

*News to Educate, Engage, and Empower Entrepreneurs*

## TIME TO MARK YOUR CALENDAR WITH SPECIAL ENTREPRENEURSHIP EDUCATION EVENTS IN 2008-2009



Summer was a time to kick back a bit and push to the back of your mind some of the multitude of activities that will soon crowd your calendar as the 2008-2009 academic year begins in earnest. But, calendars fill so fast, you'll want to take note of exciting entrepreneurship events happening across Nebraska and the U.S. in 08-09.

### September 8–November 10, 2008 Creating Success in a Home Grown Business

#### Level 2: Plan for Success

Mid-Plains Community College Center for Enterprise and offered in North Platte, McCook, Ogallala, and Mullen, NE

Using the Kauffman Foundation's *Planning the Entrepreneurial Venture* and distance learning technology, one instructor and local business coaches will help start-up businesses grow by building a financial plan and financial projections.

The first phase of this was a two-Saturday Feasibility Bootcamp that was followed by weekly evening meetings to develop businesses prepared to move on to Level 2.

In Level 2, ten weekly training sessions continue business plan building and assessment by delving into various marketing, financial, and legal themes.

The Center will be offering these programs again in the Spring (Starting January 17) with Imperial, Broken Bow, and North Platte, Nebraska.

### October 2, 2008 Local Foods-Local Impact University of Nebraska-Lincoln Nebraska East Campus Union

This conference will address the claim that buying food from local farms means getting food when it's at its prime. It will bring "home" the concept of buying local and what that means, both on the local and global sense.

### October 9, 2008 Women in Business Benefit luncheon Embassy Suites-Lincoln, NE

This is a SIFE (Students in Free Enterprise) event that encourages mentoring by successful women from the

**Success occurs when opportunity and preparation meet.**  
— One Minute Insights from *The One Minute Entrepreneur*. Blanchard and Willis © 2008

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We're on the web!

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

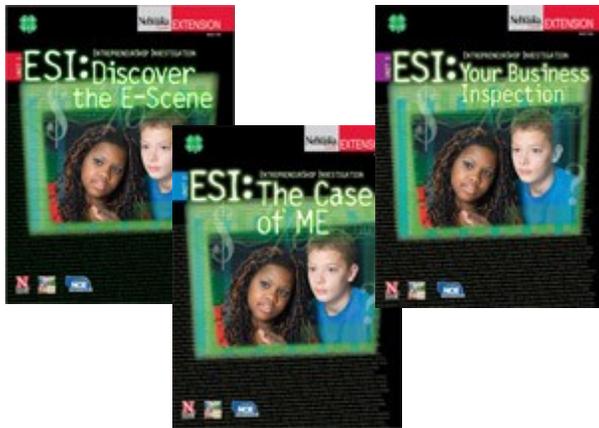




## ESI CURRICULUM IN-SERVICE GENERATES EXCITEMENT AT THE ANNUAL NCE CONFERENCE

### ESI Generates Excitement

The ESI curriculum designed for middle school age and above youth was “rolled out” in a big way at the annual Nebraska Career Education (NCE) Conference in Kearney. A special full-day teacher training session was part of an array of opportunities available to Nebraska Career Educators during the three days of the conference.



Approximately twenty career education teachers attended the session (with some gravitating over from the session they had signed up for originally!).

The session was entitled *Imagine the Possibilities-Energizing, Engaging, and Empowering Young Entrepreneurs..* Members of the ESI curriculum design team and also key writers shared the three units of the curriculum, the Leaders Guide, and the soon-to-be released content of the ESI CD. Presenters included Diane Vigna, Ph.D., Textiles, Clothing & Design, UNL; Derry Trampe, Ord High School; Shelly Mowinkel, Milford Public Schools; Becky Mook, Park Middle School; Doris Lux, Central Community College; Patricia Fairchild, Ed.D., Nebraska 4-H, University of Nebraska-Lincoln (UNL); Nancy Eberle, Nebraska 4-H, UNL; and Gregg Christensen, Nebraska Career Education Specialist.

Educators in attendance were provided a wealth of teaching ideas and activities and gained an appreciation for the design of this experiential curriculum. And, each participant received a full set of the curriculum which included Units 1, 2, and 3 as well as the Leaders Guide. The resource CD will be mailed soon.

### Why the Excitement for ESI?

**EntrepreneurShip Investigation (ESI)** is an engaging, interactive, and comprehensive curriculum project designed for youth, ages 10-19. ESI uses a variety of tools to help participants develop their entrepreneurial skills and find their business niche. Through exciting activities, case studies and current technology, participants are transformed into budding entrepreneurs!

After completing all levels of the curriculum, youth will have the skills and tools to start their own business, as well as have a completed business and marketing plan – the “road map” to the entrepreneur’s success.

Finally, participants learn that they can do all of these things without moving to a large city. The ESI curriculum provides an opportunity to reach young people; enabling them to explore opportunities they can create for themselves with the support of their community.

### What makes ESI unique?

ESI is truly a pioneer in the field of youth entrepreneurship education for several reasons: It was:

- Developed with four audiences in mind:
  - \*4-H Clubs
  - \*Middle and high schools
  - \*Youth organizations
  - \*Community organizations
- Written in partnership with organizations representative of each of the target audiences
- Research-based

And, youth and leaders/teachers alike are praising it because it:

- Uses current technology through Web-based activities and an interactive CD-Rom
- Is accessible and affordable to anyone
- Provides instructions and direction for leaders and teachers through the leader’s guide
- Aligns to school standards for easy classroom use

# PEACOCKS AND PAISLEY STRUTS ITS STUFF

## Wins Hormel Family Foundation Business Plan Competition Grand Prize

On June 6th, four driven McCook entrepreneurs battled it out for the chance to win a **\$25,000** cash investment in exchange for a minority stake in their respective companies, as well as consulting and advertising services valued at approximately **\$10,000**. The finalists, all from the McCook region, represented a wide range of business expertise and investment opportunities.



Identifying a winner was no easy task for the judges' panel of McCook business leaders. After careful deliberation, however, the honor went to *PEACOCKS AND PAISLEY*, an online vintage clothing store owned by McCook community member Courtney Pollman. Courtney impressed the judges with her detailed business plan, and her obvious passion for this growing branch of the fashion industry.

In addition to expanding her existing eBay and Etsy.com (an online marketplace for handmade items) stores, Courtney plans to open a physical retail space in McCook. The Hormel Family Foundation looks forward to working with Courtney to roll out her ambitious business plan, which is not limited to McCook, but includes marketing to collectors and vintage-loving fashionistas everywhere.



**Winner of the \$25,000 Business Plan Competition Peacocks and Paisley Owner, Courtney Pollman**

### Finalists

This competition is a tough one and the finalists all should be extremely proud and gratified by their recognition as well.

Bob Loghry—Southwest Implement  
Tech call center for commercial sprayer customers

Matthew Winder—Nebraska Link  
Business directory and networking site

Tom Andrews—The Honey Factory  
Beekeeping operation producing honey and pollen

### The Judges Panel

A Judges' Panel comprised of six individuals with strong ties to the McCook business community identified the competition winner. The judges were Rex Nelson, Executive Director of the McCook Economic Development Corporation; Jim Ulrich, CEO of Community Hospital; Mark Graff, Chairman of McCook National Bank; Dr. Richard C. Tubbs, Vice President of McCook Community College; Brandon Theophilus, Executive Director of Invest Nebraska Corporation; and Ben Hormel Harris, Hormel Family Foundation board member.

### The Judging

The Hormel Business Plan Competition kicked off at 1:00 p.m. on June 6th with the doors opening at 12:30 p.m. for a “meet and greet”.

While the judges' discussions were kept behind closed doors, the competition itself was open to the media and the public.

Spearheaded by the Hormel Family Foundation, the Hormel Business Plan Competition enjoys generous support from Community Hospital and McCook Community Development Company, comprised of

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## PEACOCKS AND PAISLEY STRUTS ITS STUFF

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AmFirst Bank, McCook National Bank and Wells Fargo Bank.

Sponsors included Invest Nebraska Corporation, the Nebraska Department of Economic Development, the McCook Daily Gazette, High Plains Radio, and Hometown Family Radio.

### Hormel Family Foundation

The Hormel Family Foundation is also a proud recipient of the U.S. Department of Agriculture Rural Business Enterprise Grant.

The Hormel Family Foundation is a non-profit organization committed to education and economic development in McCook, Nebraska. Founded in 1999 by the late Ben F. Hormel, himself a McCook entrepreneur, the foundation provided the funding for the Ben F. Hormel Technology Center for Business and Industry on the McCook Community College campus.

The Hormel Family Foundation can be explored further by visiting [www.hormelfamilyfoundation.com](http://www.hormelfamilyfoundation.com).

## KIDS INVENT TOYS CAMP



This summer, the Nebraska Center for Entrepreneurship and Students in Free Enterprise (SIFE) were proud to present Kids Invent Toys, a wildly creative entrepreneurial summer camp for children.

The non-residential summer camp, for kids in grades 3-6, expanded their horizons in just five days. Children let their creative ideas run wild as they designed an original toy, conducted market research, wrote a brief business plan, and had a lot of fun while learning about inventing and entrepreneurship.

The campers took field trips to the Hobby Town toy store and to the Children's Museum. Also included

### FYI-McCook, Nebraska

McCook is a city in Red Willow County, Nebraska, United States. The population was 7,994 at the 2000 census. It is the county seat of Red Willow County.



McCook is the home town of no fewer than three governors of

Nebraska and George Norris, the person who helped form the framework of Nebraska's unicameral legislature. It was the home of Frank Morrison, the influential Democratic governor of Nebraska from 1961-1967 and is also the birthplace of one of Nebraska's two U.S. Senators, Ben Nelson.

As of the census of 2000, there were 7,994 people, 3,371 households, and 2,154 families residing in the city.

Sources: Hormel Family Foundation website, <http://www.hormelfamilyfoundation.com/2008bizplancompetition.html> and Wikipedia.com.

was a tour of the Beadle Center and a fun outing to Laser Tag. They were also able to conduct experiments on the UNL campus.

KIT kids received a t-shirt at the camp, as well as prizes and awards throughout the week. At the end of the program, a toy fair was held with all of the inventors proudly displaying their creations!

Kids Invent Toys Camp is an annual activity for the Center and has been highly successful in sparking creativity in the young people in attendance. Watch the Center for Entrepreneurship's website for details about next year's KIT Camp. The website is located at: <http://www.cba.unl.edu/outreach/ent/>.

## E-SHIP CLUB FOR TEENS

Janita Pavelka, a home school educator in the Omaha metro area has developed an E-ship Club for Teens with heavy family involvement.

The group will meet monthly for a teaching time and field trip. The meetings will be on the third Monday night beginning Sept. 15th from 6:00 to 9:00 p.m. at South Omaha Library's Meeting room.

**E** 1<sup>st</sup> Hour: Expert's testimony  
 2<sup>nd</sup> Hour: Content teaching from ESI manuals (NE 4-H Curriculum)  
 3<sup>rd</sup> Hour: Mentorship meetings of small groups of peers with similar interests and volunteer adults

### Sept. 15<sup>th</sup>

Theme: Who is an Entrepreneur?  
 Vic Larson, Vic's Popcorn

### Oct. 20<sup>th</sup>

Theme: Could I be an Entrepreneur?  
 Field Trip: Buy the Big O! Show on Oct. 15<sup>th</sup>

### Nov. 17<sup>th</sup>

Theme: What does a Businessman look like?  
 Field Trip: Visit a Brick and Mortar Entrepreneur's Shop

### Dec. 15<sup>th</sup>

Theme: Philanthropy  
 Field Trip: Starfish Ministry, feeding the Homeless downtown Omaha

### Jan. 21<sup>st</sup>

Theme: Business Plan Idea  
 Field Trip: Chamber Event

### Feb. 18<sup>th</sup>

Theme: Business Plan/Marketing  
 Field Trip: Entrepreneurship Expo with UNO International Business Students



### Mar. 17<sup>th</sup>

Theme: Business Plan/Financials  
 Field Trip: Kaufmann Foundation Entrepreneurship Summit

### Apr. 21<sup>st</sup>

Theme: Business Plan/Financials  
 Field Trip: Entrepreneurship Expo at BU

### May 19<sup>th</sup>

Theme: E-ship Club Graduation and Business Plan Competition  
 Field Trip: Entrepreneurship Expo at Metro

Unique features of this program include monthly extended teaching time, monthly field trips, heavy family involvement, experts' testimonies, mentorship groups, Entrepreneurship Expos, Business Plan Competition, philanthropy activity, Omaha Chamber of Commerce exposure, and home schooled, public and private students working together.

## Qualifications of the Instructor

Janita Pavelka has been an educator for 18 years and an entrepreneur for 8 years. Her family (four children ages 13, 11, 10, and 8) currently has 14 businesses operating during the year.

## FREE AGRI-ENTREPRENEURSHIP LESSON PLANS

The LifeKnowledge Center for Agricultural Education has developed twelve Agri-Entrepreneurship lessons based on the latest brain-based teaching theories and methodologies; focusing on engaging all types of learners by using hands-on and interactive learning techniques to uncover students' individual interests.

The lessons also seamlessly integrate leadership precepts associated with the three cornerstones of the

FFA Mission: premier leadership, personal growth and career success. Additionally, all of the lessons are cross-walked to the appropriate national learning standards in science, language arts, social science, art and math.

The lessons are available at: [http://www.ffa.org/index.cfm?od=c\\_programs.AgEntrepreneurship](http://www.ffa.org/index.cfm?od=c_programs.AgEntrepreneurship)



## NFIB INTRODUCES SMALL BUSINESS SIMULATION: JOHNNY MONEY ONLINE GAME

WASHINGTON, D.C., September 11, 2008

Just in time for the 2008-2009 school year, the National Federation of Independent Business (NFIB) Young Entrepreneur Foundation in conjunction with the Societal Wealth Program of the Wharton School at the University of Pennsylvania, has created a new small business computer game designed to show high school students what it's like to run their own small business.

Johnny Money Online Game (JMOG) is an interactive small business simulation designed to enhance high-school students' exploration of entrepreneurship. The online game is presented through flash-based Internet technology and allows students to learn about the day-to-day functions of entrepreneurs and small business owners.



NFIB's Young Entrepreneurship Foundation has partnered with the Societal Wealth Program of Wharton Entrepreneurial Programs to develop the Game's academic standards. Prof. Ian C. MacMillan, co-director of the Societal Wealth Program, lead a team of graduate and undergraduate students in working with YEF to make the entrepreneurship simulation a resourceful tool for teachers to use in the classroom to show students what it's like to run their own small business.

### Innovative Tools for the Classroom

"In order to teach high school students to think like entrepreneurs, teachers can use innovative tools like

Johnny Money to inspire students to take charge of their lives by building their own careers," said MacMillan. "The Johnny Money simulation game introduces students to business concepts in a virtual setting that teaches students to figure out how their decisions impact their business' bottom line. The game allows any student, from any high school, in every demographic category, to aspire to start a business, design it and learn from multiple failures and successes of running their own virtual small business."

### Collaborative Partnership with Wharton Entrepreneurial Programs

"We are very excited to be working with Wharton in creating and launching Johnny Money," said Hank Kopcial, executive director of NFIB's Young Entrepreneur Foundation. "Wharton is recognized nationwide as the leader in business education. Their expertise has helped make the game user friendly for students and teachers while ensuring that it is educationally sound. NFIB's Young Entrepreneur Foundation and Wharton have created Johnny Money to be a fun and competitive virtual game that students can play to learn key concepts about running a small business. We can't wait for teachers to start using our game as a tool to teach students about entrepreneurship."

Teachers, students and anyone interested in testing their skills at running a small business can visit [www.johnnymoney.com](http://www.johnnymoney.com) to start playing the game. Click on the Play Now button for the game to start.



The Buddy Group, a digital creative agency headquartered in Irvine, California, has been working with YEF to develop the game. Visa is Co-Presenting Sponsor of the NFIB

Entrepreneur-in-the-Classroom programs which includes Johnny Money Online Game, Entrepreneur-in-the-Classroom Curriculum and Take Time to Teach mentoring program. All programs are FREE resources

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## NFIB INTRODUCES SMALL BUSINESS SIMULATION: JOHNNY MONEY ONLINE GAME

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available online for teachers to teach students about entrepreneurship.

### About the Wharton School and Wharton Entrepreneurial Programs

In 1973, The Wharton School became the first school to develop a fully integrated curriculum of entrepreneurial studies. Today Wharton, through Wharton Entrepreneurial Programs <[www.wep.wharton.upenn.edu](http://www.wep.wharton.upenn.edu)>, supports and seeds innovation and entrepreneurship globally through teaching, research and outreach to a range of organizations through its many programs, initiatives and research centers. At the same time, Wharton students and alumni are helping to build entrepreneurial enterprises around the world and impacting virtually every industry.

The Wharton School of the University of Pennsylvania -- founded in 1881 as the first collegiate business school -- is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The school has more than 4,600

undergraduate, MBA, executive MBA, and doctoral students; more than 8,000 annual participants in executive education programs; and an alumni network of more than 82,000 graduates.

For more information on the Wharton Business Plan Competition, go to: <http://bpc.wharton.upenn.edu>.

### About the NFIB Young Entrepreneur Foundation



The NFIB Young Entrepreneur Foundation is a 501(c)(3) organization promoting the importance of small business and free enterprise to the nation's youth. More information is available at [www.NFIB.com/YEF](http://www.NFIB.com/YEF). The Foundation is associated with the National Federation of Independent Business; NFIB is the nation's leading small business association, with offices in Washington, D.C. and all 50 state capitals.

## WISE WOMEN WORKSHOPS AT SOUTHEAST COMMUNITY COLLEGE

Southeast Community College is continuing its series of successful workshops "for women...by women." Join us the first Tuesday of every month for our series of fun, interactive and informational workshops. Each two-hour workshop is designed to provide you the knowledge and inspiration to help you take charge of your entrepreneurial dream. Upcoming workshops include:

☑ **October 7- Topic: Strengths and You**, featuring discussion and analysis of your strengths, as defined by the Clifton StrengthsFinder.

- ☑ **November 4-Topic: Extraordinary Customer Service**, learn steps to take your service from ordinary to extraordinary.
- ☑ **December 2- Topic: Project "WILL" Women in Life and Leadership**, with tips on stress management, motivation, communication and more!

Each workshop runs from 7-9 pm and is held at the Southeast Community College Entrepreneurship Center in Lincoln. For more information, contact the Center at 402.323.3383 or SCC Continuing Education at 1.800.828.0072.

## NEBRASKA STATE FAIR OFFERS UP ENTREPRENEURSHIP, TECHNOLOGY, AND FUN

### Entrepreneurship was Front & Center



Entrepreneurship and entrepreneurship education were front and center at the Nebraska State Fair...even bigger and better than in the past.

The 4-H CyberFair is always a great venue for making entrepreneurship a visible part of the Nebraska State Fair.

Technology has always been a major aspect of the 4-H CyberFair, but it was “kicked up a notch” this year.

### Green Screen Fun and Frivolity



A demo of the Chroma key green screen technology during the CyberFair Open House.

A Chroma key green screen was a major attraction throughout the Cyber Fair. Green screen technology is what you see in action when you go to any action-packed movie in which the actors “act” and the scene around them is generated electronically. CyberFair visitors were able to be “movie stars” in this exhibit at the CyberFair.

The 11-day event gave Nebraskans their fill of technology and was open every day of the fair from 10 a.m.-9 p.m. in the air-conditioned Farmland Building, said Jean Swanson, 4-H curriculum coordinator and Cyber Fair coordinator in 4-H youth development at UNL.

Anyone who walked through the Cyber Fair was able to stand in front of the screen and experience different backgrounds, feeds and plan out a story.

In addition, WasteCap’s exhibit was a huge hit with its virtual painting technology; definitely state of the art stuff.

### CyberFair Youth Entrepreneurs

Nebraska Youth Entrepreneurs were able to have products for sale, and an invention exhibit was developed to allow kids ages 5 to 10 to create products using common household each weekend of the Fair.

A wonderful group of young entrepreneurs had the unique opportunity to capture the attention of fairgoers...and to sell the unique products and services of their businesses

Speaking from experience, if you wandered the booths of the young entrepreneurs, you couldn’t help but find their wares intriguing...and you couldn’t help but buy from them. Many of them were *exceptional* salespeople! Since I was busy both weekends staffing helping to staff the Nebraska Career Education/FutureForce Nebraska/Nebraska Career Connections exhibit, there was ample opportunity to visit with each of the entrepreneurs.



Entrepreneurship is a family experience as witnessed by all four of the Pavelka clan who were busy selling, with their parents on hand to support them.

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# NEBRASKA STATE FAIR OFFERS UP ENTREPRENEURSHIP, TECHNOLOGY, AND FUN

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## Young Entrepreneurs Did Well

And, those who were selling anything related to canines pretty much had an automatic customer. My Golden Retriever Sheyenne, a rescued dog from Golden Retriever Rescue in Nebraska (GRINN), was pleasantly surprised with many new treats to savor, a new bed, and much, much more! And, my Christmas shopping list got a little shorter as jewelry, soaps, gift baskets, and more are now safely ensconced in my basement to be wrapped later.



The Star City Llama & Alpaca Club from Lincoln had an incredible array of products produced by members using llama and alpaca wool as well as many other products as well. The alpaca chew toys and beds were a big hit!

The young entrepreneurs at CyberFair included:

- ◇ Chet Tetherow from Crookston – Country Stamps
- ◇ Morgan & Mallory Kraynik from Gretna – Face Painting
- ◇ Mallory Kraynik from Gretna – Home made candy
- ◇ Star City Llama & Alpaca Club from Lincoln – Products made from alpaca wool, jewelry, sandals and more
- ◇ Rachel Pavelka from Bellevue – Oh So Pretty! Jewelry
- ◇ Christian Pavelka from Bellevue – Starfish Organic Soap
- ◇ Hannah Pavelka from Bellevue – H's Sparkling Candles
- ◇ Amany Pavelka from Bellevue – A's Awesome Jewels

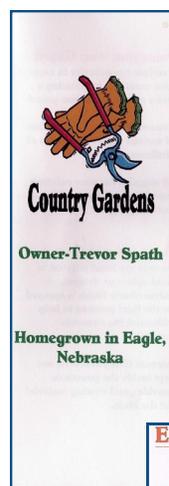
- ◇ Kylee Gwinn from Fremont – Doggy Delights
- ◇ Salem Boehm from Ames – Country Dream Acres

Youth also learned how to become members of the State 4-H Youth Curriculum Committee at the Cyber Fair.

## Entrepreneurship Discovery Challenge

The Discovery Challenge was a first-ever contest that offered a Senior Division (ages 14-18) and Junior Division (ages 10-13). Contestants comprised of an individual or a team of two presented a business plan concept to a panel of three judges. Individuals or teams did not need to be currently enrolled in 4-H to participate in this event.

The business concept requested was to include the business name, a description of the business, the purpose, target market, and some idea of how to price the product or service. Trophies were given for 1<sup>st</sup> place in each division. The Senior Division winner also received \$150 “seed money” to invest into his/her business; \$75 for the 2<sup>nd</sup> place team or individual to invest. The Junior Division winner received a trophy and \$50 “seed money” with the 2<sup>nd</sup> place winner receiving a trophy and \$25.



Trevor Spath owner of Country Gardens, presents his Discovery Challenge business plan.

Example Products:		Products	
	Birdhouse Gourd	• Decorative Gourds	
	Gourd	• Miniature Pumpkins	
	Miniature Pumpkins	• White and Orange Jack-Be-Little Pumpkins	
		• Indian corn	
		• Birdhouse Gourds	
Product	Price		
Small Gourds	\$3.50 or 3/\$1.00		
Large Gourds	\$7.50 or 3/\$2.00		
Miniature Pumpkin	\$1.00		
Jack-Be-Little Pumpkin	\$3.50		
Indian corn	\$1.00		
Dried Birdhouse Gourd (Unpainted)	\$10.00		
Painted Birdhouse Gourd	\$15.00		

# NEBRASKA STATE FAIR OFFERS UP ENTREPRENEURSHIP, TECHNOLOGY, AND FUN

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## Entrepreneurship Education Exhibits

Exhibits also included the 4-H EntrepreneurShip Investigation Curriculum, FutureForce Nebraska and the Entrepreneurship Career Pathway Task Force, as well as Nebraska Career Connections. Youth, parents, community leaders, and teachers stopped by these exhibits to learn about all the exciting opportunities for entrepreneurs and entrepreneurship educators here in Nebraska.

Information about Cyber Fair is available online at <http://4h.unl.edu/cyberfair>.



Tim Mittan (left) readies the Nebraska Entrepreneurship Task Force (NET-Force) exhibit and Corky Forbes (right) staffs the FutureForce/Nebraska Career Connections/Nebraska Entrepreneurship Education exhibit.

# YOUNG ENTREPRENEUR AWARDS 2009 APPLICATION AVAILABLE FOR FALL 2008

The NFIB Young Entrepreneur Award program is an educational scholarship for high school seniors pursuing higher education and their entrepreneurial dreams. The foundation hopes that by enabling young entrepreneurs in their educational endeavors, the nation's youth will understand the critical role that private enterprise and entrepreneurship play in the building of America.

Since 2003, the NFIB Young Entrepreneur Foundation has awarded 1,954 scholarships to graduating high school seniors totaling \$2,122,000. The NFIB Young Entrepreneur Foundation relies on the generous support of numerous small business leaders, corporate and foundation supporters.

This year's major corporate sponsors are Visa, The McKelvey Foundation, El Pomar Foundation and Sam's Club. The NFIB Young Entrepreneur Award program is administered by Scholarship Program Administrators Inc. This assures complete impartiality in the selection of recipients and maintains a high level of professionalism. To receive more information, please contact the NFIB Young Entrepreneur Foundation at [yef@nfib.org](mailto:yef@nfib.org).

Tips for a successful scholarship application:

- Start early. Don't wait until the last minute to complete the application.
- Don't procrastinate. Deadlines are final. Your application will not be considered if it is late.
- Proofread your application.
- Take responsibility for your application.
- Keep a copy of your application for your records.

## 2007 Nebraska Young Entrepreneur Award Recipients

Nebraska		
NFIB Young Entrepreneur Award		
James Anderson	Omaha	Benson High School
Mitchell Trauernicht	Sterling	Sterling High School
NFIB/Salesgenie.com Young Entrepreneur Award		
Jacob Van Lent	Omaha	Westside High School
NFIB/Wells Fargo Young Entrepreneur Award		
Rasheema Pitt	Bellevue	Bellevue East Sr High School

# 26<sup>TH</sup> ANNUAL ENTREPRENEURSHIP EDUCATION FORUM LESS THAN TWO MONTHS AWAY!

## Have You Registered Yet?

Each year Nebraskans join their colleagues from across the nation and other countries at the Entrepreneurship Education Forum. And this year, Nebraska will once again have a prominent role in presenting special seminars, workshops and roundtable discussions.

The deadline for early bird registration is September 22nd, so don't delay. And, if you haven't done so yet, you should apply for one of the teacher scholarships that covers your registration fee and a significant portion of lodging costs. That deadline is September 22nd as well. Forum details are easy to find at [http://www.entre-ed.org/\\_network/forum.htm](http://www.entre-ed.org/_network/forum.htm).

**26th Annual Entrepreneurship Education FORUM**  
November 7 - 11, 2008

Picture yourself with 350 entrepreneurship educators from all over the US... K-16 and Adult! Networking...Sharing Program Ideas... and enjoying creative Austin, Texas!

See details at [www.entre-ed.org](http://www.entre-ed.org)



**Dates to Remember:**

- September 22 - End of Early Registration Rate
- September 22 - Teacher Scholarship Applications Due
- October 6 - Elevator Grant Proposals Due- Win \$3,000
- October 6 - Student Success Story Essays Due
- October 15 - Export-Import Idea Challenge Videos Due
- October 20 - Cutoff date for hotel reservations at the conference rate. Register early to ensure a room at the conference hotel.



## Austin...The Idea City Where Weird Works

The Forum kicks off on Friday, November 7th with the Consortium Annual Meeting (members only), begins for everyone on Saturday, November 8th and runs through Tuesday, November 11th concluding with the Ambassador Meeting and Post Conference Tour of the Austin area.

## Concurrent Sessions

The program features 64 different presentations throughout the conference divided into four session tracks. From past experience, you'll have a difficult time choosing just what to attend.

## Roundtables

With 25 different presentations being shared in three rounds as part of the opening program starting at 6 p.m. on Saturday, you'll have a chance to sit with a small group of people and gain deeper insights into some great entrepreneurship programs and activities and learn about key best practices.

## Professional Development Workshops Monday afternoon, November 10th



Choose one of the following opportunities for in-depth program development :

### Certification Opportunity for Training Real World Entrepreneurs

November 10th, 1:00-5:00 p.m.

Don't miss this Facilitator Training for First Step FastTrac®

### NEW for You from NEBRASKA!

Experience the E-Scene

November 10th, 1:30 - 4:30 p.m.

Nebraska's exciting new middle school curriculum that was developed by Nebraska 4-H Extension in collaboration with many public and private partners will be shared during this session. Hear testimonials from the pilot sites (clubs, camps, schools, and community-based organizations). You will begin to investigate the EntrepreneurShip Investigation (ESI) curriculum and explore possibilities for use in your school, program or state. You'll head home with ESI curriculum and a treasure trove of ideas for how to use it in multiple ways and in multiple settings.

### Weird Works: Crash Course in Creativity and Fun November 10th, 1:30 - 4:00 p.m.

Join Ronni Cohen for lots of fun...what INC. Magazine called "the new core value". Discover your hidden creative capabilities and leave with a tool bag of games and warm-ups!

## Targeted Teaching Topic



### ***THE ENTREPRENEURSHIP DISCOVERY CHALLENGE***

#### **Challenge Young People to Maximize Their Business Ideas**

Nebraska 4-H introduced a new event at this year's Nebraska State Fair..the Entrepreneurship Discovery Challenge. Nancy Eberle created the guidelines, promoted the competition, and organized the judging for the event. And, the presentations of the young entrepreneurs were amazing!



There are a wide array of entrepreneurship competitive events available to Nebraska's Career Student Organization members in DECA, FBLA, FCCLA, FFA, and SkillsUSA, but this is Nebraska 4-H's first foray. And, with this new event offered by 4-H, young people have yet another way to develop their ideas into more formal business plans. They also have the opportunity to "test the waters" before a panel of experts.

The contest is easily adaptable for use by classroom teachers, community-based organizations, and local 4-H leaders. Young people love to compete and what better way to channel those competitive energies and natural creativity than with an Entrepreneurship Discovery challenge of your own.?

#### **Basic Rules of the Discovery Challenge**

Contestants comprised of an individual or a team of two present a business plan concept to a panel of judges or you could adapt it to have them present to their peers).

The business concept should include the business name, a description of the business, the purpose, target market, and some idea of how to price the product or service.

This does not need to be a complete business plan. It may be an idea for a business, the purpose of the business and the target market, business name, promotional plan, competition, financial projections, and type of business (sole proprietorship, partnership, limited liability corporation, etc.)

The guidelines for the Senior Division gave the young entrepreneurs 10 minutes to present their plan, 5 minutes to receive feedback from the judges, and 5 minutes for setup and take down.

Judges focus on presentation skills, creativity, general understanding of entrepreneurship and how well the main points of a business concept are covered.

The judging criteria that Nebraska 4-H uses are:  
 Overall Presentation Delivery (20%)  
 Originality/Creativity (30%)  
 Overall Understanding of Entrepreneurship (20%)  
 Presentation Content (Quality/Quantity) (30%)



So...are you ready to have your own Entrepreneurship Discovery Challenge. It's well worth the time and effort.

# TIME TO MARK YOUR CALENDAR WITH SPECIAL ENTREPRENEURSHIP EDUCATION EVENTS IN 2008-2009

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summit, the authors of the groundbreaking book, *Entrepreneurship in Nebraska*, provided the kickoff to the Summit and it is anticipated that they will share their latest research on conditions, attitudes, and actions to be taken in our state. The day is also filled with high-powered keynote speakers, cutting-edge workshops, and engaging panel discussions. Information at <http://www.nebraska.edu/entrepreneurship/conferences.html>.

## **March 5 – Heartland Conference for Free Enterprise Lincoln, NE**

This entrepreneurship conference for students and business professionals features nationally known speakers and encourages networking opportunities. Check it out at <http://www.cba.unl.edu/outreach/ent/heartland/index.aspx>.

## **March 26-28 – New Venture World Competition University of Nebraska-Lincoln, Lincoln, NE**

This is a global business plan competition that awards cash prizes in the undergraduate and the graduate level. Find out more at <http://www.cba.unl.edu/outreach/ent/bpc/>.



**February 21-28, 2009  
National Entrepreneurship Week**

*Celebrate the Entrepreneurs and  
Entrepreneurship Educators who are driving  
change and creating opportunity in America!*

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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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