



RECORD NUMBERS ATTEND NEBRASKA STATE FAIR CYBERFAIR

Over 41,000 State Fair participants walked through the doors of the 4-H CyberFair Pavilion to see exhibitors including:

- Dell Computers
- EntrepreneurShip Investigation 4-H curriculum
- FutureForce Nebraska
- Nebraska Career Connections
- Nebraska entrepreneurs
- Nebraska Entrepreneurship Task Force (NET-Force) partners
- Operation Military Kids



Highlights of Entrepreneurship Summer Camps were CyberFair marquee features

A major highlight of the weekends was the opportunity for entrepreneurs to display their products and services. The range of creativity was amazing, and the youth entrepreneurs delighted those who stopped to talk with them. The entrepreneurs who participated were:

- A Pause for Paws-Lincoln
- Breeza Fans USA-Utica
- CaLinda's Pot Shop and Art-Hyannis
- Heartland Classics-Lyons
- Hunt DC-McCool Junction
- Kid Better Books-Fremont
- Meridian Consulting-Lincoln
- RT Premium Fudge-Burwell
- Sandhills Journeys Scenic Byways-Thedford
- Sandhills Photos and Prose-Thedford
- Smokin' Aces-Ulysses and Schuyler
- Taylor's Marketplace-Lyons
- Venetian Costume Shoppe-Stromsburg

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We're on the web!

www.nde.state.ne.us/entreped/

HOW IMPORTANT ARE SMALL BUSINESSES TO OUR ECONOMY?



Small firms (those with fewer than 500 employees)...

- Represent 99.7 percent of all employer firms.
- Employ about half of all private sector employees.
- Pay more than 45 percent of total U.S. private payroll.
- Have generated 60 to 80 percent of net new jobs annually over the last decade.
- Create more than half of nonfarm private gross domestic product (GDP).
- Hire 40 percent of high tech workers (such as scientists, engineers, and computer workers).
- Are 52 percent home-based and 2 percent franchises.

Source: SBA Office of Advocacy

RECORD NUMBERS ATTEND NEBRASKA STATE FAIR CYBERFAIR

(Continued from page 1)

During the next several issues Nebraska E-News Monthly will be profiling some of the enterprising youth and adults who exhibited at the CyberFair.

This was the 5th anniversary for the CyberFair and its popularity was obvious by the significant increase in attendance. In fact, **13.96%** of the State Fair's attendees visited the Pavilion over the two weeks of the Fair.



Happy 5th Anniversary, Nebraska 4-H CyberFair...you're officially a blockbuster!

Partners who have collaborated in the entrepreneurship curriculum development shared information at one of the exhibit areas. This was the second year that partners were invited to be part of the CyberFair. And in the spirit of collaboration, FutureForce Nebraska provided the display backdrop for a booth that included

informative brochures, free curriculum materials, and “freebies” offered by the Nebraska entrepreneurship career pathway task force (NET-Force), Nebraska Career Connections, and FutureForce Nebraska. A laptop at the table allowed those who stopped by to explore the Nebraska Career Connections website. Staffing this special booth were Tim Mittan and Linda Hartman for the Southeast Community College Entrepreneurship Center and NET-Force, Randy Vlasin for FutureForce, Corky Forbes and Pat Madsen for Nebraska Career Connections, and Gregg Christensen for Nebraska Department of Education-Entrepreneurship Education.



The wireless Dell laptop stations also supported the CyberFair entrepreneurship theme by allowing those who stopped in to check out the Nebraska 4-H website, see the great new ESI curriculum website, and explore hot links to other entrepreneurship education partners' websites. The stations were full almost continually throughout the heavy-traffic weekend days

CENTER ANNOUNCES GRANT TO REPEAT AND EXPAND MARKETPLACE

The Center for Rural Affairs was recently awarded \$99,000 to expand their entrepreneurial conference MarketPlace: Opening Doors to Success. The grant will allow the Center to pilot the conference in Colorado and to include curriculum for Latino entrepreneurs and Latino-owned business development in both Nebraska and Colorado.

“We are thrilled to have been awarded a national grant from USDA, Rural Development. The work that MarketPlace has done in Nebraska is already making a difference. With this grant we will be able to expand into a new and emerging area and broaden it into another state,” commented Kathie Starkweather, Rural Policy Organizer with the Center for Rural Affairs.

Funding was provided through the Rural Business Enterprise Grant (RBEG), a program of USDA's Rural Development mission area. The Center for Rural Affairs

also received a smaller RBEG grant to assist in hosting MarketPlace in Kearney, Nebraska in February 2007. The 2007 event was an enormous success with over 500 participants gathering to network and learn about entrepreneurial development in rural Nebraska.

The second annual MarketPlace rural entrepreneurship event will be held in the New World Inn in Columbus, Nebraska on February 27, 2008.

The conference will again offer training, networking, and professional development opportunities for startup and existing small businesses, service providers, rural communities, and family farmers and ranchers.

For more information contact: Kathie Starkweather, kathies@cfra.org or Joy Marshall, joym@cfra.org or visit www.cfra.org/marketplace/home.

CITIES AND LOCAL BUSINESSES AIM TO ATTRACT GEN XERS

Excerpt from an article by Barbara Sanford in *My Midwest* magazine

There's more to life than work, and no one knows it better than today's Gen Xers. Born between 1961 and 1981, these bright, creative, tech-savvy professionals look for a great place to live, work and play when searching for a job.

"Live first, work second' is their credo," says Rebecca Ryan, founder and CEO of Next Generation Consulting, a Madison-based research and consulting firm that helps businesses and cities across the country engage the next generation. "Three out of four Gen Xers under the age of 28 say a cool community is more important than a good job," she says.

Within the next 10 years, for every two baby boomers retiring, there will be only one Gen Xer replacing them. Nationwide, cities and businesses are challenged with attracting and retaining young professionals.

Businesses are giving Gen Xers what they want: Something to believe in. They are offering opportunities for growth, rewards and recognition, and a sustained work/life balance. Here are a few examples of how businesses in Omaha and across the country have come up with creative ways to attract Gen-X workers.

Omaha



Omaha's skyline beckons invitingly

The Greater Omaha Chamber of Commerce's Young Professionals Council facilitates collaborations with local groups. It sponsors events each month, as well as an annual charity ball and a Young Professionals Summit.

"There's a buzz in the air to keep young talent in Omaha," says Kirsten Case, manager of leadership and workforce development. "We're working to educate Gen

Xers and keep them engaged and connected. Omaha's independent rock scene [it's home to Saddle Creek Records] and arts scene are big draws. The new Holland Performing Arts Center and Gallup University downtown campus add to the city's dynamic growth."



Summit sponsor First National Bank of Omaha searches for the best and brightest talent at business and graduate schools throughout the country. Its yearlong Executive Development Program teaches young professionals the banking business by having them spend time in all the bank's business units. Assigned an executive mentor, they participate in executive-sponsored projects and professional development opportunities.

Once hired, they are promoted every 18 months, becoming vice presidents in four to seven years. "These are our future leaders and division heads," says Tonya Kaminski, executive development program director.

"They are required to get involved in community projects and organizations, serving on boards or coordinating fund-raising events." First National serves as an excellent role model. In fact, its First National Center building spearheaded the city's downtown economic redevelopment.

If Gen Xers have the hottest jobs in the coolest cities, it's hardly by chance. Due to the great demand for their talent and energy, communities and businesses nationwide have stepped up and transformed themselves into attractive destinations where Gen Xers want to live, work and play.

Thanks to them, baby boomers can happily retire knowing that the future is in good hands.

Special thanks to *My Midwest* magazine and Barbara Sanford for granting permission to reprint this portion of an excellent article in the May 2007 issue.

For the full article go to:

<http://mymidwestmagazine.com/2007/05/01/work-well-play-live-well/>

NEW GLOBAL COMPETITIVENESS PROGRAM OPENS AT THE UNIVERSITY OF NEBRASKA AT KEARNEY

The University of Nebraska at Kearney is starting a project to help current and future business people in rural Nebraska better compete in the growing global marketplace.

The UNK College of Business and Technology (CBT) program is called Global Economic Gardening: An Alliance for Business and International Education in Rural Nebraska. Its mission is to teach the region's K-12, university students and area business people how to successfully buy and sell products and services worldwide.



“Nebraska must grow regional business leaders with an international focus to become a competitive global player,” said Deborah Murray, project director. “This program is designed to change the current paradigm among our younger population and current business people to think about growing global entrepreneurial capacity by seeking global partnerships, acquiring global business knowledge and engaging in global economic growth.”

The region's young and educated populations are largely leaving the state seeking new opportunities, according to the U.S. Census Bureau, she said. “Increasingly, the region's entrepreneurs are finding it difficult to become globally competitive. Achieving the necessary critical mass is difficult for business development due to the region's low population density.”

In the program, that runs August 2007 through June 2009, K-12 students, university students and community members will participate in seminars and workshops that will expose them to cultural etiquette and business practices, global business opportunities and current ethical, social, environmental and technological issues.

During the first year, Murray expects that 200 UNK students, several hundred elementary students, 200 distance learning students and up to 100 business owners and entrepreneurs will participate.

The program is funded by a two-year, \$165,000 grant from the U.S. Department of Education.

UNK has partnered with various community groups to attract business people into the program. Among the

groups involved are the Kearney Chamber of Commerce, the Center for Rural Entrepreneurship, the Development Council of Buffalo County, regional economic development directors, and regional and state governmental leaders.

The Global Economic Gardening program adheres to a “grow-your-own” philosophy of economic development, Murray said. “It encourages community businesspersons, university students and faculty, and K-12 students to nurture global business development by using skills analogous to those employed in successful gardening,” she continued. “This includes promoting reliance on the resources, intelligence and strong work ethic characteristics of the Midwest population.”

UNK is uniquely able to be successful in this program as it is home to a Center for Economic Education, whose mission is to educate and train teachers and K-12 students in the value of economic growth including what it means to be an entrepreneur, said Mary Rittenhouse, co-program director and director of the center.

“To encourage the understanding of the possibilities of global entrepreneurship in the region's K-12 student population, a Web-based, podcasted international entrepreneurship curriculum with complementary lesson plans will be created and made available to Nebraska elementary and secondary teachers,” she said. “Educating rural primary and secondary school-aged children about international entrepreneurship will have long-term positive effects for the state.”

Murray said UNK is well positioned to offer this course as it has long-standing cooperative agreements with universities in Europe, Asia and South America. UNK has a newly established program with 21 Chinese universities. These students joined nearly 250 Japanese students at UNK through an agreement with the National Collegiate Network in Tokyo, Japan.



The grant will also enable the CBT to introduce an international business minor. Students here will have opportunities to study overseas and complete internships in businesses in other countries.

TWO NEW BUSINESSES JOIN ENTREPRENEURSHIP CENTER INCUBATOR

The Southeast Community College Entrepreneurship Center in Lincoln is excited to announce two new businesses starting in the Center's Business Incubator—Serenity Health Massage and Meridian Consulting.



Serenity Health Massage, owned by Peigi Belgum, is a therapeutic massage business dedicated to serving working professionals and the elderly community while promoting the holistic health benefits of massage to clients of all ages. To contact Serenity Health Massage, call Peigi at (402) 617-3604 or e-mail pbelgum@alltel.net.

Meridian Consulting is a computer and network consulting business owned by David Hefley. David brings expertise and years of networking and computer experience to the business world. Meridian Consulting

offers unique networking and technology solutions to small and mid-sized business while emphasizing a dedication to customer service. To contact Meridian Consulting, call David at 402.613.9425 or e-mail dhefley@meridianne.com.



The incubator is also home to Lincoln Life Coaching Center owned by Sheila Stratton, Deb Savage, Kris Thaller, and Cindy Sloan; and Our Custom Creations Etc owned by Diana Bock.

The Southeast Community College Entrepreneurship Center offers education, resources, support, and facilities for aspiring and existing entrepreneurs. To learn more about the center and the Business Incubator, visit SCC's website at www.southeast.edu and click on the "Discover SCC" link.

JUMP START THE ENTREPRENEUR IN YOU OCTOBER 27, 2007

JumpStart the Entrepreneur in You is a one-day seminar that will provide the information and resources you need to move confidently forward to your entrepreneurial dream! The seminar runs from 9:00 a.m. to 4:00 p.m. And, the tuition of \$109 includes class materials, resources, and reference book.

The Center for Entrepreneurship-Southeast Community College is sponsoring this unique opportunity. And by signing up, you will:

- Discover the entrepreneur in you
- Learn the key ingredients for a successful business
- Establish your business concept
- Create marketing and sales strategies
- Determine your business structure
- Learn from experts
- Gain networking opportunities
- Get plenty of help and inspiration along the way!

The "JumpStart the Entrepreneur in You" seminar is designed to help you start with your good ideas and move on to successful business ownership.

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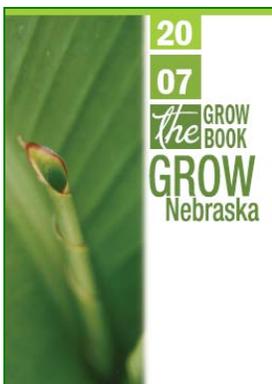
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 ☆ **Entrepreneur** ☆
 ☆ Someone who turns a good idea into a great business ☆
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GROW NEBRASKA OPENS YEAR-ROUND PILOT STORE AT KEARNEY'S HILLTOP MALL

A new year-round GROW Nebraska store at the Hilltop Mall in Kearney is attracting more than just shoppers wanting to buy quality "made or designed in Nebraska" merchandise. It is drawing in GROW entrepreneurs/members who want to gain actual hands-on experience in operating a retail business.

By working directly with consumers, the members are learning firsthand about what sells and why. Store managers and GROW Nebraska members Cheryl Hughes of HR Poppin' Snacks and Sheryll Hickman of Sheryll Hickman Art oversee the trainees.

"Our members are getting to see what does and doesn't sell, and evaluate what needs to be changed, whether it's packaging, price, or product," said Heidi High, GROW Nebraska development coordinator.



While working in the store, GROW members network with other entrepreneurs, and learn how to create seasonal and holiday gift baskets that appeal to specialty markets. Several members are even working together to produce combination gift baskets. All products sold in the GROW Nebraska year-round store will soon be available online at www.buygrownebraska.com

Janell Anderson Ehrke, GROW Nebraska CEO, believes that the store and e-commerce site are greatly helping expand GROW Nebraska members' product appeal and markets. "We are very excited to offer this service to our members as this is exactly what our funders and supporters want GROW Nebraska to do—support local economies by growing businesses.

"These growth platforms mean additional jobs, or in a few cases, company survival," Ehrke said. "Also, what better way to stimulate the state's overall economy than to provide Nebraskans with the opportunity to buy Nebraska products."

The year-round store's soft opening was August 8. A grand opening will be celebrated October 26-28 during which storewide discounts will be available and prize drawings will be held. The Kearney store will be joined by holiday stores located in Oak View Mall in Omaha and Westfield Gateway in Lincoln, both opening the 1st of November.

A program of Central Plains Foundation Inc., GROW Nebraska helps maximize the state's entrepreneurial spirit and build the global reputation of Nebraska businesses by providing sustainable business environments through business-building marketing and education. To learn more about GROW Nebraska, or Nebraska entrepreneurs and businesses, visit the GROW Web site at: www.grownebraska.com.

WORLD TOURISM DAY IN NEBRASKA

Tourism isn't just big business here, it's one of the most important industries worldwide. September 27 was designated "World Tourism Day" to provide an opportunity to look beyond our own borders and celebrate opportunity created by travel and tourism, a hotbed of entrepreneurial activity.

"Tourism is the state's third largest industry, and last year, travelers spent nearly \$3.3 billion in paid accommodations. Tourism is important to our local economy, but it's much more than that. It's an opportunity to show people from near and far what defines this place and what makes our culture unique," according to Christian Hornbaker, director of the Department of Economic Development's Travel and Tourism Division.

Nebraska's culture lets visitors sit back and relax, mingle with friendly people and spend money while visiting



growing agri- and eco-tourism destinations, such as guest ranches, state parks, bed and breakfasts and wineries, among many other singular attractions.

Travel is a critical resource in improving America's image around the world. It is also one of the United States' largest industries, directly employing 7.5 million people and generating tax revenues of about \$109 billion. It ranks fifth among the 20 major industry sectors measured by the U.S. Census Bureau. Travel expenditures within the U.S. total \$700 billion.

Global tourism—something for Nebraska Entrepreneurs to consider.

Targeted Teaching Topic



ENTREPRENEURSHIP..IT'S ABOUT DREAMS

The Entrepreneur Within

Michael Gerber, the author of *The E-Myth: Why Most Small Businesses Don't Work and What to Do About It*, believes that the crucial characteristic of an entrepreneur is the ability to dream. In a recent column found on AOL Small Business, Gerber offers that "An entrepreneur is not a person, but a personality, the personality living inside of each and every person on the face of the earth, the personality who dreams."

And, he believes that "The entrepreneur inside of you, of me, of your friends, of your relatives of every shape, size and dimension, no matter what they do for a living, no matter how bold or how shy, no matter where they live or what their education may or may not be, the entrepreneur in each and every human being is the dreamer who sees life as it could be, not as it is.

Allow Yourself to Dream

Every entrepreneur has heard comments from friends, relatives, co-workers, and business "experts" like:

- Are you crazy?
- Don't give up your day job!
- That will never work.
- You'll starve before it catches on.
- Do you know how many entrepreneurs fail each year?
- Where are you going to get the money?

But entrepreneurs, the dreamers in each of us, just don't listen to that negativity.

Exercising the Dreamer in You

Gerber offers up exercises to help awaken the inner entrepreneur. They aren't easy, but read on. Exercise 1 is to find a quiet place, away from all of life's interruptions, and empty your mind. Let your mind wander, allow your creative side to take hold, think bold thoughts and remember all those "crazy ideas" that you have never put into action.

Exercise 2 is to grab a blank piece of paper and allow whatever pops into your mind to make it onto the paper; doesn't matter what it is, it's just important to write it down. Repeat this for ten minutes every day is the advice of Mr. Gerber.

And, Exercise 3 is to buy a journal (you can find them in just about any school/office supply section) and take time at the end of each day to write down what you learned that day, the ideas that popped into your head, capturing the essence of your day. By writing it down you make those ideas more real, more solid. This just may be what entrepreneurship is about...the ability to take an idea or concept, and bring it to life. So, what are you waiting for...start dreaming, start writing, just DO IT!



NEBRASKA ENTREPRENEURSHIP CAREER PATHWAY TASK FORCE TO MEET OCTOBER 12

NET-Force, the Entrepreneurship Career Pathway task force of FutureForce Nebraska will be meeting October 12th in Grand Island at the Central Community College campus from 10:00-3:00.

NET Force identifies and leverages educational resources to Educate, Engage, and Empower current and potential Entrepreneurs.

Dennis Headrick, chairperson of the task force, will be leading the meeting that will focus on the accomplishments and action plans for the task force.

The career pathway group has been focused and energetic in accomplishing a host of activities and initiatives throughout the two years of its existence. A key accomplishment was the development of syllabi and course titles for six core entrepreneurship courses for Nebraska community colleges that were approved by the Chief Instructional Officers of all six of the Nebraska Community College systems.

At the October meeting the group will take on a full agenda that will include:



- ☑ Updates on:
 - E-Ship activities completed and future plans
 - 4-H Entrepreneurship Investigation and Entrepreneurship Focus Program curricula
 - Marketing and Public Relations Outreach
- ☑ How E-ship fits within the Career Fields/Clusters initiative and NCE Model
- ☑ Entrepreneurship Center structures across the state
- ☑ Curriculum changes needed and proposed
- ☑ Identification of instructors teaching E-ship courses at 2 or 4 year colleges
- ☑ Professional development for instructors or others
- ☑ Need for area advisory groups
- ☑ Funding current available
- ☑ Long-range planning

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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