



ENTREPRENEURSHIP EXPERIENCE (ESI) LAUNCHES AT NEBRASKA STATE FAIR



The 2006 State Fair opened the gates on Friday, August 25th, and the

EntrepreneurShip Patio Experience launched the next day. The Patio Experience is a collaborative effort to showcase entrepreneurship in Nebraska and to provide information about the ESI (EntrepreneurShip Investigation) 4-H curriculum that will be ready in June 2007.

The **EntrepreneurShip Patio Experience** is open during the two weekends of the fair in the covered patio area connected to the Farmland Building. Weekend one was a great success, and you still have the chance to visit during the final weekend of the Fair, September 2-4. In fact Congressman Tom Osborne will be there on Saturday, the 2nd, from 11:00

a.m.-noon to talk about the vital importance of youth entrepreneurship to Nebraska.

Entering the Farmland Building, visitors first get the chance to check out the **CyberFair**, featuring fun entrepreneurship web sites on thirty new Dell laptops. By clicking on www.4h.unl.edu/cyberfair, visitors can visit *Discover the Entrepreneur in You*, *Fun Sites and Cool Games*, *University of Nebraska Information*, *Explore Careers*, *Big Events in 4-H*, and *County 4-H* links. After your computer tour, it's on to the **EntrepreneurShip Patio Experience**.

The **EntrepreneurShip Investigation Writers Table** is your first stop as you enter the EntrepreneurShip Patio Experience. The exhibit will be staffed by the actual writers who have worked diligently all summer on the first draft of

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We're on the web!

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

DEADLINE APPROACHING FAST...APPLY FOR ENTREPRENEURSHIP ED FORUM SCHOLARSHIPS TODAY!

The deadline to apply for a scholarship to attend the 24th annual Entrepreneurship Education Forum (November 4 - 7, 2006 in Phoenix, Arizona) is almost here.

It you want to attend a great conference focused on sharing best practices in entrepreneurship education, **SUBMIT YOUR APPLICATION NOW - DEADLINE IS SEPTEMBER 15!**

This application will be used to honor

outstanding teachers of entrepreneurship and award a scholarship to help teachers who would like to attend the FORUM. The Scholarships, for teachers/instructors at all levels of education who teach some form of entrepreneurship, will cover the costs of your conference registration and three (3) nights at the Sheraton Crescent Hotel.

More information and the scholarship application can be found at <http://www.entre-ed.org/network/scholar.htm>.

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the ESI project/curriculum. 4-H leaders, members and public/private school teachers, and other fairgoers can pick up a flyer and free bookmark that have more information about the curriculum to be released in Spring 2007.

Entrepreneur Resource Tables are your next stop. Partner entrepreneur organizations including Hometown Competitiveness, the Nebraska Entrepreneurship Task Force (NET-Force), Nebraska Department of Education, Office of Congressman Tom Osborne, and New Media have displays with **free** teaching materials and program information.

Awaiting you next is the **Congressman Tom Osborne Entrepreneurship Theater/Library**. Special video clips of entrepreneurs, plus commentary by Congressman Tom Osborne on the importance of entrepreneurship play on a continuous loop on a big screen TV. Also, electronic articles will be available to review.

At **E-Town**, your next stop in the Experience, young people construct their ideal entrepreneurship town both physically and electronically. Four pieces of plywood make up the “base” of E-Town and young people have supplies (Legos, blocks, tape, paper, etc.) at their

disposal to build their version of E-Town. At the same time, a “virtual E-Town” is projected on a screen as E-Town visitors follow instructions built into the computer program to design their businesses.



Nebraska Entrepreneur Exhibits line one whole section of the Experience.

This gives you a chance to see some great products and visit with the entrepreneurs about their businesses.

And, the last stop on the Experience is the **Nebraska Entrepreneur Map**. Entrepreneurs and potential entrepreneurs are encouraged to mark their location on a large map of Nebraska. Color-coded push pins are available to note the locations and businesses, and the data is recorded on a spreadsheet for later electronic publication.

There's still time--so drop in on the **EntrepreneurShip Patio Experience** at the Nebraska State Fair!

WWW.ENTREPRENEURU.ORG

DECA, a national career education student organization for marketing, management and entrepreneurship students is continuing to build and strengthen EntrepreneurU, a program to increase the number of students pursuing entrepreneurship education beyond high school. EntrepreneurU is a collaborative effort with the Ewing Marion Kauffman Foundation.

The project involved the development of a new web site to provide students, parents and school personnel with a searchable database of college entrepreneurship programs. After specific criteria are selected, a list of colleges/universities with entrepreneurship programs that meet the criteria can be accessed by students, teachers, counselors, and/or parents.

Continuous updating of the site is vital as entrepreneurship programs flourish nationwide. Any college entrepreneurship program can register at no cost by going online to www.entrepreneurU.org/submission

and furnishing the requested information.

If you have any questions or need additional information, please contact Sissy Long, DECA's EntrepreneurU Project Manager at 205-223-0204 or sjldeca@aol.com.

This work/research was funded by the Ewing Marion Kauffman Foundation. The contents of this web site are solely the responsibility of DECA Inc.



ENTREPRENEURSHIP WEEK USA—TAKE IT ON!



What's your **BIG** idea?
take it on!

EntrepreneurshipWeek USA
Feb. 24-March 3, 2007
www.EntrepreneurshipWeekUSA.com

February 24-March 3, 2007, will be the first annual national entrepreneurship week celebration.

The project management team for *EntrepreneurshipWeek USA* has developed a logo, branding strategies, a great variety of events to be shared with local, state, and national leaders, and is in the process establishing a

website to share information. Press releases will soon be sent to alert organizations of the first annual *EntrepreneurshipWeek USA*.

The Entrepreneurship Education Consortium, as the leading education-related partner, is adding to this initiative the “advocacy for the growth of entrepreneurship education at all levels of education nationwide”. The focus nationwide will be not only on encouraging youth to be excited about entrepreneurship, but working to expand the knowledge, skills, and attitudes of today’s youth and adults to be SUCCESSFUL entrepreneurs in our nation’s future.

EntrepreneurshipWeek USA will engage young people in the main spaces they occupy in their lives – education, work, leisure and media. The purpose will be to inspire teens and twenty-somethings. It will energize educators from all academic backgrounds and encourage them to foster the entrepreneurial skills of their students. It will forge alliances among an expansive coalition. It will recognize the work of those promoting entrepreneurship. Above all, it will celebrate the creativity, imagination and innovation of entrepreneurship in all its forms – business start-ups, social entrepreneurship and enterprising employees within existing organizations.

INC Magazine, the Small Business Administration, and the *New York Times* have signed on as sponsors to ensure great awareness of the importance of entrepreneurship throughout the country. The goal is to spread the message about entrepreneurship education with as many as 5,000 events during the week.

There will be celebrity entrepreneur guests as speakers and success stories on web sites. Partner organizations, state level leadership teams, local communities led by entrepreneur-supporting organizations, and

entrepreneurship education programs and their national and state leadership will have local celebrations and events that will create “the buzz” about entrepreneurship and the importance of entrepreneurship education to this nation’s future.

More than 70% of young Americans envision starting a business or doing something entrepreneurial as adults. The problem is very few of them ever learn how to go about it. *EntrepreneurshipWeek USA* offers a vehicle to demonstrate how developing entrepreneurial attitudes and skills through a variety of entrepreneurial activities and experiences throughout the educational system can prepare today’s youth to be the entrepreneurial leaders of the future.

EntrepreneurshipWeek USA primarily consists of the following:

- **Partner events & locally-hosted activities** in communities and schools across America where organizations and individuals plan their own meetings and other activities under the banner of *EntrepreneurshipWeek USA*. Some examples might be online simulations or games, business plan competitions, guest lectures, workshops and local forums.
- An **interactive website** that will not only serve as a central clearinghouse for related information, but will also serve as a virtual platform to engage individuals in further discussion. The site will utilize the latest community building and discussion technologies to inform, excite and connect youth interested in exploring their entrepreneurial potential in partnership with teachers, mentors, and other interested individuals.
- **Official events around the U.S.** sponsored by the initiative co-hosts. Many local and state developed events will be held throughout the week. One of the final national events is tentatively set for Washington, DC in order to increase awareness among policymakers.
- **State and local leadership** provided by a great diversity of educators, policy makers, and support organizations to demonstrate how entrepreneurship education is growing in the schools.

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ENTREPRENEURSHIP WEEK USA—TAKE IT ON!

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- **National media & publicity campaigns** reaching youth in America through a wide variety of major national media including the national media partners and celebrity entrepreneurs with “real stories” of being a young entrepreneur.

Join the initiative to celebrate the contributions of entrepreneurs in our great nation! At the same time help refocus the youth of the USA on educational opportunities to prepare for using their inventions and innovations as a way of creating their own economic opportunities as entrepreneurs.

For more information or to join a planning team for Nebraska, contact:

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ELEVATOR GRANTS FOR ENTREPRENEURSHIP TEACHERS 2006-2007 SCHOOL YEAR



Consortium for
Entrepreneurship
Education

For the second year the Consortium for Entrepreneurship Education is offering the opportunity for teachers to

apply for "Elevator Grants" thanks to support from the Coleman Foundation. Creative activities in programs that improve entrepreneurship education at the secondary or postsecondary levels, or that bridge the two levels are the focus of these grants.

The Coleman Foundation is sponsoring this opportunity for entrepreneurship educators to apply for small grants, up to \$3000 each, for the purpose of creating and supporting innovative activities that deliver experiences for students to learn about becoming an entrepreneur.

Proposals should address one or more of the following goals:

- Assist teachers to develop, conduct, enhance, or expand entrepreneurship education activities that they otherwise would not be able to do with resources currently available
- Create entrepreneurship education activities to bridge the connections between secondary and postsecondary levels of education
- Contribute to the development of an entrepreneurial culture for youth, leading to start up of student businesses or school-based businesses, or development of expertise that leads to an entrepreneur's success.

- Incorporate the National Content Standards for Entrepreneurship Education.

Applicants should submit a three-page proposal by October 6, 2006.

The proposals will be read by a panel of judges who will select those to be presented at the 24th Annual Entrepreneurship Education FORUM in Phoenix. The



"Elevator Grants" are named for the concise presentations that could be given in the time it takes to ride in an elevator. Individuals whose proposals are selected for presentation at the FORUM will have three minutes to describe their proposals. An additional two minutes will be allowed for answering questions. Winners will receive checks for up to \$3,000 at the conference.

Note: Individuals who received competitive grant funds from the Consortium for Entrepreneurship Education within the past year (since November 2005) are not eligible to apply for these grants.

For full information, go to <http://www.entre-ed.org/network/elevator%20grants.htm>.

SUTTON SIBLINGS GET GRANT BOOST

JOSSY NEWQUIST

intern@hastingstribune.com

SUTTON — A pair of enterprising Sutton siblings will see their businesses continue to blossom with help from a state grant for value-added agricultural projects. Brett Nunnenkamp, 22, and his sister, Ashley, 15, accepted one of 25 awards given by Governor Dave Heineman June 27.

Their grant of \$44,100 is designated for the building of a greenhouse, as well as for creating a Web site for their businesses.

"It'll be a big help because there's no way we could have spent that much money on a greenhouse (otherwise)," Ashley said.

Both Brett and Ashley are in the ag production field, as they operate separate businesses through a building at their home along U.S. Highway 6 west of Sutton. Their parents are Lyle and Deb Nunnenkamp. Ashley will be a junior at Sutton High School in the fall, whereas Brett just received his bachelor's degree from the University of Nebraska-Lincoln in horticulture with a production option. Brett's business, The Country Pumpkin, is in its 10th year of growing and selling pumpkins and gourds of some 50 different varieties. Ashley's business, The Blossom Barn, in its third year growing and selling specialty-cut flowers.

The siblings, who began their individual businesses as FFA Supervised Agricultural Experiences, will use the greenhouse to expand their businesses, which have enjoyed considerable growth through their existence. Ashley said she's excited to use the greenhouse to grow different varieties of flowers that she has yet to try. Being able to grow flowers the year around will allow her to sell flowers for popular holidays like Valentine's Day and Mother's Day. Brett will use the greenhouse to grow a few of his plants year-round.

As another facet of the grant program, Brett and Ashley will design curricula for workshop presentations for organizations like FFA. The idea, Brett said, is to inspire other young entrepreneurs by sharing the success he and his sister have found in the ag industry.

Agriculture is something valued by the Nunnenkamp family. Deb said she was excited to see both The Country Pumpkin and The Blossom Barn continue to grow.



JOSSY NEWQUIST/Tribune
Siblings Ashley and Brett Nunnenkamp are recipients of a value-added Agricultural project grant that will allow them to expand their agricultural businesses.

"Farming has struggled through the years, and so these businesses have allowed our kids to be able to come to the family farm," Deb said. "(Brett's horticulture background) diversified our family operation and gave Brett the opportunity to return home." Plans for the greenhouse design will be discussed soon, Brett said.

As a part of the grant, the two businesses must match 25 percent of the funds, which can be completed through hours of manual labor.

The grant program was created to strengthen Nebraska's ag industry through investments in value-added products and businesses. Heineman awarded a total of \$850,000 in grants in order to assist with costs of research, educational training and market development for value-added products sold by agricultural producers.

The Nunnenkamps completed an application by the March 1 deadline after a relative suggested they might have a chance at a grant. The applications were reviewed by the Nebraska Rural Development Commission and the state Department of Agriculture, which made recommendations for Heineman's approval.

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"We were young, but we had good advice and good ideas and lots of enthusiasm."

- Bill Gates, founder of Microsoft Corporation

GREAT OPPORTUNITY—NEBRASKA ENTREPRENEURS TEACHERS WORKSHOP

Nebraska teachers are invited to attend a free workshop in conjunction with the Federal Reserve Bank's Economic Forum series. Economic Forums are a discussion with Federal Reserve policy advisors about key regional issues and national trends, as well as an update on monetary policy objectives and concerns. Area business leaders also have an opportunity to share their views with the Fed. This year, they are giving educators the opportunity to take part.

The teacher workshops will focus on the topic of entrepreneurship, and participants will walk away with:

- a new lesson plan
- links to other entrepreneurship materials
- free resources for the classroom.

Following the workshop, participants will take part in the Nebraska Economic Forum in their community, which includes two economic presentations and a complimentary dinner. The first presenter in the economic forums series, Dr. Jason Henderson, will talk specifically about new research related to Nebraska entrepreneurs, which will supplement the information shared with teachers in the workshop.

The workshop is free. All workshops begin with registration at 3:30 p.m. Following the close of the workshop at 5:30 p.m., participants will attend the Economic Forum presentations and dinner. A registration flyer is available on the Nebraska Entrepreneurship Education website, www.nde.state.ne.us/entped.



The three sites are:

Scottsbluff/Gering – September 25, 2006
Gering Civic Center

Kearney – September 26, 2006
University of Nebraska at Kearney

Norfolk – October 3, 2006
Divots Conference Center

Space for the workshops is limited. To register for the free workshop and Economic Forum, email the requested information below to jennifer.clark@kc.frb.org by Monday, September 18. For questions and more information, please call Jennifer Clark at the Omaha Branch of the Federal Reserve Bank of Kansas City at 402.221.5560. Please feel free to forward this email to other interested teachers.

Name:
School:
Subjects Taught:
School Address, City and Zip:
Email:
Phone:

WOMEN-OWNED FIRMS INCREASE NEARLY 20 PERCENT



Women-owned firms increased nearly 20 percent over the latest period studied, according to a report released by the Office of Advocacy of the U.S. Small Business Administration. Between 1997 and 2002, women-owned firms grew by 19.8 percent while all US firms grew by seven percent. A significant portion of those firms were in professional, scientific, and technical services, and in health care and social assistance. Women in Business: A Demographic Review of Women's Business Ownership, using newly released Census and other data, also finds that:

- In 2002, women owned 6.5 million (28.2 percent) nonfarm US firms with 7.1 million employees and \$173.7 billion in annual payroll.
- Women-owned firms accounted for 6.5 percent of total employment in U.S. firms in 2002 and 4.2 percent of total receipts.
- Of all women business owners in 2002, 85.95 percent were White, 8.43 percent African American, 8.33 percent of Hispanic heritage, 5.25 percent Asian, 1.23 percent American Indian and

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Targeted Teaching Topic



MAKING CONNECTIONS: VITAL TO ENTREPRENEURIAL SUCCESS

When you check Wikipedia for the business term “networking,” here’s what recently popped up. “Networking consists of exchanging information and establishing personal connections. People network in many different settings: on the telephone, in hallways, in company lunchrooms, at professional conferences, at trade shows, company meetings, classrooms, lounges, hallways, elevators, airplanes, trains, busses, hotel lobbies and waiting rooms. Some networking is carefully planned and some just happens. Networking is friendly, low-key and essential in our complex society.”

For the current or future entrepreneur, networking (based on basic interpersonal communication skills) can mean the difference between a successful business, and one that becomes a failure statistic. But, not all entrepreneurs are extroverts, natural speakers, or know how to make a positive first impression. Networking tips have even entered the “blogosphere.”



A recent posting on mypaypalpad.com, emphasized the mistake that many entrepreneurs make;

“The entrepreneur starting a business is extremely busy. Inspired by the dream of escaping the 9-5 work week, it is common for entrepreneurs to put in 100+ hour weeks during the startup phase. But in this flurry of activity, there is a strong propensity to forget something extremely important—building business relationships with other people.

This tendency is further encouraged by our notion of the “lone ranger” entrepreneur. The concept of a person building a successful business alone is held in high esteem by society, yet dangerously unrealistic. Entrepreneurs who build their businesses with assistance from others are far more likely to succeed than those who attempt it alone.”

So, some basic reminders about positive networking are good to keep in mind:

- Networking gets your name out—Many experts recommend preparing a 30-second “elevator pitch” as a conversation starter that you can use when talking to people.
- Networking can build your reputation—Share information, becoming a knowledge broker (expert in your field). By offering solutions to others’ problems, you can become their “go-to” person for more than just free advice.
- Networking develops new business ideas—Ideas don’t have to all be YOURS! Talking with other entrepreneurs and businesspeople, you can learn about new potential markets that have potential, hear new ideas, and build idea “synergy.”
- Networking helps you find joint venture partners—Joint ventures involve others contributing something that you may not have (money, expertise, ideas). By connecting with others, you expand your venture partner pool.
- Networking lets you learn from others—When you mingle with others, you become a student in the University of Life (or Hard Knocks). You can learn tips not only on how others became successful entrepreneurs, but also the pitfalls and challenges they faced.



Countless articles about how to network have been written and it definitely is a business buzzword. But, it can be measured too. According to author Buzz Gordon, “It is estimated that the average person knows about 250 people. And each of those people knows, in turn, another 250 or so people. This means that for each new person you meet, you gain access to a potential pool of 62,500 people separated from you by just two degrees!” This ripple effect of contacts expands your base of future clients, colleagues, and mentors. And, in business, successful relationships = successful entrepreneurship.

Sources of Information: Wikipedia.com, “Effective Networking for Busy People by Buzz Gordon, <http://entrepreneurs.about.com/cs/networking/a/networking4busy.htm>, The Fatal Mistake 93 % of Startup Entrepreneurs Make, <http://www.mypalpad.com/?p=5>.

WOMEN-OWNED FIRMS INCREASE NEARLY 20 PERCENT

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Alaska Native, and 0.18 percent Native Hawaiian and other Pacific Islander (total does not add to 100 due to some double counting across ethnic groups).

Women in Business: A Demographic Review of Women's Business Ownership, written by Office of Advocacy senior economist Dr. Ying Lowrey, is available at www.sba.gov/advo/research/rs280tot.pdf.

Source: National Dialogue on Entrepreneurship, sponsored by The Kauffman Foundation, the Public Forum Institute. For more information go to

www.publicforuminstitute.org/nde. To sign up to receive NDE - news, visit www.publicforuminstitute.org/nde/join/.

"I had to make my own living and my own opportunity! But I made it! Don't sit down and wait for the opportunities to come. Get up and make them!"

- Madam C.J. Walker, creator of a popular line of African-American hair care products and America's first black female millionaire



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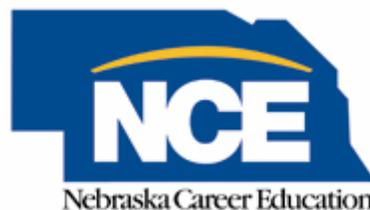
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Skills for Lifelong Learning, Earning, and Living.

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