the location, EntrepreneurshipWeek USA gained a high profile with state employees and visitors to the building. Literally hundreds of people were able to view the exhibit, pick up free resources, and take home information to review and share with friends and family.

The exhibit featured signage with the EntrepreneurshipWeek USA logo, posters created using the templates offered through the EntrepreneurshipWeek web site, and information about the varied entrepreneurship competitive events offered by Nebraska's Career Student Organizations, including DECA, FBLA, FCCLA, FFA, and SkillsUSA. Also on display was the official proclamation of Entrepreneurship Week in Nebraska that was signed by Governor Dave Heineman.

Free resources that needed constant replenishing because of the high interest level included:

- Congressman Tom Osborne's Entrepreneurship Handbook and Resource Guide (2005 Edition)
- Small Business Success Magazine (Volume 21)
- Entrepreneurships and Views (Volumes 14 and 15)
- Nebraska Entrepreneurship Education Information Card (featuring information about the website, listserv, and Nebraska E-News Monthly).



## NEBRASKA EDUCATOR RECEIVES LEAVEY AWARD FOR EXCELLENCE IN PRIVATE ENTERPRISE EDUCATION FROM THE FREEDOMS FOUNDATION AT VALLEY FORGE

Mary Anne Hovland, Winnebago Public Schools business teacher, has been announced as a national recipient of the prestigious Leavey Award for Excellence in Private Enterprise Education. Nominees for the award must conceive and implement an innovative course, program or project which develops, among students, a deeper understanding and appreciation of the American private enterprise system. Ms. Hovland's application was entitled, "Serving At Risk Students Successfully."

One of the more important aspects of the Freedoms Foundation's Awards programs is the emphasis it puts on rewarding educators who teach the private enterprise system. The Foundation believes that it is essential to the future of our freedoms and our way of life that young people today – our future leaders – develop an understanding of and enthusiasm for this facet of the American system.

It was this belief that led trustees of The Thomas and Dorothy Leavey Foundation to generously endow the Leavey Awards for Excellence in Private Enterprise Education. This prestigious cash award of \$7,500 is given to full time educators who have an innovative way of teaching America's private enterprise system. Since the program's inception in 1977, nearly \$3 million has been distributed to educators in 45 states.



### 2007 Award Recipients

Mrs. Lynne Brooks, Mrs. Sherry Digar and Mrs. Cindy Plaisance—*A Community Under Construction*, Hodge Elementary, Imperial, Missouri

Mr. Donald E. Draper and Mr. Kevin Fuller—*Social Entrepreneurship*, University of Portland, Portland, Oregon

Ms. Karen Gillie—*Anthis Career Center Entrepreneur Course*, Anthis Career Center Fort Wayne, Indiana

Mrs. Susan Guy—*Rub-A-Dub-Dub-Economics in a Tub*, NW Intermediate EXCEL Academy, Houston, Texas

Ms. Linda Hansing-Brock (Meritorious Recipient)—*Viking Xpress*, Valley High School, Hazelton, Idaho

Mrs. Melissa S. McDonald—*It's Your Turn* Chestnut Ridge High School, New Paris, Pennsylvania

**Ms. Mary Anne Hovland—*Serving At Risk Students Successfully*, Winnebago Public School, Winnebago, Nebraska**

Mr. John Morris—*Student Enterprise Program (StEP)*, University of Cincinnati, Cincinnati, Ohio

Mrs. Debbi Popo—*The Spirit Shop*, Hamilton Township, High School, Columbus, Ohio

Mr. Benjamin M. Richardson—*Oswego High School Bake Sale Competition*, Oswego High School, Oswego, New York

Ms. Cindy Thienard—*Ability Counts Project*, William H. Turner Technical Arts High School, Miami, Florida

## NELSON LEGISLATION PROMOTES RURAL ENTREPRENEURS AND MICROENTERPRISES

Nebraska's Senator Ben Nelson has introduced legislation to provide financial and technical assistance to microenterprises and entrepreneurs in rural areas, building on the successful Nebraska Microenterprise Partnership Fund. The legislation is co-sponsored by Senator Ken Salazar (D-CO).

The Rural Entrepreneur and Microenterprise Assistance Act was introduced at a hearing of the Senate Agriculture Committee and calls for an annual budget of \$50 million for the program.



## Targeted Teaching Topic



### STRATEGIC THINKING COMPETITION VS. COOPERATION

In the book, *The 8th Habit* by Stephen R. Covey, results of a poll conducted by Harris Interactive provided some interesting insights about the value of strategic thinking, cooperation and understanding within a business, and personal satisfaction.

Some of the results are more than a little concerning, given the need for efficient, strategic management in all organizations, especially entrepreneurial ventures.

- Only 37% said they have a clear understanding of what their organization is trying to achieve and why.
- Only half were satisfied with the work they have accomplished at the end of their week.
- Only 15% said they worked in a high-trust environment.
- Only 17% felt their organization fosters open communication that is respectful of differing opinions and that results in new and better ideas.
- Only 13% have high-trust, highly cooperative working relationships with other groups or departments.

Strategic thinking as an entrepreneur is more than just a dollar and cents activity. It involves maximizing one's own strengths, while leveraging the strengths of others. It involves lots of cooperation in order to be of maximum effectiveness.

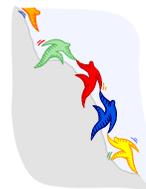
Strategic thinkers look ahead several steps. They anticipate challenges, develop plans to meet and overcome those challenges, and continually search for new and better ways to do things.

In almost all instances, better solutions can be arrived at through team effort and cooperation than from competition. Competition within a business can be cancerous if it is taken to extremes. Pitting one individual against another or teams against each other without very clearly identified reasons and benchmarks can be ruinous to employees' and associates' self-esteem and productivity.

Two of Covey's eight habits apply especially to the themes of Strategic Thinking and Cooperation.

#### Habit 6—Synergize

Synergy is an alternative to doing things “my way or your way” but rather focus on “our way.” It involves respecting others, valuing their opinions and experiences, and celebrating how working together toward a common goal can be satisfying on many levels.



#### Habit 8—Voice

Covey defines voice as “unique personal significance.” He says that it is revealed as we face great challenges.



Entrepreneurs can use synergy and voice to increase the productivity of their businesses. It's all about leveraging each person's unique strengths and talents.

Sources: *The 7 Habits of Highly Effective People* and *The 8th Habit-From Effectiveness to Greatness* by Stephen R. Covey.

## ENTREPRENEURSHIP WEEK BY THE NUMBERS

(Continued from page 1)

- ☑ **85** member organizations of the Consortium for Entrepreneurship Education developed or participated in State Leadership Teams for EntrepreneurshipWeek and created a strong advocacy base for future E-Weeks.
- ☑ **3** groundbreaking reports were released that demonstrate the economic impact of entrepreneurship, including *On the Road to an Entrepreneurial Economy: A Research and Policy Guide*, *The 2007 State New Economy Index*, and *Where America Stands: Entrepreneurship*.
- ☑ **Hundreds** of news stories were broadcast, published and posted on Web sites, including outlets such as the Chicago Tribune ("Encouraging Innovation in Chicago"), Inc. ("EntrepreneurshipWeek USA Kicks Off with Workshops, Networking Opportunities"), CNN ("Everyone Wants to Start a Business"), MSN ("A Weeklong Festival for Entrepreneurship"), The Wall Street Journal ("Innovators Matter Most"), Los Angeles Times ("Students Learn Financial Savvy"), and the USA Today ("A Force for Entrepreneurship in America")
- ☑ **41%** of children ages 9-12 in the U.S. say they would like to start their own business.
- ☑ **70%** of the net job creation in the United States during the past 15 years has been by businesses less than 5 years old.
- ☑ **49%** of the general public in **Nebraska** hold entrepreneurial aspirations or have acted on them.
- ☑ **69%** of young adults in **Nebraska** (ages 18-29) want to start a business.



The proof of the value of entrepreneurship and entrepreneurship education is definitely in the numbers! Everyone who planned and participated in events had a great time and the impact on appreciation of entrepreneurship was incredible.

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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>



*Skills for Lifelong Learning, Earning, and Living.*

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