

News to Educate, Engage, and Empower Entrepreneurs

NATIONAL ENTREPRENEURSHIP WEEK PROCLAIMED IN NEBRASKA

**Governor Dave Heineman Proclaims February 21-28, 2009
Entrepreneurship Week in Nebraska**



The Warner Chamber in the Nebraska State Capitol was the location of the official proclamation presentation by Lieutenant Governor Rick Sheehy to assembled members of the Nebraska Entrepreneurship Task Force (NET-Force).

Gregg Christensen, as Nebraska's representative to the Consortium for Entrepreneurship Education, serves as the State Leadership Team Coordinator for Nebraska Entrepreneurship Week activities and introduced the members of NET-Force who were present.

Those in attendance included:

Monica Braun—Center for Rural Affairs-Rural Enterprise Assistance Project

Jeff Christensen—Northeast Nebraska Economic Development District

Nancy Eberle—UNL 4-H Extension

Rose Jaspersen—Nebraska Enterprise Fund

Karen Mavropoulos—Micro business Training and Development Catholic Charities

Elizabeth Martin—GROW Nebraska

Glennis McClure—Nebraska Enterprise Fund

Tim Mittan—Southeast Community College Center for Entrepreneurship & Chairperson of NET-Force

Jeff Reynolds—Center for Rural Affairs

Holly Sisson—Northeast Nebraska Economic Development District

Kathleen Thornton—Nebraska Center for Entrepreneurship, University of Nebraska-Lincoln

Diane Vigna—University of Nebraska-Lincoln

This is the third annual National Entrepreneurship Week and Nebraska
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We're on the web!

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



NATIONAL ENTREPRENEURSHIP WEEK IN NEBRASKA PROCLAIMED AS FEBRUARY 21-28, 2009

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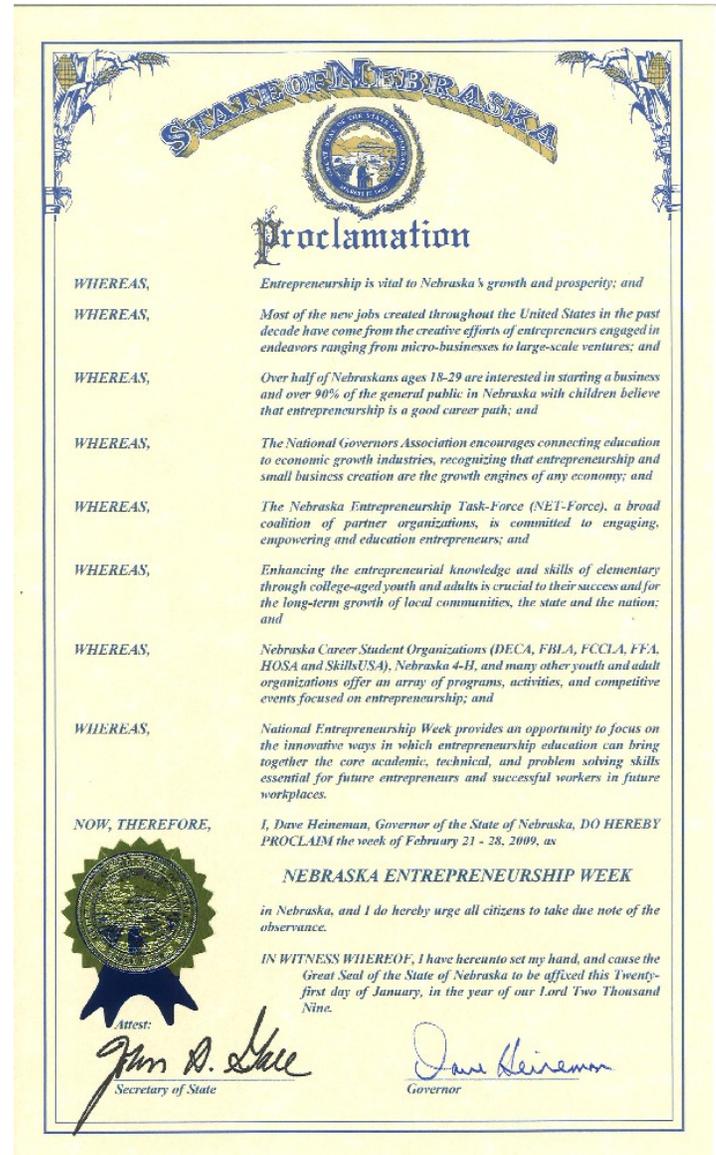
has been of the lead states in celebrating this major event. In fact, former Congressman Tom Osborne co-sponsored the House of Representatives resolution that first established the celebration as the last week in February of each year.



Members of the Nebraska Entrepreneurship Task Force surround Lieutenant Governor Rick Sheehy (pictured holding the proclamation) as February 21-28, 2009 is proclaimed Nebraska Entrepreneurship Week.

The Nebraska Entrepreneurship Task Force is a coalition of collaborating educational institutions and agencies (K-12 schools & 2 and 4-year postsecondary colleges and universities), economic development groups, and other entrepreneurship advocates.

The mission of NET-Force is to Educate, Engage, and Empower Entrepreneurs through a diverse and ever-growing array of program offerings, activities, and advocacy at the local, regional, and state levels.



SMALL BUSINESS TRENDS FOR 2009

USA Today recently featured an article about what they believe are the top ten small business trends we are likely to see unfold in 2009.

As you might anticipate, the dramatic downturn in the global economy is driving some, if not all, of these trends. In fact, the top trend is....drum roll please, "Economic Tumult." OK, maybe that's stating the obvious.

Given that, what are the next few top trends?

- Innovation—business innovation tends to expand as the economy contracts.
- Social Networking—businesses both large and small are beginning to use Facebook as a key marketing tool.
- Shoestring Marketing—Making every penny count and being creative with marketing \$ is BIG
- Web 2.0 (interactive Internet where the content is user-created) - entrepreneurs are creating viral videos to reach a wider audience.

NATIONAL ENTREPRENEURSHIP WEEK EVENTS FILL THE FEBRUARY CALENDAR



Nebraska will once again be celebrating National Entrepreneurship Week in style. Throughout the state, and even before and after the “official” week, youth and adults will be engaged in celebrations, workshops, webcasts, and conferences.

Nebraska Entrepreneurship Task Force (NET-Force) members are leading advocates for entrepreneurship education and building entrepreneurial organizations and communities and have been instrumental in planning and conducting National Entrepreneurship Week.

Check out the array of events occurring not only during National Entrepreneurship Week but before and after.

Nebraska Entrepreneurship Week Display Nebraska State Office Building Lobby-Lincoln February 1-28

A special display and exhibit of posters, photographs, promotional literature will greet visitors and state employees in the main lobby of the State Office Building in Lincoln, Nebraska throughout February. Information and promotional materials highlighting entrepreneurship program offerings available throughout the state will also be featured.

Business Exit Strategy Planning Workshop February 23 6:00-9:00 p.m. Mid-Plains Community College-Ogallala Campus

The Center for Enterprise at North Platte Community College will offer area business owners a chance to learn more about the process, timing and goals of transitioning the ownership of their business during a “Business Exit Strategy Planning” workshop from 6 to 9 p.m. The workshop is co-sponsored by the CFE and the West Central Nebraska Development District, Inc. Participants will hear from Odec Ingersoll, Director of the Nebraska Business Development Center at the University of Nebraska at Kearney, as well as local

service providers including commercial bankers, accountants and lawyers familiar with business law and who have helped other business owners in transferring their business.

Meet the Experts

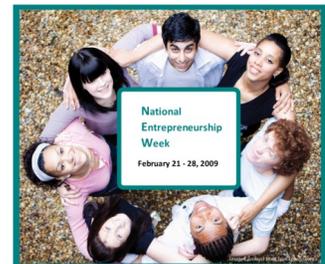
February 23, 4:00-7:00 p.m.

SCC Entrepreneurship Center
285 South 68th Street Place, Lincoln

www.southeast.edu/discover/entrepreneur.asp

The Building a Successful Business Workshop is based on the courses built for the Business Development Workshop Series designed to help entrepreneurs identify and hone business skills needed to create, manage, and grow a successful business. The all-day workshop format allows attendees to choose the four breakout sessions that will best meet their needs. Attendees will also have the opportunity to meet with business coaches for personalized consultations and additional information and resources.

“Join” the *NEW* Movement
www.NationalEWeek.org



Entrepreneurship
EMPOWERS Everyone!

Wi\$e Women Institute (1st of 3 nights) February 24, 6:30-9:00 p.m. SCC Continuing Education Center 301 South 68th Street Place Lincoln

www.southeast.edu/discover/entrepreneur.asp



The Wi\$e Women Institute is a seminar series designed to provide women with the tools and resources necessary to move their business ideas into implementation. Register online or call 402.437.2700 (\$99 per person).

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NATIONAL ENTREPRENEURSHIP WEEK EVENTS FILL THE FEBRUARY CALENDAR

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Mentoring by the Masters

February 24, 5:30 p.m. (CST)/4:30 p.m. (MST)

University of Nebraska Center for Entrepreneurship and Nebraska Community Colleges

On-Site and Live Webcast

The Nebraska Center for Entrepreneurship and Nebraska Community Colleges will host an interactive panel discussion and web-stream for students, business owners, and community members. Participants will interact with some of Nebraska's entrepreneurial "Masters" to learn practical insights into starting and growing your own business. The event is scheduled for 5:30 p.m. (CST)/4:30 p.m. (MST). The primary host site will webcast from the University of Nebraska-Lincoln Teacher's College, Room 202, 14th & Vine, Lincoln, NE. Those who are not able to attend one of the other community college host locations will be able to view the event on their personal computer via web-stream.

MarketPlace...Opening Doors to Success Third Annual Small Business Conference Sandhills Convention Center-North Platte February 25

www.cfra.org/marketplace/home

MarketPlace is a premier small business and entrepreneurship event for individuals and organizations involved in small business ownership and support. Conference highlights include 50 exhibit booths, a MarketPlace store, and a Taste of Nebraska food products. Conference sessions will focus on best practices, entrepreneurship education, state and federal policy, and new networks. In addition, two pre-sessions will be held the evening of February 24 at Mid-Plains Community College.



Building a Successful Business Workshop

February 26, 9:00 a.m.-4:00 p.m.

**Holiday Inn Express Hotel and Suites
Beatrice**

The Building a Successful Business Workshop is based on the courses in the Business Development Workshop Series designed to help entrepreneurs identify and hone business skills needed to create, manage, and grow a successful business. The all-day workshop format allows attendees to choose the four breakout sessions that will best meet their needs. Attendees will also have the opportunity to meet with business coaches for personalized consultations and additional information and resources.

Call 402.323.3383 to register (\$49 per person)

Creating Success in Business Mid-Plains Community College North Platte February 26

An Open House where guests are invited to sit in on presentations by an entrepreneurship instructor and guest speaker. For information contact Melissa Garcia, Area Program Manager, Mid-Plains Center for Enterprise, 308.535.3682. garciam@mpcc.edu

3rd Annual Summit on Entrepreneurship Cornhusker Marriott-Lincoln February 27

The Summit—co-sponsored by the University of Nebraska, the Gallup Organization and the Nebraska Business-Higher Education Forum—brings together a diverse group of entrepreneurs, educators, and state leaders to share the latest findings of the Nebraska Survey on Entrepreneurship, as well as an array of entrepreneurship-themed rotational workshops and motivating/educational keynote speakers. Keynote speakers include Bo Fishback, Kauffman Foundation, Vice President, Entrepreneurship, Governor Heineman, and Congressman Fortenberry.

CENTER ANNOUNCES GRANT TO SUPPORT YOUTH LEADERSHIP

LYONS, NE - The Center for Rural Affairs was recently awarded a grant from the CHS Foundation. The grant will allow the Center to promote youth leadership development and expand MarketPlace, an entrepreneurial and small business event now in its third year.

William Nelson, president of the CHS Foundation said, "The MarketPlace conference is a strong fit with the CHS Foundation's commitment to the future of agribusiness, cooperatives and rural America."

"Thanks to the CHS Foundation's contributions, youth leadership development will have a strong presence at this year's MarketPlace. Our goal is to help young individuals realize that viable options exist to return to their communities through small business development, including farming and ranching," said Kathie Starkweather, Center for Rural Affairs.

It has long been shown that small business owners in rural communities are also the community's leaders. Organizers say that MarketPlace focuses on networking with community leaders and established business owners which results in a critical connection between youth and community leaders to help forge relationships and develop future community leaders. "The overall objective of this project is rural economic and community development through strong small businesses including farms and ranches. We will not achieve this goal unless we have a strong youth focus that highlights the possibility of owning a business, which in turn allows for those emerging leaders to return to their communities," continued Starkweather.

The third annual MarketPlace rural entrepreneurship event will be held in the Sandhills Convention Center in North Platte, Nebraska on February 25, 2009. 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. Early bird registration ends on February 11, 2009.

Presented by the CENTER for RURAL AFFAIRS

Save This Date! **February 25, 2009**

Grow! with us at the 3rd Annual MarketPlace Small Business Conference
Sandhills Convention Center
North Platte, Nebraska



vegetation (land with only trees)
growth (groth) a stage of growing
of growing 1b : the of growing

MarketPlace
opening doors to success

Focused on the needs of rural small businesses and communities

Go to www.cfra.org/marketplace/home for more information

The CHS Foundation (www.chsfoundation.org) is the major giving entity of CHS Inc. (www.chsinc.com), a diversified energy, grains and foods Fortune 200 company. As a part of the CHS stewardship focus, the CHS Foundation is committed to investing in the future of rural America, agriculture and cooperative business through education and leadership development.

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

OPENING DOORS TO NEW RURAL OPPORTUNITIES

"Opening the Doors to New Rural Opportunities" will be held Saturday, February 7, 2009. The conference gives aspiring entrepreneurs the opportunity to learn the steps needed to develop new opportunities in rural Nebraska. The conference will be held in Curtis at the Nebraska College of Technical Agriculture in the VT Building. Registration begins at 8:30 a.m.



INSPIRING, INFORMATIVE READING OPTIONS FOR THE COLD WINTER MONTHS

Books that inspire, inform, and celebrate entrepreneurship, as well as focus on personal creativity and innovation, are a perfect way to add to your arsenal of knowledge.

Here are a few titles that you might want to consider.

Strengths-Based Leadership, Tom Rath and Barry Conchie, Publisher: Gallup Press (2008)

This book reveals the results of ground-breaking research and introduces the reader to a new leadership version of Gallup's *StrengthsFinder* program. The authors provide specific strategies for leading with an individual's top five strengths and how to build a stronger team.

Outliers: The Story of Success, Malcolm Gladwell, Publisher: Little, Brown and Company (2008)



Malcolm Gladwell examines the question of why some people succeed, living remarkably productive and impactful lives, while many more never reach their potential. The book

challenges the belief in the "self-made person." With thought-provoking research and real-life examples, he asserts that superstars don't arise out of nowhere, propelled by genius and talent: "they are invariably the beneficiaries of hidden advantages and extraordinary opportunities and cultural legacies that allow them to learn and work hard and make sense of the world in ways others cannot." Educators, parents and policy-makers should reflect on how the world could benefit if more children were granted the opportunities to fulfill their remarkable potential.

The New Business Road Test, John Mullins, Publisher: FT Press (2008)

Everyone likes their own ideas and everyone believes that their own ideas are fool-proof. It's difficult to test your idea/business plan before going to actual venture capitalists. A review of the book correctly states that "most entrepreneurs end up running their ideas past the 3Fs (Family, Friends and Fools)."



The New Business Road Test has ideas, procedures, questions, and guidelines to review and grill a business idea to perfection before plunging into the real venture. While many books tell you HOW to write a business plan, this one actually analyzes your business plan, using the 'Seven Domain Analysis' diagram to test an idea's feasibility.

Ready, Fire, Aim, Michael Masterson, Publisher: Wiley (2008)

Masterson shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth.

Some of the key concepts include: (1) Why selling is your first business priority and the one thing you should never stop doing, (2) The handful of numbers that are critical to every business, (3) When to cut your losses short and when to let your winners run, (4) The front-end/back-end method of doubling profits easily, (5) Why having a Plan B is as important as Plan A, and (6) when and how to create it.

Hot, Flat, and Crowded: Why We Need a Green Revolution—and How it Can Renew America, Thomas L. Friedman, Publisher: Farrar, Straus and Giroux (2008)

Friedman explains how global warming, rapidly growing populations, and the astonishing expansion of the world's middle class through globalization have produced a planet that is "hot, flat, and crowded." Already the earth is being affected in ways that threaten to make it dangerously unstable. In just a few years, it will be too late to fix things--unless the United States steps up now and takes the lead in a worldwide



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INSPIRING, INFORMATIVE READING OPTIONS FOR THE COLD WINTER MONTHS

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effort to replace our wasteful, inefficient energy practices with a strategy for clean energy, energy efficiency, and conservation that Friedman calls Code Green. Friedman explains that although this is a great challenge, it is also a great opportunity, and one that America cannot afford to miss.

Meatball Sundaes: Is Your Marketing out of Sync?, Seth Godin, Publisher: Portfolio Hardcover (2007)



This business handbook revisits some of Godin's most popular marketing advice, while emphasizing that it can't just be applied willy-nilly. In past decades, he says, companies were able to get rich by making average products for average people, but

those markets have long since been sewn up; mass is no longer achievable [or] desirable.

New Marketing doesn't rely on mass media, but rather treats every aspect of interacting with customers—including customer service and the product itself—as an opportunity to grow the organization. In order to be successful with such marketing techniques, a company must change its practices across the board. Otherwise, you're just “putting whipped cream on a meatball.”

The Dip: A Little Book That Teaches You When to Quit (and When to Stick), Seth Godin, Publisher: Portfolio Hardcover (2007)

Another social marketplace commentary from the author of *Purple Cow*, *Small is the New Big*, and *Meatball Sundaes*. Godin prescribes a counter-intuitive way to approach one's potential for success. This is all about winning-through-quitting, what Godin calls “strategic quitting.”

The secret to “strategic quitting” is seeking, understanding and embracing “the Dip,” which is “the long slog between starting and mastery” in which those without the determination or will find

themselves burning out. He also provides guidelines for quitting with confidence.

The World is Flat 3.0: A Brief History of the Twenty-first Century, Thomas L. Friedman, Publisher: Picador (2007)



This is an updated edition of a runaway bestseller. The aim in *The World Is Flat* is not to give you a “crystal ball” preview of future events in your lifetime, but rather to get you caught up on the wonders of a flat, connected world. The lowering of trade and political barriers and exponential technical advances of the digital revolution have made it possible to do business, or almost anything else, instantaneously with billions of other people across the planet.

StrengthsFinder 2.0, Tom Rath, Publisher: Gallup Press (2007)

In *StrengthsFinder 2.0*, Gallup unveils a new version of its popular assessment, language of 34 themes, and much more. The book contains hundreds of strategies for applying your strengths. StrengthsFinder 2.0 and the accompanying website may change the way you look at yourself and the world around you.

Made to Stick, Chip and Dan Heath, Publisher: Random House (2007)



Made to Stick is an entertaining, practical guide to effective communication. Drawing on psychosocial studies on memory, emotion and motivation, the authors' study is couched in terms of “stickiness.” Chip and Dan Heath credit six key principles: simplicity, unexpectedness, concreteness, credibility, emotions and stories (SUCCES) for creating unforgettable “stickiness.” In today's economy, stickiness may mean the difference between success and failure.

PRACTICING POSITIVE P.R.— HOW TO GET GREAT COVERAGE FOR ENTREPRENEURSHIP EVENTS



Everyone, at some point in time, has lamented that they just couldn't seem to get good (or even ANY) press coverage of an event they were hosting, a class they were offering, or a special celebration about to take place.

With Entrepreneurship Week (February 21-28, 2009) just a few weeks away, now is the time to start capturing reporters' and editors' attention.

Sabrina Kidwai, Media Relations Manager for the Association for Career and Technical Education, was kind enough to offer a special webinar to members of the Consortium for Entrepreneurship Education focusing on strategies to gain positive press.

Ms. Kidwai shared some key thoughts and suggestions about working effectively with the media based on her wealth of expertise. All too often we forget that it is important to cultivate an **ongoing, positive** relationship with the media. But, failing to do so is likely to lead to frustration when you suddenly want/expect to get good coverage for an activity about which you are passionate.

Here are some key pointers gleaned from Ms. Kidwai's presentation.

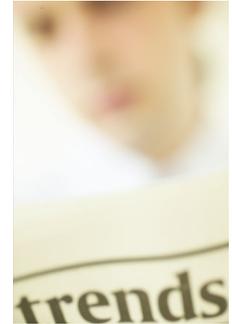
Contacting Reporters about Entrepreneurship Week

- Send an e-mail to education reporters introducing yourself and letting them know you are a resource
- Send information to education AND business reporters on a regular basis.
- Develop a list of local and area experts on entrepreneurship issues and send it to media outlets.
- Be proactive about reaching out to reporters regarding Entrepreneurship, rather than reactive.



What Should You Share?

- Events for Entrepreneurship Week
- Program achievements
- Open Houses or Special Events
- Invitation to tour the program
- Relate importance of your program with the economy and workforce issues.



Develop a Relationship with Newspaper Editors

- Request a meeting with education reporters and/or the Editorial Board.
- Educate reporters about Entrepreneurship curriculum, the importance of entrepreneurship to your local community, the region, the state, and the nation (e.g. lunch or coffee meeting to discuss stories).
- Have clear expectations and objectives you want to accomplish during the meeting and then organize your thoughts to use the time effectively.
- Follow up with reporters and editorial boards by writing thank you notes and offering assistance with future news stories.

Strategies for Getting Better Coverage

- Be *responsive* to media requests
- Write op-editorials or letters to the editor
- Include research on the importance of Career Education and Entrepreneurship Education.
- Cultivate a professional relationship with the education reporter.
- Send information about an event 2-4 weeks ahead of time to alert the media.
- Follow-up with the media the week or day of the event.
- Have students contact the reporters!



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Targeted Teaching Topic



PUBLICITY & THE PRESS PRACTICE MAKES PERFECT

Lamenting about how good news never makes the newspaper or local broadcast is a common refrain. As an entrepreneur or entrepreneurship educator, complaining is a waste of time. DO something about it, but do it right! Positive publicity doesn't just happen, it's a planned, ongoing, persistent process of cultivating relationships and keeping news reporters informed.

With National Entrepreneurship Week, entrepreneurship educators have a great opportunity to tell their story, share success stories about their students, and highlight entrepreneurs in their local communities. With that in mind, why not engage your students in publicizing either an event you are planning or actually planning something to celebrate the Week and creating the publicity or "buzz" to grab people's attention. If you need ideas for celebrating National Entrepreneurship Week, click your way to www.nationaleweek.org. It's rich in resources and ideas.

Reminder

Local newspapers and radio stations rely on events happening right in their communities to fill the news. They love events that capture the imagination or the emotions, and feel good stories about entrepreneurship and entrepreneurship education are perfect during these troubling economic times.



Formula for Positive Press Releases

- ☞ Keep it 1 to 2 pages in length and double space.
- ☞ Keep the font and typeface size consistent.
- ☞ At the top left-hand margin, type in all caps: FOR IMMEDIATE RELEASE
- ☞ Under a heading MEDIA CONTACT, include your contact information (name, organization/school, office/cell phone numbers, e-mail address, and Web site).
- ☞ Write a headline that captures your news item.
- ☞ In the first line of your release, type the community you're submitting from and the date followed by two dashes.
- ☞ The first paragraph MUST answer at least these five essential questions—who, what, when, where and why. If appropriate, answer the question "how."
- ☞ Get to the point fast! Use short sentences. This isn't a novel, it's a press release.
- ☞ The second paragraph should contain a quote or additional explanation of some key point in the first paragraph.
- ☞ Last paragraph should include a summary of your event, activity, or success story.
- ☞ Don't send press releases as attachments; make them the body of your e-mail.
- ☞ Proofread, proofread, proofread, but don't just do your own proofreading. At least 2-3 other people should carefully critique it and check for content, spelling and grammar errors.

PRACTICING POSITIVE P.R.

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Resources for National Entrepreneurship Week

The National Entrepreneurship Week website, www.nationaleweek.org is your best, one-stop location for marketing materials, logos, sample press releases, and much more. Be sure to co-brand your event by using the National E week logo in all communications.

Burning Questions?

To ask Ms. Kidwai a question about media outreach:

Sabrina Kidwai, Media Relations Manager
 Association for Career and Technical Education
 1410 King Street
 Alexandria, VA 22314
 (800) 826-9972
 Web: www.acteonline.org
skidwai@acteonline.org

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/entrep/



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