

News to Educate, Engage, and Empower Entrepreneurs

HUSKERPRENEUR YOUTH ENTREPRENEURSHIP CAMPS HEAT UP THE NEBRASKA SUMMER CALENDAR

Young people across the state will have the opportunity to learn entrepreneurial skills, visit with local entrepreneurs, and even create their own businesses at camps throughout Nebraska this summer.

University of Nebraska-Lincoln 4H Extension, in collaboration with an array of sponsors, is hosting summer camps in western Nebraska. The camps will focus on building real world business skills and knowledge while focusing on each individual's strengths and talents.

Huskerpreneur Summer Camps



Garden County—June 9, 10, 11
Sidney—June 30-July 2
Kimball—July 8, 9, 10

Participants will learn real world business skills including team building, leadership development, financial management, verbal communication, and business etiquette.

In addition, they will learn how to:

- Negotiate for business materials.
- Set goals.
- Recognize real business opportunities.

Day one focuses on discovery, day two on exploration, and day three on developing the business. Costs vary by site but scholarships are available.

Camp Registration & Info

Garden County Camp

Deadline: June 5, 2009

UNL Extension-Garden County
 308.772.3311
 866.865.1702 (toll free) or
 WNCC
 308.254.5450
 800.222.9682 (toll free)
 Cost: Free

Sidney Camp

Deadline: June 19, 2009

WNCC
 308.254.5450
 800.222.9682 (toll free)
 UNL Extension-Cheyenne County
 308.254.4455 or
 866.865.1703 (toll free)
 Cost: \$75.00
 *Camp Scholarships Available

Kimball-Banner County

Deadline: July 1, 2009

UNL Extension—Kimball-Banner County
 308.235.3122
 866.865.1704 (toll free) or
 WNCC
 308.254.5450 or 800.222.9682 (toll free)
 Cost: \$50.00
 *Camp scholarships are available

Inside this issue:

Huskerpreneur Youth Entrepreneurship Camps	1
Catch the Entrepreneurial Spirit at CCC-Columbus	2
Entrepreneurship Challenge 2009	2
Nebraska Enterprise Fund Celebrates 15 Years of Success	3
Grameen America Opens Newest Branch in Omaha, Nebraska	4-5
JM Web Designs—Innovating, Growing, Learning, and Networking to Success	6-8
Targeted Teaching Topic	9
Sail into Entrepreneurship at Annual Entrepreneurship Forum	10

We're on the web!

www.nde.state.ne.us/entrep



CATCH THE ENTREPRENEURSHIP SPIRIT AT CENTRAL COMMUNITY COLLEGE-COLUMBUS



Central Community College-Columbus, UNL Extension, Merrick County Foundation, and the Boone County Economic Development Agency are co-sponsoring a great opportunity for youth in grades 6-9 from July 20-22. This is a don't miss opportunity!

Participants will visit with local entrepreneurs and learn from their day-to-day experiences, create and promote their own product or business in a supportive and fun atmosphere, and meet other young entrepreneurs who share their enthusiasm and passion!

Those interested in attending the Entrepreneurship Camp should contact Karen Mroczek at

877.222.0780, extension 1249 for an application form. The application deadline is **June 1!** The completed form may be sent to:

Central Community College-Columbus
Attn: Karen Mroczek
PO Box 1027
Columbus, NE 68602-1027
402.562.1201 (fax)

Tuition for the camp is \$200 which includes a 3 day, 2 night camp, supplies, educational and recreational activity fees and T-shirt. Partial scholarships may be available for students with financial need.

Participants are sure to have a great time, learn a lot, and meet new friends and mentors as they pursue their entrepreneurial passions.

ENTREPRENEURSHIP CHALLENGE 2009



The Entrepreneurship Challenge is back this year and bigger and better than ever. Youth

entrepreneurs from throughout Nebraska are "Wanted!" for this fun, unique chance to display creativity and entrepreneurial skills.

The competition this year poses two distinctly different competitions 1) Website Marketing Competition and 2) 30-second Commercial Production. The web challenge is to design a complete and unique company website to inform potential customers about top-notch products and services. The commercial production challenge is to develop a 30-second commercial that could air on local TV to market a product or service.

How to Participate:

- Create a commercial (either visual or audio) based on the provided rating sheet. Send the finished product to the address below by either burning to a DVD, CD or emailing a media file to bthorberg2@unl.edu.

- Create a website based on the provided rating sheet. Email your website link to bthorberg2@unl.edu.



Divisions:

Beginner: Start-up Business Owner

\$50 "seed money" for the top advertisement in each of the above options.

Intermediate: 1 to 3 year Business Owner

\$50 "seed money" for the top advertisement in each of the above options.

Advanced: 3 or more year Business Owner

\$50 "seed money" for the top advertisement in each of the above options.

*Participants do not need to be enrolled in 4-H to participate.

All entries are due by August 1, 2009. For more information, visit www.4h.unl.edu/esi.

NEBRASKA ENTERPRISE FUND CELEBRATES 15 YEARS OF SUCCESS

The 2009 Celebrate Microenterprise event held in April at the Nebraska Club was a success with key partners and legislators attending. A special thanks is due to US Bank for their support of this event.

Those attending heard about the value of microenterprise services in Nebraska from two bankers, Craig Madson of US Bank in Lincoln and Mark Joy, Table Rock State Bank in Humboldt, that work collaboratively with micro-programs to serve their customers and potential small businesses in their service areas.

Stories of Success

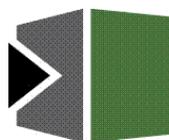
The group was energized by hearing from two businesses that got their start as micro businesses in the last few years and are *growing*.

Len Dickinson and Jule Goeller of Sand Creek Post and Beam, Inc. of Wayne, Nebraska and Karrie and Chad Bischoff of 100th Meridian Manufacturing, Inc. of Cozad, Nebraska were guest speakers at the celebration breakfast. They described how connections to microenterprise services helped their businesses take off. These small companies now contribute significantly to the employment base in their communities and sell products across the United States, helping to bring revenues into the state. Want to read their business profiles? They are a great read by clicking on <http://nebbiz.org/businessprofiles.html>.

The Nebraska Enterprise Fund's current program partners include: Catholic Charities-Microbusiness Development, Midlands Latino-CDC, Center for Women's Entrepreneurs, New Community Development Corporation, Northeast Economic Development (NED, Inc.), Ho-chunk CDC, Nebraska EDGE, Community Development Resources, GROW Nebraska, West Central Nebraska Development District, Hastings Economic Development, and Rural Enterprise Assistance Project (REAP).

Gene Rahn, Senior Business Specialist with REAP, received the NEF Outstanding Service Award for his work to reach the \$6 million level in micro-lending.

The role of NEF (formerly the Nebraska Microenterprise Partnership Fund) has been to gather data from microenterprise program partners, measure impacts, and provide accountability of funding provided for this work in Nebraska.



NEBRASKA
ENTERPRISE FUND

Building Partnerships for Small and Growing Businesses

Over the 15 year history of NEF, loans totaling \$1.7 million have been dispersed to 11 microenterprise organizations with no delinquency or defaults to date. Grants totaling \$4,946,408 have been made to organizations that serve small /micro businesses. NEF program partners have:

- ❖ Provided \$9,574,867 in micro loans to 897 businesses.
- ❖ Leveraged \$9.8M in additional loan dollars from commercial lenders since 2002, as a result of training /technical assistance or business coaching.
- ❖ Leveraged \$18,066,742 dollars from non-state sources to cover organizational operating costs.
- ❖ Raised \$7,151,048 in loan capital from non-state sources.
- ❖ Provided training and/or business coaching to over 21,000 individuals.

The 2009 Report to the Nebraska Legislature released in January provides detailed information about microenterprise development work in Nebraska during 2008, along with some historical background. You may click onto the NEF website to read the full report posted on the www.nebbiz.org website.

Rose Jaspersen, is the Executive Director of the Nebraska Enterprise Fund and can be reached at rosej@nebbiz.org.

Special Note: Sand Creek Post and Beam, Inc. was featured in the Omaha World Herald, Money Section, on 4/12/09. http://www.omaha.com/index.php?u_page=1208&u_sid=10608268

GRAMEEN AMERICA LAUNCHES NEWEST BRANCH IN OMAHA, NEBRASKA



Grameen America (www.grameenamerica.com), a microfinance institution headquartered in New York and founded by Nobel Peace Prize winner Muhammad Yunus has announced that it will launch its next branch in Omaha, Nebraska. The move to Omaha comes as Grameen America begins expanding nationally to build on its initial success in Queens, New York.

Grameen America selected Omaha as its second branch location because of strong local support and demand for microfinance services. The branch will initially serve the low-income community in South Omaha and will subsequently expand operations to other areas. The company expects to extend loans to at least 250 borrowers in its first year of operations. Future projections call for the branch to grow its borrower base and become a fully sustainable social business in five years.

We simply provide access to small, low-interest, no-collateral loans to start or expand small business activities.

Grameen America CEO Stephen Vogel, who took the helm of the organization after a successful business and investing career said, “Grameen America is thrilled to be opening in Omaha. In less than 18 months after opening in Queens, we have seen our borrowers show their willingness and ability to take control of their lives, their financial positions, and their futures. With Grameen America, they are creating a culture of trust, savings, and hard work and building better lives for themselves and their children.

Whether in Bangladesh, New York, or Nebraska, Grameen believes that all people have the skill, motivation, and ability to care for themselves and their families. We simply provide access to small, low-interest, no-collateral loans to start or expand small

business activities. We give the tools, and the borrowers do the work.”

Grameen America launched its first branch in January 2008, in the Jackson Heights neighborhood of Queens, New York. To date, the Queens branch has lent more than \$1.6 million to 660 women living at or below the poverty line. The average loan size to date is \$2,200. At a time when jobs are scarce, these microloans help people generate income, build savings, and take control of their financial situations.



Professor Yunus cuts the ribbon at the April 25th launch celebrations of Grameen America © Erica Lansner

M u h a m m a d Yunus had this to say: “Grameen America’s success and growth in 2008 came in an environment where banks were cutting back on loans. Now, in 2009, Grameen America is

expanding its operation to Omaha and continuing with its mission to make loans to low income people as a solution to economic hardships across the United States. Every community in the US may consider having a Grameen America branch as a means of addressing the hardship caused by the financial crisis.”

Grameen America follows the same Grameen peer-group lending model, which has proven successful over several decades in Bangladesh and in many other countries across the world. Grameen America borrowers must form groups of five, meet weekly, and use their microloans for entrepreneurial, income-generating activities. Each Grameen America branch is led by an experienced senior manager from Grameen Bank. The managers move from Bangladesh to the United States and immerse themselves in the local culture. The Queens branch has been led by Shah

(Continued on page 5)

GRAMEEN AMERICA LAUNCHES NEWEST BRANCH IN OMAHA, NEBRASKA

(Continued from page 4)

Newaz, who started working for Muhammad Yunus at the Grameen Bank in 1982.

The Omaha branch will be led by another Grameen veteran, Habib Chowdhury. Mr. Chowdhury has been managing Grameen microcredit programs since 1985. In 2000, Mr. Chowdhury launched and managed a Grameen microcredit program in Kosovo to provide credit to war victims, widows, and displaced women. When Mr. Chowdhury arrived in Kosovo in 2000, local people were skeptical about microfinance. Today the program has over 14,000 borrowers and is growing.

Grameen America's early success and its current launch in Omaha suggest that microcredit is an effective tool in the fight against poverty in the United States.

About Grameen America

Grameen America is a non-profit microfinance institution whose mission is to alleviate poverty through entrepreneurship by offering loans, savings



programs, credit establishment, and financial education to the working poor in the United States. Grameen America was founded by Muhammad Yunus, who gained recognition worldwide when he and the Grameen Bank jointly received the 2006 Nobel Peace Prize for their innovative efforts to alleviate poverty in Bangladesh. Muhammad Yunus made his first loan with \$27s out of his own pocket to 42 Bangladeshi villagers in 1976. Today Grameen Bank has nearly eight million borrowers and disburses more than \$100 million each month while maintaining a 98% repayment rate. Muhammad Yunus serves as Chairman of the Board of Directors of Grameen America.

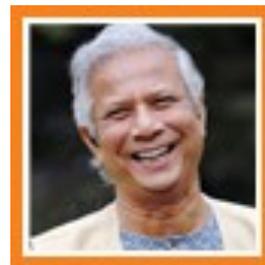
Creating a World Without Poverty

Professor Yunus has now written a book about his experiences and the Grameen Bank model entitled, *Creating a World Without Poverty*. The book describes how the model “goes beyond microcredit to pioneer the idea of social business—a completely new way to use the creative vibrancy of business to tackle social problems from poverty and pollution to inadequate health care and lack of education.”

The book describes how Yunus—in partnership with some of the world's most visionary business leaders—has launched the world's first purposely designed social businesses. From collaborating with Dannon to produce affordable, nutritious yogurt for malnourished children in Bangladesh to building eye care hospitals that will save thousands of poor people from blindness, *Creating a World Without Poverty* offers a glimpse of the amazing future Yunus forecasts for a planet transformed by thousands of social businesses. Yunus's “Next Big Idea” offers a pioneering model for nothing less than a new, more humane form of capitalism.

The Yunus Story

Muhammad Yunus was born in Chittagong, a seaport in Bangladesh. The third of fourteen children, he was educated at Dhaka University and was awarded a Fulbright scholarship to study economics at Vanderbilt University. He then served as chairman of the economics department at Chittagong University before devoting his life to providing financial and social services to the poorest of the poor. He is the founder and managing director of Grameen Bank and the author of the bestselling book *Banker to the Poor*. Yunus and Grameen Bank are winners of the 2006 Nobel Peace Prize.



Story and photos reprinted with permission of Grameen America.

JM WEB DESIGNS—INNOVATING, GROWING, LEARNING, AND NETWORKING TO SUCCESS

Recently, I had the distinct privilege to visit the Omaha headquarters of JM Web Designs, a company that has youth, vigor, and creativity in abundance.



I first learned about the company when Jonathan Patton, the founder, spoke at the MarketPlace conference in North Platte during National Entrepreneurship Week in February (2009). And, when I asked him if I could schedule a time to interview some of the staff for *Nebraska*

Entrepreneurship News, the welcome mat was out.

Philip Stalnaker, the Marketing Director, was gracious enough to set aside over an hour to share the JM Web Designs story. The interview was wide-ranging, covering everything from their work with Microsoft in the development of a Small Business Solutions Customer Case Study about JM Web Designs, to the great value they have received from working with a business coach, to why they find Omaha and Nebraska a great place to grow their business.

JM Web Designs—The Background

Founded: 1998

Founder: Jonathan Patton (14 years old)

First location: Jonathan's home bedroom, equipped with a small desk, mobile phone, and Windows® 98 operating system

Growth Rate: Steady 10% per year since inception; 100 percent in 10 months (after implementing new Microsoft technologies)

2009 Stats: 17 employees and 250 customers

Target Customer (General Demographics): 30-50 year old owner of a growing small to medium-sized business who knows what he needs but needs someone with the key web design skills and talents to make it happen.

Identity: "We do whatever it takes!" JM is Omaha's local web design specialist.

Tagline: You | Online

Services: Web design, web maintenance, internet advertising, web hosting, web applications, and strategic marketing



Mission: JM Web Designs exists to do whatever it takes to help our customers succeed in the online marketplace. This is accomplished by:

- ❖ Integrating the right technology into the highest-quality, custom-built products and solutions;
- ❖ Maximizing our resources to develop a strong, integrity-driven company; and
- ❖ Engaging community by creating and nurturing relationships that endure.

Clients Include: Precision Industries, EMask, Omaha School of Massage Therapy, Urban Wine Company, Crane Sales & Service, Papillion LaVista High School, Tie Yard of Omaha, and Vala's Pumpkin Patch

Future Plans: Perfecting the model. They now have about 250 clients, many of whom started with them in 1998. The focus is on slow, sustainable growth.

Marketing Focus: Guerilla Marketing. JM Web Designs' staff is involved in face-to-face and community-based marketing and outreach. They are involved in the Bellevue, Sarpy County, and Greater Omaha Chambers of Commerce as well as the Omaha

(Continued on page 7)

Targeted Teaching Topic



TRENDS DURING TOUGH ECONOMIC TIMES

Turn on any radio or TV news broadcast during the last year and you would think the world was coming to an end. You might leap to the conclusion that this is the worst of times to be an entrepreneur. But you would be WRONG!

The Economic Times, in a recent article, detailed some areas where sales of some products are up. And, gaming magazines are noting that the sales of both board games and video games are up and expected to rise.

Hot Sellers

- ❖ Chocolate
- ❖ Running shoes
- ❖ Wine (cheaper vintages)
- ❖ Gold coins
- ❖ Gardening seeds
- ❖ Tanning products
- ❖ Spam



A Few Stats

- ❖ Hormel Foods posted a 6% increase in the first quarter of 2009 because of strong sales of Spam, Dinty Moore stew and chili.
- ❖ Hershey's profits (US 2nd largest candy maker) were up 20% in the first quarter of 2009.
- ❖ Kraft Foods macaroni and cheese dinners sales were up by double digits.
- ❖ Sales of stomach remedies like Pepto Bismol and Philips are up 8%.
- ❖ Global sales of video games is expected to grow by an annual rate of 10.3% (Source: PricewaterhouseCoopers)

Significance for Entrepreneurs

What's the significance for entrepreneurs (current or prospective)? First, it's worthwhile to pay attention to trends and to work to stay ahead or at least in line with them. Second, tough economic times cause consumers to think value over "bling". They look for comfort in small things like foods, gardening, small luxuries, and games and activities that allow them to stay at home and still have fun without spending a ton of money. Safety and security is important when economic times are scary, too.

Entrepreneurs have the rare gifts of optimism and determination, which are, and probably will remain, the new most valuable resource in the world.

—Jim Clifton, Global Migration Patterns and Job Creation, *Gallup Poll World Poll*, © 2007

SAIL INTO ENTREPRENEURSHIP... NORFOLK, VIRGINIA TO HOST ANNUAL FORUM

27th Annual Entrepreneurship Education Forum—Nov. 6-10, 2009

Plan Now to Attend

The annual Forum is one of the premier professional development opportunities for entrepreneurship educators at every level of the lifelong learning process (K-16 and adult).



A Treasure Trove of Ideas



Educators from all over the United States, Canada, and other countries come together to share best practices and innovative programs in concurrent sessions or roundtables.

Scholarships for Instructors

The Consortium for Entrepreneurship Education is pleased to announce that again this year they will have scholarships available to help teachers cover some of the costs of attending the conference. Sponsors are still being sought so they will be announcing how many scholarships in total will be available in the near future. Special appreciation is extended to The Coleman Foundation, The Appalachian Regional Commission, The Burton Morgan Foundation, and other sponsors yet to come on board.

Send your scholarship applications early. The deadline is September 25. And, stay tuned to the latest plans for the FORUM on the Consortium web page at www.entre-ed.org/_network/forum.htm.

Gregg Christensen
Entrepreneurship and Career Education Specialist
Instruction and Innovation Team
 301 Centennial Mall South
 P.O. Box 94987
 Lincoln, NE 68509-4987
 402.471.4337
gregg.christensen@nebraska.gov
www.nde.state.ne.us/entreped/



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