



SOUTHEAST COMMUNITY COLLEGE CREATES NEW ENTREPRENEURSHIP CENTER

Entrepreneurship is no longer just about starting a small business. Entrepreneurs must transcend the world in order to transform it. They are inventors as opposed to engineers. They see purpose in everything, and see the system as the realization of the purpose. An entrepreneur is someone who sees meaning in everything and, if not, pursues everything until the meaning becomes clear, until the system reveals itself in all its glory. They are people who are possessed by the meaning of things (Entrepreneur.com, 2006).



Southeast Community College (Nebraska) understands what it means to have the entrepreneurial spirit and knows how that spirit can grow a student, a community and a state. SCC is at the forefront of making things happen. They have opened a full-service Entrepreneurship Center. It is designed to spark talents and passions and give assurance for success in entrepreneurial ventures, be it an entrepreneurial education, starting a venture or working in the corporate world. It will be located at 285 S. 68th Street Place, Lincoln, Nebraska.

The Business Administration Program has added an Entrepreneurship focus to their business administration degree. Several new classes have been created to better prepare students for an entrepreneurial venture. These classes include:

Introduction to Entrepreneurship, Entrepreneurial Opportunity Analysis, Entrepreneurship Business Plan, Marketing for the Entrepreneur, Entrepreneurship Legal Issues, and Entrepreneurship Taxes and Financial Principles of Management or Supervisory Management. An Entrepreneurship Certificate has also been introduced so students in the Technical Programs will have the opportunity for entrepreneurial success. These classes reflect the approved six-course core entrepreneurship curriculum developed by the Nebraska Entrepreneurship Task Force, NET Force.

The Entrepreneurship Center is a unique facility. It is designed to be a centralized resource center that provides Entrepreneurship Education, Outreach and Support, Business Incubation and Economic Development. One of the most prominent features will be the business incubator for community members with an approved business plan. The incubator will provide start-up businesses an office setting for those needing office spaces. Approved businesses will also be in collaboration with business support organizations consisting of, but not limited to, financial advisors, government representatives, and business advisors dedicated specifically to them.

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We're on the web!

www.nde.state.ne.us/entrep/

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Other attributes of the Center will include:

- Office Space Rental
- Financial Advisors
- Government Representatives
- Business Advisors
- Economic Needs Assessment Counseling For All Surrounding Communities
- LPS Focus Program Dedicated To Entrepreneurship Education
- Teleconferencing and Distance-Learning Facilities
- Seminar and Workshop Opportunities
- Conference Room Facilities for Building Occupants and Local Businesses
- Computer Resource Labs
- Resource Library
- Information on Local & National Business, Civic & Scholastic Entrepreneurship Organizations

The Mission at the Entrepreneurship Center is “to discover and develop the talents of individuals in order to enhance business and community through the creation and development of academic, research, outreach and support initiatives that encourage the spirit of entrepreneurship and support entrepreneurs of all ages.” The vision is “to enhance, educate and empower entrepreneurs throughout the state of Nebraska.” The goal is to provide a center that will give community members a place to go when they have questions regarding education or launching a business venture all set in an environment that promotes the entrepreneurial spirit.

One of the most exciting aspects of the Entrepreneurship Center is the Lincoln Public Schools Focus Program dedicated to entrepreneurship

education. LPS will rent a portion of the building in order to house this new focus program. Four instructors have been hired to create the focus program. Their job will be to create an integrating curriculum through an entrepreneurial lens. The goal is to create a design that gives the students an Entrepreneurial mind set. These courses will be offered to juniors and seniors at Lincoln Public Schools. The instructors who signed on to take this challenge are Jack Brestel, Social Studies; Michelle L. Fonck, Language Arts; Dan Hohensee, Math; and Trudy Hines, Business and Marketing.

The entrepreneurship project has been in research and development mode for about three years. The dedication to the project is enormous. The entrepreneurship research team consists of Tim Mittan, Director of the Entrepreneurship Center; Beth Deinert, Instructor, Milford Campus; Kathy Thornton, Instructor, Lincoln Campus; and Gordon Haag, Instructor, Beatrice Campus. There has been significant support on this project by SCC President Dr. Jack Huck; NET-Force Chairman and SCC Vice President for Instruction, Dennis Headrick; Vice Chairman and Chief Financial Officer for The Gallup Organization, Jim Krieger; Superintendent of Lincoln Public Schools, Dr. E Susan Gourley; Glenn Friendt and Steven Frayser, Director and President of the Entrepreneurship Program and Technology Park, University of Nebraska Lincoln; as well as several members of the administrative staff at SCC and community volunteers.

This venture is part of a statewide movement for entrepreneurship. This movement has aided in the formation of NET Force, a committee designed for the collaboration of all Community Colleges throughout the state. Entrepreneurship is the wave of the future and Southeast Community College is helping to lead the charge.



PAST SUCCESSES, PRESENT INVESTMENTS...GATEWAYS TO THE FUTURE

43rd Annual Conference of the Nebraska Community Improvement Program in Kearney, Nebraska -November 3, 2006

The Nebraska Community Improvement Program (NCIP) has recognized the leadership, community and economic development efforts of Nebraska's communities and multi-communities for the past 43 years. The program is designed to give communities a process to organize, set goals, prioritize projects, develop local leadership, identify resources, and implement projects.

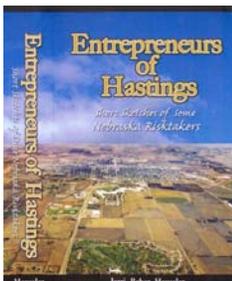
Conference Information

This year's workshops have been designed to put your community on the track to future success. Three workshop tracks are Leadership, Community and Economic Development - incorporating NCIP's core development strategies.

NCIP is a partnership between the Nebraska Department of Economic Development (DED), University of Nebraska and the following investor-owned natural gas and telecommunications companies that also sponsor NCIP: Glenwood Telephone, Great Plains Communications, Inc., Kinder Morgan Inc., NorthWestern Energy, Aquila, and Northern Natural Gas.

General registration is due October 13, 2006. Registrations after October 13 include a \$5 per person late fee. Lodging reservations for discounted conference rate must be made by October 11.

BOOK FEATURES HASTINGS ENTREPRENEURS



Entrepreneurial thinking, creativity and problem-solving have been hallmarks of Nebraskans since the state was first settled. Classroom teachers are always seeking success stories to share with entrepreneurship students, and a unique resource featuring central Nebraska entrepreneurs is now available. *Entrepreneurs of Hastings* was written to highlight the achievements of our very own Nebraskans.

Over 60 interviews were conducted for the book which contains thirty-four stories and almost 200 photos about

Fun Works for Young Entrepreneurs!

Back by popular demand – Fun Works! This highly interactive full day session provides an opportunity for young entrepreneurs to take their business idea and turn it into a funded business plan to test! All in one day! The workshop is based on the FunWorks formula for business success: "Have Fun, Do Good, and Make Money – in that order!"

David & Wendy Watson-Hallowell will be traveling in from New York to present this session, focusing on youth entrepreneurship. Youth will spend the day discussing entrepreneurship, developing a business plan, and presenting ideas to conference attendees. Following the conference, David & Wendy will work with youth who desire to continue with the plan. Each youth will even be given start up cash if the follow up requirements are met!

During the workshop, participants will put together a short-term plan to test out their business idea. Seed money and ongoing support is provided to all who decide to take the FunWorks challenge! Scholarships are available for young people to attend this fun, interactive, day-long session.

Registration Questions

Contact Lindsay Papenhausen, NCIP Coordinator at 402.471.6587, or email lindsay.papenhausen@ded.ne.gov or contact Helen Hecox, NCIP Assistant at 800.426.6505, 402.471.4168, or email ncip2.intern@ded.ne.gov.

forty-one of the most successful entrepreneurs from Hastings.. The project was a joint effort of Hastings Corporation and Jerri Haussler, author.

Printed in Hastings, Nebraska, by Cornhusker Press, *Entrepreneurs of Hastings: Short Sketches of Some Nebraska Risktakers*, is available now.

List price is \$24.95 plus tax. \$20 will buy it direct from the author during the month of October. Postage and handling are included because of the author's desire to have the book in schools across Nebraska.

To order your copy, contact Jerri Haussler at jhaussler@alltel.net or 402.463.2982

NFIB ENTREPRENEUR-IN-THE-CLASSROOM PROGRAMS



The National Federation of Independent Business offers a three module "Entrepreneur in the Classroom" program free of charge via its website. The curriculum can be downloaded at <http://www.nfib.com/page/nfibEITC.html>.

Module 1: The Role of Small Business examines the definition of entrepreneurship and small business, while providing an overview of the past and present small-business environment.

Module 2: From Idea to Reality delves into the steps and considerations involved with turning an idea into a business: identifying a passion or hobby that can provide a product or service, researching the market, and weighing the risks of starting a small business.

Module 3: Turning an Idea Into a Business explores the nuts and bolts of starting a business: writing a business plan, obtaining funding, and learning about the agencies businesses interact with to become a legitimate entity.

Each module contains:

- Teaching Notes
- Goal

- Objectives
- Overheads
- Activities
- Quiz
- Answer Key

You may download each module separately or all of the modules as a single compressed file (4.4Mb, ZIP).

This curriculum was developed by Katherine Korman Frey, professor of Entrepreneurship in The George Washington University's Center for Entrepreneurial Excellence and Managing Director of Vision Forward. Contributing content provided by Dr. George Solomon, and Professors Susan Duffy, Janet Nixdorf and Ayman Tarabishy.

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Questions? E-mail NFIB at EITC@NFIB.org.

MENTORING PROGRAM FOR ENTREPRENEURSHIP STUDENTS

Take Time to Teach (T3) mentoring program is a unique resource for educators who are interested in integrating entrepreneurship into their classrooms, regardless of discipline. T3 pairs educators with a local NFIB member to answer questions about entrepreneurship and possibly serve as a classroom guest. The program is designed to complement the Entrepreneur-in-the-Classroom curriculum for high school students. Both programs are offered by the National Federation of Independent Business (NFIB).

What Is NFIB?

NFIB members are a diverse group consisting of high-tech manufacturers, retailers, farmers, professional service providers and many more. NFIB's mission is to promote and protect the right of its members to own, operate and grow their businesses.

NFIB speaks on its members' behalf to lawmakers in state legislatures, Congress and the White House. NFIB sets its public-policy positions by regularly polling

members and acting on their advice. Once this member ballot is tallied, NFIB carries a unified message to Congress and the state legislatures on behalf of small-business owners.

The NFIB Young Entrepreneur Foundation provides scholarships and internships to the entrepreneurs of tomorrow.

If you are interested in working with an entrepreneur in your area or serving as a mentor, please contact Julie Carney at 202.314.2042 for further information.

The Nebraska chapter of NFIB may be contacted at:

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NEBRASKA AMONG FORBES' TOP TEN BEST STATES FOR BUSINESS

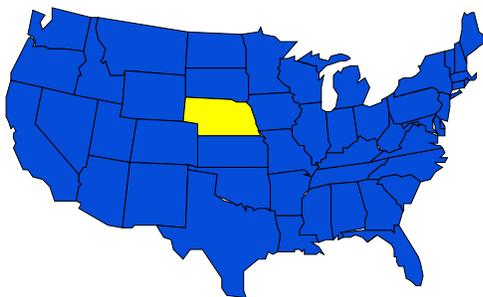
Forbes

No. 7 has proven very lucky for Nebraska. That's where the state ranks among Forbes magazine's recently released first-ever "Best States for Business" list.

"There is little doubt that Nebraska needs to continue working to improve its business climate and overall tax structure for Nebraska families," said Governor Dave Heineman. "However, the ranking from Forbes offers a snapshot of the progress we're making and a clear window into the future of growth and economic opportunity for our state."

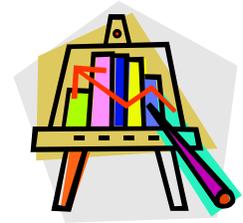
"We're excited about this announcement, and this clearly indicates that our efforts are working. Our strong leadership is working hard to improve Nebraska's economic climate and put Nebraska on the map," said Richard Baier, director of the Nebraska Department of Economic Development.

Forbes has ranked the Best Metro Areas for Business and Careers for the past eight years, but this is the first time they've ranked Best States for Business. Forbes incorporated some scoring factors from the Best Metros' list, while expanding factors that related more specifically to states as a whole compared with cities.



Forbes went a step further with the states ranking in several ways. First, they looked at projections in regards to job, income and gross state product growth. They also examined venture capital money going into an area as well as new businesses that have cropped up the past five years. Another addition is the role that government played on the business climate in terms of environmental and labor laws, as well as tax and other incentives offered. These factors play out on the state level rather than the local level.

The magazine examined all 50 states according to 30 metrics in the categories of business costs, labor, regulatory environment, economic climate, growth prospects, and quality of life. Nebraska scored in the Top 10—nine's in both business costs (cost of labor, energy and taxes) and quality of life (schools, health, crime, cost of living, and poverty rates). The state's regulatory environment (regulatory and tort climate) earned a respectable 14.



The state's economic climate (jobs, income, and gross state product growth, as well as unemployment and the presence of big companies), labor (educational attainment, net migration, and projected population growth), and growth prospects (projected job, income, and gross state product growth, opening and closing businesses, and venture capital investments) scored a little lower, however, these are some areas for growth and improvement.

Nebraska fares very well regionally. Other Great Plains and Midwest states that earned slots among the top 25 were: Colorado—5th, North Dakota—13th, South Dakota—17th, Kansas—21st, Wyoming—23rd, and Iowa—25th.

Forbes also ranked Omaha and Lincoln relatively high in its list of the best metro areas. In the May 4, 2006 Forbes article on Best Metropolitan Areas for Business and Careers, Omaha was ranked 34th and Lincoln 40th among the best 200 metro areas.



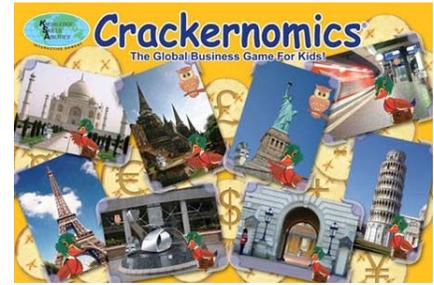
KSA ROLLS OUT CRACKERNOMICS

Crackernomics, the first business investment game for children ages eight and up, has been rolled out by KSA International, a Denver based business training and management consulting firm. Through the use of child friendly buying, selling and trading of Cracker Mills, Crackernomics introduces children to the idea of the world as a marketplace. While playing, youngsters learn about:

- Making decisions
- Managing investments
- Balancing accounts
- Communicating with others and negotiating trades
- Identifying investment opportunities and risks
- And calculating Returns on Investment (ROI).

And, through their travels with Will Trader, the entrepreneurial wood duck, accompanied by the wise owl Professor Hootie and the raccoon Bandee the Bandit, kids also begin to learn about the different countries, economies and cultures of the world.

Crackernomics is the first of four vertically interlinked games to be offered to the market. Each of the three subsequent



versions of the simulation game, aimed at sequentially older age groups, will build and overlap on the previous model by incorporating increasing business reality into the play.

KSA International
8341 Sangre De Cristo Road #103
Littleton, Colorado 80127-4267
www.ksainteractivegames.com

OMAHA SCHEELS, NEBRASKA FAMOUS STEAKS FORGE PARTNERSHIP

As of Saturday, August 26, shoppers in the market for sporting goods, hunting gear, or a succulent steak dinner will find it all at the Omaha Scheels store. That's when a new partnership kicked off between the all sports store located at Omaha's Village Pointe Shopping Center, 17202 Davenport St., and Nebraska Famous Steaks of Hastings, Neb., both members of GROW Nebraska.

The partnership seemed destined from the start. Tammie Kruger of Scheels, served as a jury member of a GROW Nebraska product evaluation training session this past April in Holbrook, Neb., where she met Nebraska Famous Steaks president Susan Gracey. Being no stranger to the quality products available through GROW member companies, Kruger was impressed with what Nebraska Famous Steaks had to offer. After the two companies worked out an agreement, Scheels had their employees sample the beef to familiarize them with the products they would be representing.

Interestingly, Nebraska Famous Steaks had been considering opening a retail store.

"Our Omaha customers had continually requested a retail store," said Gracey. "Working with Scheels will

help us serve our existing clientele and introduce our products to new clients."

The choice and prime Angus beef cuts are naturally aged, hand trimmed, vacuum packed and flash frozen to seal in flavor. The company also offers organic meats, including ground beef and bison.

An enthusiastic advocate of small businesses, Kruger has been instrumental in Scheels carrying products of many GROW Nebraska members, including Heritage Falls, Barbeque Specialties, Barn Candles, It's All About Beads, Garden Blends, BKH Popcorn, HR Popin' Snacks, Holen One, and Nellies Pet Snacks. The store also expects to add products from Mama's Salsa and Heavenly Creations in the near future.

"They [small business owners] are often more personal and take more care [in their products] than people working on assembly lines," Kruger said. "I definitely like that about it [working with small businesses]." Gracey acknowledged that the nonprofit GROW Nebraska was instrumental in the successful partnership.

"GROW provided the event where this partnership

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Targeted Teaching Topic



ETHICS AND THE ENTREPRENEUR

A scandal is a widely publicized incident involving allegations of wrong-doing, disgrace, or moral outrage. A **scandal** may be based on reality, or the product of false allegations, or a mixture of both. A **corporate scandal** involves allegations of unethical behavior on the part of a company. It sometimes, but not always, involves accounting fraud of some sort. (Source: Wikipedia, the free encyclopedia)

The first half of this decade has been marked by scandal after scandal...with the spotlight on huge excesses by corporate executives. You may recognize some of these businesses from the news reports and headlines:

Corporation	Primary Business	Stockholder Losses
Adelphia	Cable TV	\$15 billion
Enron	Energy Trading	\$68 billion
Global Crossing	Telecommunications	\$47 billion
Imclone	Pharmaceuticals	\$5 billion
Tyco	Conglomerate	\$100 billion
Worldcom	Telecommunications	\$191 billion

Ethical behavior and ethical decision-making, no matter what size the business, are crucial to long-term success, employee happiness, and customer satisfaction. For entrepreneurs, who tend to be “on-the-frontlines” with employees and customers, the stakes are high. An ethical lapse can not only mean loss of reputation, but the loss of the business itself!



The most recent headlines focus on the Hewlett-Packard “pretexting” scandal. This term entered the public consciousness when Patricia Dunn, the Chairman of the Board, came under fire for hiring investigators to find out who was leaking confidential information to the news media. It turns out that they were pretexters who impersonated members of the Board of Directors to get unauthorized access to those members’ phone records. Dunn said she did not know the investigators would be using “pretexting.”

J.C. Watts, former U.S. Congressman, former professional athlete, ordained minister and current chairman of the J.C. Watts Companies, which works with clients on strategies for business development, communications and public affairs, has a quote especially relevant given these events, “Character is doing the right thing when nobody’s looking. There are too many people who think that the only thing that’s right is to get by, and the only thing that’s wrong is to get caught.”

According to Kenneth Blanchard and Norman Vincent Peale, authors of **The Power of Ethical Management**, there are three questions you should ask yourself whenever you are faced with an ethical dilemma:

- **Is it legal?** In other words, will you be violating any criminal laws, civil laws or company policies by engaging in this activity?
- **Is it balanced?** Is it fair to all parties concerned both in the short-term as well as the long-term? Is this a win-win situation for those directly as well as indirectly involved?
- **Is it right?** Most of us know the difference between right and wrong, but when push comes to shove, how does this decision make you feel about yourself? Are you proud of yourself for making this decision? Would you like others to know you made the decision you did?



It might seem like one of those “nice-to-do, but not vital” things, but developing an ethics policy for a small business is every bit as worthwhile as developing the business plan. In fact, including it in the business plan is a smart move.

(Continued on page 8)

Targeted Teaching Topic



ETHICS AND THE ENTREPRENEUR *(continued)*



Purpose ♦ Pride ♦ Patience ♦ Persistence ♦ Perspective

When you are developing your ethics policy, you must decide what it is you want your company to stand for, put it in writing, and enforce it. According to Blanchard and Peale, you can base your policy on five fundamental principles:

- ⇒ **Purpose:** A purpose combines both your vision as well as the values you would like to see upheld in your business. It comes from the top and outlines specifically what is considered acceptable as well as unacceptable in terms of conduct in your business.
- ⇒ **Pride:** Pride builds dignity and self-respect. If employees are proud of where they work and what they are doing, they are much more apt to act in an ethical manner.
- ⇒ **Patience:** Since you must focus on long-term versus short-term results, you must develop a certain degree of patience. Without it, you will become too frustrated and will be more tempted to choose unethical alternatives.
- ⇒ **Persistence:** Persistence means standing by your word. It means being committed. If you are not committed to the ethics you have outlined, then they become worthless. Stand by your word.
- ⇒ **Perspective:** In a world where there is never enough time to do everything we need or want to do, it is often difficult to maintain perspective. However, stopping and reflecting on where your business is headed, why you are headed that way, and how you are going to get there allows you to make the best decisions both in the short-term as well as the long-term.

Sources:

Corporate Scandal Trading Cards-Collect 'em all! by David Plotz, <http://www.slate.com/?id=2068382>
 Small Business Administration website, <http://www.sba.gov/managing/leadership/ethics.html>
Wall Street Weaselwords by Allan Sloan, Newsweek, October 2, 2006, page E28.
 Wikipedia, the free online encyclopedia, <http://www.wikipedia.com>

OMAHA SCHEELS, NEBRASKA FAMOUS STEAKS FORGE PARTNERSHIP

(Continued from page 6)

began," Gracey said. "The tremendous networking opportunities [through GROW Nebraska] have been vital to the growth of our business."

"GROW Nebraska's goal is to help introduce our members to new marketing platforms, and Susan Gracey embraced the opportunity to secure this great partnership with Scheels," said Janell Anderson Ehrke, CEO and GROW Nebraska founder. "Her hard work has definitely paid off."

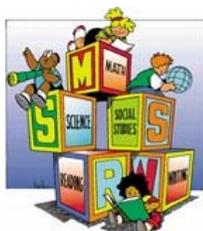
Nebraska Famous Steaks full product line is available at www.nebraskafamoussteaks.com. Founded in Sabin, Minn., in 1902 as a hardware store, Scheels has become a leader in sports, sports wear and footwear. The company operates 22 retail stores in eight states. Scheels website can be accessed at www.scheelssports.com.

GROW Nebraska helps maximize the state's entrepreneurial spirit and build Nebraska businesses globally by providing sustainable business environments through marketing, education, business building services, and accessing markets. To learn more about GROW Nebraska or its entrepreneur and business members, visit the GROW website at www.growneb.com, or phone 1.888.GROWNEB.



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