



ENTREPRENEURSHIP FORUM-2006 SHARING, NETWORKING, AND LEARNING!

The 24th annual Entrepreneurship Forum provided yet another great opportunity to share best practices, network with top entrepreneurship educators, and learn what others are doing to increase entrepreneurial skills and knowledge across the nation and the world. The Forum is an annual event hosted by the Entrepreneurship Education Consortium. Over 85 member organizations that advocate entrepreneurship education as a lifelong learning process are members of the Consortium. Members of the Consortium include representatives of 22



State Departments of Education, national youth leadership organizations, colleges and universities, community colleges, local school systems, and professional development organizations supporting entrepreneurship education.

This year's Forum was at the Phoenix Sheraton Crescent Hotel and started with Consortium member meetings on November 3-4, followed by the Forum on November 4-7. The Forum is a unique opportunity to share innovative ideas and plans for the future growth of entrepreneurship education in America.

Nebraska educators were featured prominently throughout the conference as they received special scholarships, hosted roundtable sessions, and presented workshops. Nebraskans can be justifiably

proud of the innovative efforts that we are involved in to enhance entrepreneurship.

The full conference officially kicked off with the evening General session on Saturday, November 4th in the Phoenix Ballroom of the Sheraton Crescent Hotel in Phoenix Arizona. Milt Ericksen, Arizona State Director for Career and Technical Education, offered greetings on behalf of the state of Arizona. That was immediately followed by a success story related by Josh Belhuemer, an FBLA member who was part of a winning team at the 2006 FBLA National Conference. And, Arizona DECA members presented a special Entrepreneurship Week proclamation from Governor Janet Napolitano that paid tribute to the efforts of the Entrepreneurship Education Consortium.

A unique part of the evening was the chance to hear about what top leaders across the nation are planning to celebrate the first annual EntrepreneurshipWeek USA February 24-March 3, 2007. Tim Mittan, Director of the Entrepreneurship Center at Southeast Community College, shared information about two events that his campus is planning. The first is a special full-day seminar by national author, Steve Chandler entitled, "*9 Lies That Are Holding*

Your Business Back...And the Truth That Will Set It Free". That same week, *Jump Start the Entrepreneur in You* will be offered

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

ENTREPRENEURSHIP FORUM-2006

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in a three-session series designed to move women from wishful thinking into the implementation stages of starting their dream business. And, Joy Marshall, a representative for Nebraska EDGE, provided details about the first annual *MarketPlace Nebraska* event planned for February 24th in Kearney, Nebraska. More information about all these events can be found on page 3 of this issue.

Several Nebraska educators were also presented with plaques and Coleman Foundation scholarships to support their attendance at the Forum. Recognized with scholarships were:

Joni Hegge—Winnebago Public Schools
 Anne Hovland—Winnebago Public Schools
 Tim Mittan—Southeast Community College
 Kathleen Thornton—Southeast Community College
 Rachel Wilson—University of Nebraska-Omaha

Featured keynote speaker on Sunday, November 5, was Ken Kay, founder and president of the Partnership for 21st Century Skills. The Partnership for 21st Century Skills has emerged as the leading advocacy organization focused on infusing 21st Century Skills into education. The organization brings together the business community, education leaders, and policymakers to define a powerful vision for 21st Century education to ensure every child's success as citizens and workers in the 21st



Century. The Partnership encourages schools, districts, and states to advocate for the infusion of 21st century skills into education and provides tools and resources to help facilitate and drive change. Entrepreneurship literacy is among the major content areas being recommended by the Partnership as essential to be added in the curriculum. www.21stcenturyskills.org

With Ken setting the stage for how crucial teaching entrepreneurial skills is as a 21st Century content component for our curricula, the conference allowed participants to learn from those who are actually entrepreneurs. And, Nebraskans could be proud once again that one of those entrepreneurs was Michael Hahn, former Nebraska DECA state officer and Central Region DECA National Officer. Mike exemplifies what a strong education, entrepreneurial enthusiasm, and hard work can accomplish.

Mike Hahn is one of three founders and currently serves as the Chief Information Officer for Verdict Systems. Verdict Systems develops Sanction Legal Presentation Software. Sanction is used by legal professionals to organize and present evidence in trial. Sanction is used by the United States Department of Justice and the United Nations. In addition, thousands of attorneys in firms of all sizes rely on this product to present their cases.

Mike's primary responsibility with Verdict Systems is organizing the trial services division of the company. This division supplies technology consultants to assist attorneys with computer-based presentations in trials and arbitrations. Armed with Sanction, Verdict Systems' software package, Mike spent most of his time in trial during the early stages of the company. Ranging from designing PowerPoint presentations to helping organize exhibits and operating Sanction in court, Mike assisted in all aspects of evidence presentation. His trial experience spans every type of case you can try, working for both plaintiffs and defendants. Now most of his time is spent traveling throughout the U.S. speaking about technology and training firms how to implement Sanction in their practice.

Mike's background is a combination of technical and communications. He has a B.A. in mathematics from Baylor University and a degree in broadcast journalism from Arizona State University. Prior to entering the world of hi-tech trials, Mike was a broadcaster working for radio stations in Phoenix and Denver. His radio work in Denver consisted of sports reporting, covering professional and collegiate teams in the Denver area. Needing a change of pace, Mike began his trial services career in Denver assisting with animations and video editing for the prosecution and conviction of Timothy McVeigh. McVeigh was convicted for his role in the bombing of the Murrah Federal Building in Oklahoma City.



His session provided fascinating insights into how a business plan can develop from scribbled notes on napkins and lead to a highly successful, million dollar enterprise.

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SOUTHEAST COMMUNITY COLLEGE LEADS THE WAY FOR FIRST ANNUAL ENTREPRENEURSHIP WEEK



Are you looking for Entrepreneurship Week celebrations in Nebraska? During the months leading up to the first annual Entrepreneurship Week to be celebrated February 24-March 3, 2007 we will spotlight events and celebrations planned across

the state. This month we will focus on two events planned for eastern Nebraska and one planned for Central Nebraska.

The following events, focusing on the educational needs of wanna-be entrepreneurs and business leaders, are part of Southeast Community College's recognition of the **First Annual National Entrepreneurship Week** held at the SCC-Continuing Education Center, 301 S. 68th Street Place, Lincoln, NE.

9 Lies that are Holding your Business Back...

Steve Chandler, best-selling author, business consultant to Fortune 500 companies, and international speaker, will be in Lincoln for a one-day seminar on February 28, 2007. Chandler will discuss his book, the *"9 Lies That Are Holding Your Business Back...And the Truth That Will Set It Free"*. Throughout the day, the author will use a powerful blend of information, activities, and engaging humor to unpack nine common business beliefs and help business leaders develop success strategies. This seminar is designed for home-based business owners, mom-and-pop stores, consultants, as well as any business leader, in any industry, who wants to learn how to make their

business really pay off. Chandler's seminars sell out nationally and early registration is recommended. For additional information about this event, contact Terri Parson, 402-323-3389; 800-828-0072, Ext 3389; tparson@southeast.edu via e-mail.



is a three-session series designed to move women from wishful thinking into the implementation stages of starting their dream business. Each session builds on the other, beginning with an exploration of the characteristics of successful entrepreneurs and an overview of the key planning, financing, and marketing essentials. Participants will build their own "Jumpstart Kit" as the second and third seminars provide more in-depth information. During the third session, participants will have an opportunity to meet community resources that can provide support throughout their entrepreneurial journey. The Tuesday evening sessions begin on February 27 from 6:30 p.m. to 8:30 p.m. For more information about the Women's Entrepreneurial series contact Tim Mittan, 402-437-2524; 800-642-4075, Ext. 2524; tmittan@southeast.edu via e-mail.

FIRST ANNUAL NEBRASKA MARKETPLACE

The first annual Nebraska MarketPlace will be hosted on **Wednesday, February 28, 2007:**



Location:
Ramada Inn-Kearney, NE
Registration:
7:00 a.m.-9:00 a.m.
MarketPlace:
9:00 a.m.-5:00 p.m.

The Nebraska MarketPlace promises to be a vehicle for entrepreneurial growth throughout Nebraska. It will consist of three parts:

Networks and Information: Successful entrepreneurs and

service providers will be in one location for prospective entrepreneurs to meet with for information gathering.

Educational Tracks: 30-40 training opportunities will include sessions on Small Business, Ag Entrepreneurship, Community Development, Rural Issues and Policy, Entrepreneurs, and more.

Community Development: Entrepreneurial Environment: Teach-ins will be offered specifically for communities to help them grow their capacity to become entrepreneurial.

For more information contact: Kathie Starkweather, Policy Organizer, Center for Rural Affairs, 402.687.2100, ext 1014, E-Mail: kathies@cfra.org

FOOD ENTREPRENEUR ASSISTANCE PROGRAM 2007

Food manufacturing is one of the largest manufacturing segments in the country. Within this industry are many small entrepreneurial companies and individuals that would like to start a food company. It is often difficult for entrepreneurs to find an accurate source for the information necessary to successfully launch a new business in the food industry.

The Food Entrepreneur Assistance Program, which was created in 1989, is widely utilized by entrepreneurs throughout the country. It is the only program in the nation to provide such comprehensive assistance to individuals wishing to develop a food manufacturing business. The program was designed specifically to assist food manufacturing entrepreneurs. It begins with a one-day “From Recipe to Reality” seminar that provides entrepreneurs with an understanding of the key factors that need to be considered when starting a food manufacturing business.



Topics include market research, product development, packaging, labeling, pricing, product introduction, promotional

materials, food safety, and legal and business structure issues. In one day entrepreneurs will gain valuable insight on the basics of starting a food business that could take them months or even years to research on their own. Following the seminar, participants may choose to enter the “From Product to Profit” phase of the program. During this phase entrepreneurs will receive comprehensive, individualized and confidential assistance from food scientists and business consultants with the development of their own business venture.

| | |
|------------|---------------------|
| January 8 | Lincoln, Nebraska |
| March 8 | Lincoln, Nebraska |
| April 27 | St. Paul, Minnesota |
| June 1 | Lincoln, Nebraska |
| August 10 | Lincoln, Nebraska |
| August 17 | Chicago, Illinois |
| October 29 | Lincoln, Nebraska |

The Center welcomes entrepreneurs from throughout the U.S. to any of the 2007 “From Recipe to Reality” seminars. For an information packet please contact: Jill Gifford, Food Processing Center, University of Nebraska – Lincoln, 143 Food Industry Building, Lincoln, NE 68583-0928, phone 402-472-2819, e-mail: jgifford1@unl.edu, web site: www.fpc.unl.edu.

LANDMARK RESEARCH STUDY TO BE UNVEILED

The Gallup Organization conducted a landmark research study in late 2005, early 2006 on entrepreneurship in Nebraska. This research will be unveiled at a special Entrepreneurship Summit to be hosted by the University of Nebraska-Lincoln, the Governor’s Office, and the Gallup Organization on November 30th.

The study was done in conjunction with the Krieger Family Foundation, whose goal has been to help move toward a continuity of entrepreneurship education from high school through community college.

So let’s set the stage. Do we think people really want to start their own business?

- ◆ 40% of Nebraskans polled wanted to start their own business
- ◆ 9% already owned their own – leading to almost half of the population interested in entrepreneurship.

More interesting, is the fact that **69% of those ages 18-29 surveyed said they would want to start their own business – the age range most interested in entrepreneurship.**

Even more telling: business owners polled said that **55% of them first thought about starting or owning a business between the ages of 18-29.**

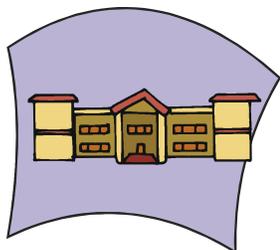


As Mr. Henderson stated during his presentation at Federal Reserve Economic Forums, “The lesson to be learned – the time for thinking about entrepreneurial ventures is highest and hottest right after high school...and the time to strike in terms of fostering an entrepreneurial spirit.”

NEBRASKA'S BUILDING ENTREPRENEURIAL COMMUNITIES ACT (BECA) FUNDING AWARDED

October 30, 2006

Governor Dave Heineman has awarded \$134,968 in funding to 10 projects through the Building Entrepreneurial Communities Act (BECA).



BECA provides grant funding to help create programs that generate and sustain wealth in economically depressed communities and regions throughout Nebraska. The Nebraska Department of Economic Development

and Nebraska Rural Development Commission administer BECA.

The 10 projects that received funding during this round include:

- **PK (Phelps and Kearney counties) Entrepreneurial Coalition** received \$8,135 to offer NebraskaEDGE (Enhancing, Developing, and Growing Entrepreneurs) classes and workshops to new and existing entrepreneurs to spur new business ideas, business succession and retention, and youth entrepreneurship.
- **Holt County 2010 Initiative** received \$30,000 for a strategy that addresses business development issues, and encourages more youth and young adults to engage in entrepreneurship and community leadership.
- **Wayne Area Economic Development, Inc.**, received \$13,008 for its Building Wayne's Distinct Advantage project that will combine innovative components of entrepreneurial development, and community planned giving and education to achieve economic sustainability and long-term transfer of wealth for Wayne County.
- **Unlocking Our Potential** received \$9,850 for a plan that includes establishing an annual leadership and development class, retaining area youth, providing opportunities for business transfer education, and helping energize local business owners in Burwell.
- **Butler County Development Initiative** received \$12,500 for a business strategy for David City, Neb. and Butler County that incorporates the building blocks of leadership development, business development, and youth and young adult entrepreneurs and community leaders.
- **Destination Knox County** received \$14,075 to increase business transition education and develop a growing tourism base.
- Expansion of **Southeast NebraskaEDGE Program** received \$6,000 to collaborate with existing programs and extend continuing education classes to small business owners in Otoe, Nemaha, and Johnson counties.
- Six northeast Nebraska communities that comprise the **Logan Valley Initiative** received \$15,100 for a strategy creating a more entrepreneurial-friendly climate, increasing leadership, empowering youth, and enhancing overall communications.
- Thayer County Economic Development Alliance, the University of Nebraska-Lincoln County Extension Office in Thayer County, and Great Plains Communications received \$2,500 to undertake **Thayer County Leadership** that involves continuing a Leadership Plenty Class, and starting up Home Town Competitiveness with the goal of building enthusiasm and vitality throughout the county.
- The Grand Island Area Chamber of Commerce, the Juan Diego Center in Omaha, and the City of Omaha received \$23,800 to implement the **Latino Business Partnership**. The project is designed to develop training sessions, and a business development series that addresses information and educational gaps in the minority business community, primarily composed of Hispanic businesses.



Source: DEVNET-
Department of Economic
Development News Release

COLLEGE DEGREE IS ONE ROUTE TO EARNING POWER...BUT NOT THE ONLY WAY

College degrees have recently been noted as adding an average of \$23,000 per year to a graduate’s salary. That figure is an average. And, as with all averages, it’s important to dig deeper.

There are components to success that a college degree doesn’t necessarily capture. In an article by Jared Jost, Salary.com, the real keys to success are those old-fashioned values and attitudes such as:

- Hard work (work ethic)
- Passion (deeply felt emotional tie to work)
- Strong desire to succeed

Top Paying Non Degree Jobs

| Jobs earning at least \$100K not requiring a degree | Median National Base Salary |
|---|-----------------------------|
| Chief Association Executive | \$213,415 |
| Top Gas Supply Executive | \$164,976 |
| Divisional Merchandise Manager | \$158,850 |
| Aviation Manager | \$154,719 |
| Top Channel Development Executive | \$144,891 |
| Chief Helicopter Pilot | \$133,229 |
| Chief Pilot (Jet Fleet) | \$129,399 |
| Telecommunications Director | \$129,292 |
| Commercial Real Estate Manager | \$129,133 |
| Regional Administrative Manager | \$122,016 |
| Distribution Director | \$118,068 |
| Sales Manager II | \$118,007 |

Source: Salary.com September 1, 2006

According to Jost, *“Embodying these will reward you with better jobs, greater fulfillment, and, one would hope, greater earning power.”*

Below is a list of jobs with six-figure salaries that do not necessarily require a college degree, but they do require a long term commitment to excellence.

Jobs earning at least \$100K not requiring a degree

Although a college grad himself, Bill Coleman, Senior Vice President of Compensation at Salary.com points out that “there are some very successful people with very high level jobs who do not have college degrees. This stresses the point that *who you are, what you can do, and what you know—with or without a college degree—can be*

more important than where, or if, you went to school.”

Society is built by hardworking, innovative and passionate people. Many very successful entrepreneurs and businesspeople have risen to the top despite the lack of a college degree. Some of these highly successful people include:

| | |
|---------------|------------------------------|
| Michael Dell | Chairman of Dell |
| Larry Ellison | CEO of Oracle |
| Steve Jobs | CEO of Apple |
| Micky Arison | CEO of Carnival Cruise Lines |
| Ralph Lauren | Clothing Designer |
| Wolfgang Puck | Restaurateur |

People from all walks of life and backgrounds can create their own success stories. That is the entrepreneurial spirit that has driven the American economy to its present status as the envy of the world. It’s using innate creativity, a spirit of independence, and the ability to leverage strengths and passions into a marketable product or service that has kept our economy moving forward.



Local and state economic leaders just might be better served by focusing less on tax breaks for big business, cheap labor, or recruiting business/industry in another state or country. Economic developers have even looked down on what

they call “craft businesses.” You know, the kind that start small, usually from kitchen tables or garages, and don’t make immediate headlines. They don’t consider these businesses “flashy” enough. What they forget, is that some of our best companies started out **exactly** that way...and succeeded despite obstacles.

Success in life, and in business, depends on creating one’s own unique niche. Exceptional people carve out exceptional niches. And, as we move inexorably to a knowledge-based global economy, it’s what you can do, what you have to offer, and the passion you have that will create success...not just a degree.

Note: You can find jobs and average salaries for jobs not requiring a degree using [Salary Wizard](http://www.salary.com), www.salary.com.

Targeted Teaching Topic



ENTREPRENEURIAL DEPTH AND BREADTH

There is a wealth of resources for teaching about entrepreneurship. It is often overwhelming to try to find those that have the most current information, that focus on what's important, and can relate to the local community.

The Federal Reserve District-Omaha branch has created several unique resources that hit on topics that look at entrepreneurship through the lens of a local and state perspective. Jason Henderson, branch executive in Omaha, conducted research that has been translated into some wonderful lesson plans for use by entrepreneurship educators.

The lessons were developed using Nebraska's academic standards, the essential learnings, as well as the National Content Standards for Entrepreneurship Education.

Entrepreneurs are perceived to positively impact a community both economically and philanthropically. But how can you really dig deeper into the number of entrepreneurs you have in an area and the value they provide?

The Center for the Study of Rural America at the Kansas City Federal Reserve has been looking at this issue for quite a while, and have been using the terms entrepreneurial breadth and entrepreneurial depth to help assess this.

Entrepreneurial Breadth

With entrepreneurial breadth, you are looking at a measurement or gauge of the actual number or concentration of entrepreneurs in a region. We often think of large numbers of "lifestyle" entrepreneurs who may open an antique shop, small-town café, or other unique small business that satisfies their need to provide income, give back to a community, etc. Entrepreneurial breadth tends to be very high in rural regions.

Entrepreneurial Depth

On the other side of the coin, entrepreneurial depth is about measuring the economic value created by entrepreneurs in a region. In this category, we often think of "high growth" entrepreneurs who employ a great number of people, utilize technology to a greater extent and have a larger economic impact on a region – thus bringing up the entire economic prosperity of an area. In rural areas, however, measures of entrepreneurial depth are generally much lower than in more urban, metropolitan areas.

The point here is that both types of entrepreneurship are important for a region. Having a natural seedbed of entrepreneurs – a high amount of breadth – can help be a catalyst for spurring more depth. But capturing those high growth entrepreneurs can be a challenge for more rural places, given their distance from larger areas, more capital, etc.

Entrepreneurial depth and breadth varies by county across the United States. Analysis done by the Center for the Study of Rural America focuses on the regional factors that are related to entrepreneurial depth and breadth – a starting point for discussion in your classroom and in your communities about entrepreneurship. Those factors are:

- ☑ Human capital
- ☑ Amenities
- ☑ Financial capital
- ☑ Infrastructure
- ☑ Local economy



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The Entrepreneur sessions on Sunday were followed by a luncheon featuring Jim Blasingame, President, Small Business Network, Inc. Jim is a leading small business expert and the creator and award-winning host of the Small Business Advocate Show, the world's only weekday talk show dedicated to small business.



Conducting over 1,000 live interviews annually with his Brain Trust, the world's largest community of small business experts, Jim reaches a national radio audience, plus Internet listeners worldwide. Jim's short feature, *A Small Business Minute*, airs daily on XM Satellite radio.

Jim is a syndicated columnist and the author of, *Small Business Is Like A Bunch Of Bananas*, which has sold over

60,000 copies, and his new book, *Three Minutes to Success*, has already sold over 12,000 copies. His presentation was the perfect follow-up to Mr. Kay's focus on 21st Century Skills and the insights provided by the entrepreneurs earlier in the day.

Blending humor, interesting data, and information about how important small business is to our nation's economy, Mr. Blasingame had the audience laughing, totally enthralled, and eager to learn more.

Watch the December issue of Nebraska E-News Monthly for more photos and articles about the 2006 Forum

"Business opportunities are like buses, there's always another one coming."

Richard Branson, founder of Virgin Enterprises



Gregg Christensen, Education Specialist

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