



NEWS MONTHLY

Happy Holidays

News for Nebraska's Entrepreneurship Educators

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INAUGURAL SUMMIT ON NEBRASKA ENTREPRENEURSHIP A SUCCESS

A landmark event took place for the state of Nebraska on November 30, 2006 at the Strategic Air and Space Museum near Ashland. The University of Nebraska-Lincoln, the Krieger Family Foundation, the Gallup Organization, and the Nebraska Business-Higher Education Forum combined forces to sponsor the event. With more than 150 key educational, non-profit, business, government, and private industry representatives in attendance, the focus was on creating, supporting, and enhancing the entrepreneurial climate in Nebraska.



The morning kicked off with a welcome from Pete Kotsiopoulos, Vice President for University Affairs for the University of Nebraska and a challenge from University of Nebraska President, James B. Milliken. His challenge for the day was to explore how best to support entrepreneurship throughout the entire state.



To set the stage, Nebraska success stories were presented by a panel of four entrepreneurs who took diverse paths to success. The entrepreneurs gave a brief synopsis of their early entrepreneurial attitudes and ventures, their creation of successful businesses, and opportunities and challenges they faced.

The panel was composed of:

- ◆ Michael Chipps – President, Mid-Plains Community College (facilitator)
- ◆ Bradley Walker – President, Nanonation, Inc.
- ◆ Sue Weidner – Managing Partners, Leopard Productions
- ◆ Dennis Walker – CEO, Jet Linx Aviation
- ◆ Dan Shundoff – President, Intellicom Consulting, Inc.

Their insights provided the framework for the rest of the morning. Glenn Phelps, Associate Partner, the Gallup Organization, Eric Thompson, Associate Professor of Economics and Director of the Bureau of Business Research at UNL, and Bill Walstad, John T. and Mable M. Hay Professor of Economics at UNL focused on the Entrepreneurial Climate in Nebraska.



Mr. Thompson shared the results of research conducted on Entrepreneurship in the Nebraska Economy. This was followed by the findings from the Gallup Survey on Entrepreneurship in Nebraska. This report featured the findings of a survey study of opinion and knowledge about entrepreneurship among the general public and small business owners in Nebraska.

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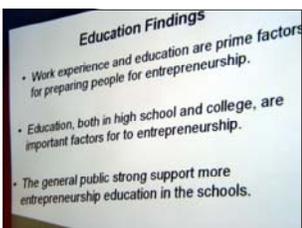
We're on the web!
www.nde.state.ne.us/entrep/



INAUGURAL ENTREPRENEURSHIP SUMMIT

(Continued from page 1)

The Gallup Organization surveyed 2,460 members of the general public in Nebraska and 555 owners of Nebraska small businesses that had one hundred or fewer employees. The respondents were interviewed by telephone from October 6 to November 1, 2005. Some of the key points from the survey data can be summarized in the following statements:



Education Findings

- ◆ There is substantial interest in starting a business among the general public in Nebraska. This interest is greatest among the younger adults in the state, many of whom say they are likely to act on this idea to start a business.
- ◆ Entrepreneurship in Nebraska is often a multiple event because once a small business owner starts a business, he or she is very likely to start another one.
- ◆ Entrepreneurship is viewed as a good career, indicated by the fact that the great majority of both the general public and small business owners in Nebraska say they would want their child to become an entrepreneur.
- ◆ Nebraskans hold a positive view of small business. They like the customer and personal service and the economic contributions it makes to the state; small business owners like the economic opportunity and freedom it provides.
- ◆ A primary reason that people become entrepreneurs is to be their own boss and not just to make money. This need for freedom and control was a dominant factor driving people to become entrepreneurs.
- ◆ There are many challenges and obstacles to entrepreneurship, some of which involve management, education, risk, or economic factors. An unexpected and major challenge for business owners in Nebraska was learning how to handle government regulation and red tape.
- ◆ Nebraskans have only a limited knowledge and understanding of entrepreneurship, but they are aware of their deficiencies.
- ◆ There are many influences that give people preparation for starting a business and they include life experiences, working at another business, family effects, and education.
- ◆ Education, both at the high school and college and university level, makes a prime contribution to the decision to start a business according to small business owners in Nebraska.
- ◆ Both the general public and small business owners in Nebraska recommend that schools teach students more about entrepreneurship and starting a business.
- ◆ The role of government in fostering entrepreneurship is viewed with skepticism by the general public and small business owners in Nebraska. Any help given to promote entrepreneurship should be done with tax incentives instead of tax dollar expenditures for programs.
- ◆ Economic development efforts across the state are viewed as being ineffective by the general public and small business owners in Nebraska.
- ◆ Nebraska faces a transition problem in business ownership because about half of the current owners plan to exit their businesses in the next ten years and some businesses may liquidate in the process.

This study provides baseline data from which to begin to make decisions, to develop action plans to enhance the entrepreneurial climate, and forms the basis for future longitudinal studies.

Following a question and answer session for the presenters, Glenn Friendt, Director of the Nebraska Center for Entrepreneurship gave a brief overview of resources and activities in our state.

Then, it was lunch time in Hanger B, surrounded by huge aircraft in the Museum's collection. Governor Dave Heineman, Deb Bass, President of Bass & Associates and Chair of the Entrepreneurship Target Advisory Group of the Greater Omaha Chamber of Commerce, and Lesa Mitchell, Vice President for Innovation of the Kauffman Foundation gave remarks and insights while the participants dined.



The afternoon then revolved around concurrent focus group sessions which divided the participants into three theme groups – Community Attitudes and Support, Education and Training, and Incubation and Support. Following these focus groups, everyone assembled back in the Theater for session reports and a closing challenge and remarks from Jim Krieger, Vice Chairman and CFO of the Gallup Organization.

NFIB YOUNG ENTREPRENEUR SCHOLARSHIPS—TIME TO APPLY!



The NFIB Young Entrepreneur Organization is again offering great scholarship opportunities for young entrepreneurs. Those eligible to apply for an NFIB Young Entrepreneur Award are high school seniors (including home school seniors) or any student entering his or her freshman year at an accredited, nonprofit two- or four-year

university, college or vocational/technical institute.

The applicant should demonstrate entrepreneurial spirit and initiative, such as starting his or her own business; participation in organizations such as DECA, Future Business Leaders of America (FBLA), Junior Achievement and The National Foundation for Teaching Entrepreneurship, among others; **or** through other initiatives. You should consider any endeavors or work experience you have offered as a community service. For example: babysitting, lawn care, dog walking, tutoring, etc. An officially established business is not a requirement.

How to Apply

Students can apply online between November 12, 2006 and February 12, 2007. Applications are available online at www.NFIB.com/YEF beginning November 15, 2006 or upon request from Chantel Bartlett at chantel.bartlett@nfib.org. Applicants can apply at www.goonline.cc Access key: NFIB.

An impartial Selection Committee will be responsible for selecting the semi-finalists and recipients of the scholarships. In evaluating applicants as semi-finalists, each applicant's extracurricular activities, leadership activities, and entrepreneurial endeavors will be evaluated. In selecting final winners, the Selection Committee will consider each applicant's academic record, extracurricular activities, leadership activities, and essay content. Evidence of entrepreneurial spirit and initiative will be heavily weighted.

What are the details of the award?

The scholarship is a one time non-renewable amount of \$1,000. Five regional awards will be issued, four for \$5,000 and one for \$10,000, to the most outstanding applicants. In addition, one renewable award will be granted in each of the five NFIB regions.

Nebraska NFIB Scholarship Recipients in 2006

NFIB Young Entrepreneur Award (2006)

Kathryn Asherin-VJ & Angela Skutt High School
 Katey Kaiser-College View SDA Academy
 Jessica Kinsell-Bellevue West High School
 Kate Wheeldon-Schuyler Central High School

NFIB/Salesgenie.com Young Entrepreneur Award

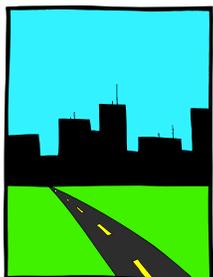
Katelynd Applegarth-Millard West High School

NFIB/VISA USA Young Entrepreneur Award

Kaitlyn Filippini-Millard North High School
 Waco Phipps-Sunrise Christian Academy
 Carson Vaughan-Broken Bow High School
 The Federal Reserve Bank of Kansas City has recently

REGIONAL ASSETS INDICATOR

The Federal Reserve Bank of Kansas City has recently unveiled an excellent resource to assess regional innovation and entrepreneurship assets. The Regional Assets Indicators web page hosts a variety of interesting tools for judging how your region is performing on key economic and demographic factors. It includes spreadsheets and maps that track important categories such as innovation, creative workforce,



human amenities, wealth, infrastructure, and entrepreneurship. It also includes useful articles providing further information on each of the indicator categories. To access the Federal Reserve Bank of Kansas City's Regional Asset Indicators web page, just log on to http://www.kansascityfed.org/RuralCenter/Indicators/Indicators_main.htm.

Source: National Dialogue on Entrepreneurship at www.publicforuminstitute.org/nde. To receive NDE-news, visit www.publicforuminstitute.org/nde/join/.

ARKFELD MARKETS VALUE-ADDED PORK

Lourdes Central Catholic Student Named National Agri-Entrepreneur by FFA

INDIANAPOLIS—Emily Arkfeld, 17, of Dunbar, Neb., is one of 10 students from across the country who received a National Agri-Entrepreneurship Award and \$1,000 during a ceremony at the 79th National FFA Convention in Indianapolis, Oct. 27, 2006. The award program recognizes young people who start or are planning to start businesses.

Emily, the daughter of Tim and Luanne Arkfeld, owns and operates Hampshire Hill Farm Pork, an enterprise that produces and sells drug-residue-free Hampshire pork for retail sale. Arkfeld started her business as a freshman in high school after getting compliments on pork she donated to an FFA Chapter fundraiser.



“I decided to diversify my swine enterprise to a value-added venture,” Arkfeld said. “I find great personal reward when I have a customer that is so satisfied with my product that they make a repeat purchase, but the greatest compliment is when they refer someone to me.”

Along the way, Arkfeld has extensively pursued enhancing the quality of her meat. She regularly conducts meat quality research on the Hampshire genetics to ensure a quality product. Arkfeld has also been testing the negative affects of the RN gene in meat quality. She has competed with her research in the National FFA Agriscience Fair for the past three years, earning first place nationally in the zoology division in 2004. Arkfeld also received fourth place in the International Science and Engineering Fair in 2006 for her research.

“Emily has invested a significant amount of money and time in DNA testing her breeding stock for meat quality and in the development of superior genetics for meat quality,” said Tim Arkfeld, Emily’s father, agriculture

teacher and FFA advisor. “She has diversified her swine operation to help generate income in a niche market by creating her meat business.”

Arkfeld is a senior at Lourdes Central Catholic High School. While in high school, Arkfeld has served as FFA chapter president, vice president and secretary. She is also actively involved in the student council, band and track. Arkfeld plans to attend the University of Nebraska at Lincoln and major in meat science. After gaining her doctoral degree she intends to start a meat research business. USDA Rural Development sponsors the National Agri-Entrepreneurship Award Program as a special project of the National FFA Foundation, Inc.

“USDA Rural Development is pleased to sponsor FFA’s National Agri-Entrepreneurship Award Program because investing in today’s up-and-coming rural entrepreneurs helps build a bright future for them and their communities,” said Tom Dorr, under secretary for Rural Development at USDA.

“The creativity and innovation that these young people bring to agriculture and rural America will make a difference in their lives and in their communities.”



FFA is a national youth organization of 495,046 student members preparing for leadership and careers in science, business and technology of agriculture with 7,242 local chapters in all 50 states, Puerto Rico and the Virgin Islands. FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

Visit www.ffa.org for more information.

GOEDEKEN CREATES A BOOMING BUSINESS FROM A TASTY PRODUCT

Lakeview Student Named National Agri-Entrepreneur by FFA

INDIANAPOLIS—Jasey Goedeken, 19, of Columbus, Neb., is one of 10 students from across the country who received a National Agri-Entrepreneurship Award and \$1,000 during a ceremony at the 79th National FFA Convention in Indianapolis, Oct. 27, 2006. The award program recognizes young people who start or are planning to start businesses.

Jasey, the daughter of Roger and Jill Goedeken, owns and operates Jasey's Jams, an enterprise that produces and markets many varieties of homemade jams and jellies. Goedeken began this project in July of 2003.



"I realized that customers crave the taste of homemade products; they just don't have time to make them," Goedeken said. "A benefit to owning a business like Jasey's Jams is the opportunity to meet a wide variety of people."

Along the way, Goedeken has been experimenting with flavors. She has learned older customers prefer traditional flavors, while younger customers prefer exotic flavors such as raspberry-kiwi.



Jasey started her business with two flavors; she has now increased her production to nine. Goedeken first marketed her products at her grandmother's garage sale. Since then, she primarily sells at farmer's markets and craft shows. The Lakeview FFA Chapter has worked out an agreement to sell Jasey's Jams as a fundraiser. The FFA chapter gets a portion of the sale, while Goedeken gets the return

customers. "Word of mouth and re-order customers are motivating factors that encourage me to continue my business and to look toward expansion while pursuing other marketing strategies," said Goedeken.



"Jasey has experienced great growth in terms of sales and working knowledge of the food industry since she has started her project," said Wade Hilker, Goedeken's agriculture teacher and FFA advisor. "I have been impressed with her desire to gain new customers and take advantage of sales opportunities that others may have passed by."

Goedeken is a 2006 graduate of Lakeview High School. While in high school, Goedeken served as FFA chapter reporter and president. She was involved in FBLA, National Honor Society and was an all-state softball player. She received the Hugh O'Brian Youth Leadership award in 2004. Goedeken is a freshman at the University of South Dakota majoring in elementary education. She plans to continue making her jams and jellies through college and as a hobby while teaching.

The National Agri-Entrepreneurship Award Program is sponsored by USDA Rural Development as a special project of the National FFA Foundation, Inc. "USDA Rural Development is pleased to sponsor the program because investing in today's up-and-coming rural entrepreneurs helps build a bright future for them and their communities," said Tom Dorr, under secretary for Rural Development at USDA. "The creativity and innovation that these young people bring to agriculture and rural America will make a difference in their lives and in their communities."

The FFA organization is celebrating 75 years of focusing on one mission—student success. FFA ensures that students are prepared to realize their dreams through integrated education and hands-on experience. As a participant in FFA and agricultural education, students become ready to make the transition from high school and college to the rest of life.



HOLIDAY TRADITIONS ARE IMPORTANT FOR ENTREPRENEURS

Awareness and Appreciation

Many people think of the month of December as a prime opportunity for entrepreneurs; and it is. But, it's also important for entrepreneurs and businesses of any size to be aware of and appreciate the holidays and celebrations of our diverse population. Christmas is the holiday that tends to dominate the headlines, but other celebrations take place in December that employees and customers may wish to celebrate. That impacts on human resource policies and procedures such as holiday leave and how and whether specific celebrations can be held.

Focusing just on the month of December, three dates are prominent on the calendar.

First Day of Hanukkah (Festival of Lights) Saturday, December 16, 2006



This festival was instituted by Judas Maccabaeus in 165 B.C. to celebrate the purification of the Temple of Jerusalem, which had been desecrated three years earlier by Antiochus Epiphanes, who set up a pagan altar and offered sacrifices to Zeus Olympius. In Jewish homes, a light is lit on each night of the eight-day festival.

Christmas (Feast of the Nativity) Monday, December 25, 2006



The most widely celebrated holiday of the Christian year, Christmas is observed as the anniversary of the birth of Jesus. Christmas customs are centuries old. The mistletoe, for example, comes from the Druids, who, in hanging the mistletoe, hoped for peace and good fortune. Comparatively recent is the Christmas tree, first set up in Germany in the 17th century. Colonial Manhattan Islanders introduced the name Santa Claus, a corruption of the Dutch name St. Nicholas.

Kwanzaa (Festival of Lights) Tuesday, December 26, 2006



This secular seven-day holiday was created by Black Studies professor Dr. Maulana Karenga in 1966 to reaffirm African values and serve as a communal celebration among African peoples in the diaspora. Modelled on first-fruits celebrations, it reflects seven principles, the Nguzo Saba: unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity, and faith.

Hanukkah Traditions



The principal feature of present-day Hanukkah celebrations is the lighting of candles, one the first night, two the second, and so on until eight candles have been lit in a special candelabrum called a menorah. A blessing is said each night as the Hanukkah candles are lit. Hanukkah is a festive family occasion, with special foods and songs. Children generally receive small gifts or money, known as Hanukkah gelt (money), each evening after the candles are lit. Children sometimes play games with a spinning top called a dreidel during the eight days of Hanukkah.

One Christmas Tradition—Gift Giving



Christmas in America has taken on a very commercial slant, but there is much more to it than that. Gift giving started out very small and can be traced back as far as celebrations of the Winter Solstice. High ranking officials in ancient Rome were expected to give gifts to the Emperor. Later, gift-giving was a charitable activity, associated with St. Nicholas. Parents would often give small gifts of chocolate or fruits to their children.

Modern day gift giving came to dominate the scene in America beginning in the 1820s. What had been a small exchange of gifts began to transform into the current consumer-driven frenzy. Advertising for Christmas gifts can be found around 1804, and by the mid-1800s were an integral part of the American business culture.

Kwanzaa



Kwanzaa is not a religious holiday and it not meant to replace Christmas. It was created by Dr. Maulana "Ron" Karenga, a professor of Black Studies, in 1966 during a time of great social change for African Americans. The celebration was designed to honor the values of ancient African cultures and inspire African Americans who were working for progress.

Kwanzaa is based seven principles, including unity, cooperative economics, and collective work and responsibility. Families gather for the great feast of karamu on December 31. Karamu may be held at a home, community center, or church. Celebrants enjoy traditional African dishes as well as those featuring ingredients Africans brought to the United States.



BLACK FRIDAY, CYBER MONDAY AND BEYOND

How about a little Entrepreneurship Jeopardy? Here are your answers:

- Black Friday
- 58.9 million
- One million
- CompUSA
- 35%
- Cyber Monday
- TMX Elmo
- \$360.15



- ◆ **TMX Elmo**—What is the 10th Anniversary edition of Tickle Me Elmo (and the hot new toy for 2006)?
- ◆ **\$360.15**—How much did the average shopper spend over the Thanksgiving weekend?

Top Toys for Boys, 2006	
Name	Rank
TMX Elmo	1
Cars (generic)	2
PlayStation 3	3
Video games	4
Legos	5
Nintendo DS	6
Hot Wheels	7
XBOX 360	8
Remote Controlled Cars	9
Trucks	10

Now, here are the questions that match up with those answers:

- ◆ **Black Friday**—What is the day after Thanksgiving? This is supposedly the biggest shopping day of the year and when retailers actually go from being “in the red” (no profit) to “in the black” or profitable.
- ◆ **58.9 million**—How many people were holiday shopping on Black Friday this year?
- ◆ **One million**—What is the total **decline** in people shopping on Black Friday in 2006?
- ◆ **CompUSA**—Which retailer opened their doors even earlier than Black Friday? CompUSA opened for three hours on Thanksgiving evening.
- ◆ **35%**—How many people reported they had completed their holiday shopping by the end of the Thanksgiving weekend?
- ◆ **CyberMonday**—What is the term coined by the National Retail Federation to describe the Monday after Black Friday when workers return to work, and continue their shopping online? That’s NOT an acceptable practice, by the way.



Top Toys for Girls, 2006	
Name	Rank
Barbie	1
Dolls (generic)	2
Bratz	3
TMX Elmo	4
Dora the Explorer	5
Disney Princess	6
Ipod/MP3 Players	7
Nintendo DS	8
PlayStation 3	9
The Little Mermaid	10

BLACK FRIDAY—MYTH OR REALITY?

Black Friday, the day after Thanksgiving in the United States, is historically one of the busiest retail shopping days of the year. Many consider it the "official" beginning to the holiday season.. Most retailers will open very early.

Black Friday is the day many retailers are thought to become profitable, going from "the red," to "the black;" hence the name.



However, employees of retail stores have for years used the term in a satirical way, to note the extremely stressful and hectic

nature of the day.

Although Black Friday is typically the busiest shopping day of the year in terms of customer traffic, it is not typically the day with the highest sales volume. That is usually either Christmas Eve or the last Saturday before Christmas.

- Retrieved from:
- http://en.wikipedia.org/wiki/Black_Friday_%28shopping%29
 - http://www.agr.state.ne.us/pub/apd/value_added.htm
 - <http://assist.neded.org/products.html>
 - http://www.growneb.com/directory/directory_index.php



WIKI, WIKI, WIKI...WHAT???

Wiki this, wiki that...what in the world is a wiki?

Wiki means fast in Hawaiian. The first person to use it in relation to the web was Ward Cunningham who created a program in 1994 called Wiki-Wiki Web. This program gave computer operators the ability to swap ideas for writing computer code. Now, Wiki means a web site where collaboration occurs.

The number of Wiki sites has exploded! Entrepreneurs are fast and furiously developing business models around it. One entrepreneur even bought the rights to the domain name, wiki.com, for 2.8 million dollars.

Here are a few examples:

- ◆ **Wikipedia**—Launched in 2001, it now has more than four million articles in 100 languages and 48,000 active contributors. It is one of the most heavily trafficked web sites on the internet.
- ◆ **E-How.com** explains how to do various things. Wiki-How.com debuted in January 2005 as a how-to manual that anyone can write or edit. Written by visitors to the site., over 10,000 articles can be found in 3 languages.
- ◆ **Wikia**, launched by Wikipedia founder Jimmy Wales as a profit making site, sells advertising.
- ◆ **ShopWiki** is a shopping search engine designed to help consumers find specific products on the Internet with ease.

Media Wiki (www.mediawiki.org) is the software they use for Wiki sites. You can create a new business using this software at relatively low costs. USA Today in a recent article stated that it now costs 10-15 times less to create a complex computer web site than just 6 years ago.



Wikis are forecast to be one of the most promising business models. It allows entrepreneurs to quickly “scale up” content of a site, attract high volumes of traffic, then sell advertising.

But, Wikis are also described as being at the “Wild West” stage with no real monitoring of content. But, as Wiki sites rely more and more on ad revenues, they will have to adjust to assure that objectionable content can’t be found on the sites.

The prediction: By 2010 Wikis will become a commonly used business tool. Wikis will help traditional businesses improve efficiency and productivity through the sharing of ideas and the ability for entrepreneurs and their staffs to work together on projects.

Another prediction made by the Gartner Group is that 50% of all companies will use Wikis internally by 2009.

So, if you don’t Wiki now, you probably will Wiki soon. Wiki on, dude!



PB IS MORE THAN PEANUT BUTTER IT’S ALSO A WIKI

PB Wiki is a software that allows individuals to do a lot of really cool things. In education, PB Wiki allows educators to do a lot of cool things. It allows users in different locations to edit a web page together. In fact, it’s like a shared whiteboard online. PB Wiki claims that it allows the creation of an online classroom in about 5 minutes.

Teachers can create a syllabus, share it with students, and let them write collaborative essays online. You can easily see what’s changed on your wiki and who’s changed it. If needed, you can even easily go back to earlier versions.

Online PowerPoint-like presentations can be developed and shown right from the wiki. According to PB Wiki’s web site, “thousands of others have used PB Wikis for their classrooms, from elementary schools to Stanford and Harvard.”

Your wiki can be public or private—it’s your choice. A password is always required to make edits, so you don’t have to worry about spam. And data is secured, so concerns about privacy and data theft are surmounted.

SHEPHERD'S DAIRY SOAPS AND LOTIONS— THINK NEBRASKA PRODUCTS WHEN GIFT SHOPPING!

During the Nebraska State Fair, several Nebraska entrepreneurs exhibited their products and services at the Entrepreneurship Patio Experience that was a part of the 4-H CyberFair extravaganza.



One of those enterprises was Shepherd's Dairy Soaps and Lotions. Although not allowed to sell products at the exhibit, Kim Curtis, co-owner of the business, provided samples, told the fascinating story of

how the value-added business began, and impressed visitors with the hard work, creativity, and perseverance that the Curtis have shown to develop unique products.

A Bit of History

For generations, members of the Curtis family farmed ground and raised stock on the family property in the Victoria Springs area near Anselmo, Nebraska. Once the site of a bottled mineral water company at the turn of the century, the Victoria Springs area boasts a rich history and beautiful scenery.



It's on this family farm that Larry and Kim Curtis transformed an ordinary sheep operation into Nebraska's first Grade A sheep dairy. Shepherd's Dairy, a unique sheep milking facility, is the

birthplace of Shepherd's Dairy Soaps and Lotions. Like the pioneers who first bottled spring water in the area, Larry and Kim made creative use of resources to provide a Nebraska-based product to people across the country.

The Curtis's bought their first few sheep in 1986 and added polypays in 1988. Polypays are a breed with high lamb production, and the result was an increase in milk production by the ewes. The increased milk production resulted when they bought East Friesian rams through Canada and an East Friesian/Lacaune cross ram. The Lacaune breed is from France; famous for Roquefort cheese made in the Roquefort caves. The Curtis's needed to find a way to use the excess milk their ewes produced. Necessity is the mother of invention, as they say.

In 1999 the Curtis family developed a new market for

their sheep milk by creating Shepherd's Dairy Sheep Milk Soap. The natural qualities of sheep milk allow them to create creamy soaps and lotions that they say, "your skin will love!" Their products combine all-natural fragrances and oils with rich, creamy sheep milk.

A Bit About the Product

Sheep milk has a high butterfat content - about twice that's found in cow's milk. Lactic acid that occurs in sheep milk has been shown to help remove dead skin cells while the lipids in the butterfat help hold moisture in. You can select from embossed or flowered soaps in single bars or gift boxes. And, they have products for men as well. In addition, you can choose fragrance lotions.



The scents available include:

Berry Mango - Blend of fruit essences and musk

Brutus - Masculine scent with a blend of lavender, citrus, spicy berries and sandalwood

Citrus Glo - Blend of citrus and fresh spring florals

Cucumber Melon - Crisp scent of cucumber & melon

Lavender Breeze - A hint of springtime freshness

Prairie Rain - Described as "refreshing as a clean, cool rain on a hot summer day"

Romantic Rose - Made with fresh rose petals and a beautiful rose scent

Shepherd's Pride - The original unscented soap, embossed with the company logo

Spiced Oatmeal - Basic milk-based bath soap with oatmeal and a touch of cinnamon

Toby - A mix of white freesia, orange flower and pure cloud is how The Gap defines their popular fragrance

Their website has some great testimonials that prove that Nebraska products can be sold anywhere and market opportunities abound. One example:

"Recently I received two of your soaps as gifts from friends in the Chicago area who had purchased them at an area store. What a treat!"—S. Porter, Cleveland, OH

So, consider Nebraska-made products when you are gift shopping. Great products and great entrepreneurs enhance the economy in rural Nebraska.

Source: <http://www.shepherdsdairy.com>

MAUDIE'S STAINED GLASS

Another exhibitor at the Entrepreneurship Patio Experience was a Grand Island-based business, Maudie's Stained Glass. This full service retail shop carries a complete line of tools and supplies for the stained glass hobbyist and artist. In business since 1992, they have combined creativity, artwork, and entrepreneurial skills into a successful enterprise.



The store offers a range of stained glass products as well as classes and special design projects. As their website states, *"We offer Supplies, Gifts, Classes, Repairs and a whole lot more."*

To enhance customer contacts, Maudie's offers classes, demos and special events. This allows them to leverage the talents of their knowledgeable staff. And, that talent was even recognized by the White House. In 2002, Michael Walters and Dawn Hesnault,

both of Maudie's Stained Glass, were chosen to make an ornament for the White House Christmas Tree. Also chosen were Connie McHenry and Cindy Duff of Grand Island, and Donna Deaton-Tobler of Doniphan. A total of ten artists from Nebraska were chosen. The theme for the ornaments was "All Creatures Great and Small."

And, since it is the holiday season, you may want to check out Maudie's Christmas store. They carry many Christmas items, from ornaments to trees as well as Pipka collectible ornaments and figurines.

The store can be found in downtown Grand Island at 301 West 3rd Street. Holiday hours are Monday through Saturday 10 a.m. - 5 p.m., Wednesday until 8 p.m. and Sunday 1 p.m. to 5 p.m. For more information about this Nebraska entrepreneurial venture visit <http://maudiesstainedglass.com/index.htm>, call 308.382.1993 or e-mail maudies@cccusa.net.

NEW! GROW NEBRASKA GIFT BASKETS

GROW Nebraska has developed a Connoisseur Gift Basket Service, where you can create your own gift basket. You can select the products you would like in your gift basket and select if you would like your gift basket in a GROW Nebraska gift box, or special GROW Nebraska cooler.



Once you've made your selections all you have to do is click send and the GROW Nebraska Gift Basket Connoisseur will get back to you to quote a price and answer any questions you have regarding your GROW Nebraska

Gift Basket. The convenience factor is tremendous.

Each basket contains Nebraska products that make unique gifts from the heartland perfect for family and friends or corporate gift giving. All gift baskets have free shipping, too.

To order online, go to <http://www.grownebraska.org/giftbaskets/giftbaskets.php> or call 888.476.9632, Monday through Friday, 8:00 a.m. - 5:00 p.m.

And, if you want to see, smell, and touch the gifts you might buy, you can check out GROW Nebraska stores at the Hilltop Mall in Kearney, Gateway Mall in Lincoln, Oakview Mall in Omaha and Conestoga Mall in Grand

Island. Each store features numerous Nebraska products available for consumers to purchase this holiday season.

GROW Nebraska's purpose is to implement sustainable economic solutions for Nebraska's product, service and retail entrepreneurs. The store features items and food goods produced by small-scale manufacturers in Nebraska.



"This holiday season and throughout the year, one of the best ways we can support Nebraska agriculture is by purchasing Nebraska-grown products and Nebraska-made crafts," Governor Heineman said during a recent stop at the Kearney store. "When consumers shop at GROW Nebraska, the gifts they buy are not only unique to our state, but they also contribute to our communities."

"By shopping for family and friends at one of the GROW Nebraska stores, consumers can access a wide variety of Nebraska made products that are sure to please," said Nebraska Department of Agriculture Director Greg Ibach. "Consumers will be supporting Nebraska farmers, ranchers and businesses in both rural and urban settings."

Source: www.grownebraska.org



Targeted Teaching Topic



FRUITCAKE MARKETING

OK, face it. Fruitcake may not be on many people's priority list for gifts they would like to receive this holiday season. But, this much-maligned bakery delight may just need a new marketing "spin."

An anonymous website (www.anonymous1.com/fruitcake/index.html) attempts to do just that. The site proposes a Fruitcake Campaign, with a case study and press release from the FPI: Fruitcake Protection Institute.

The site then provides supposedly "award-winning" print ads, TV spots, and desktop wallpapers. **Caution:** A few of the ads are not appropriate for use in a middle school/high school setting. So, as a teacher, don't just tell your students to go to the site to check out the campaigns. There are some very funny, appropriate examples you **can** share, though.

Case Study Press Release—From the Fruitcake Protection Institute



What do you associate with the holiday season? Your fellow man? Family and Friends? Gifts? What about fruitcake? That was just the problem the Fruitcake Protection Institute (FPI) presented to [anonymous].

With their audience eroding ... brand recognition in the single digits ... and sales at an all-time low ... FPI asked us to re-establish fruitcake as the holiday gift of the season. It was no simple task.

After extensive focus groups, months of taste-testing and a state-of-the-art usability study, we came up with an innovative positioning that put fruitcake (and related fruitcake-like foods) back on the holiday map. Click on the links below for our award-winning campaign, "Fruitcake: The Holiday Food Everyone Can Love."

To make the FPI case study seem even more "realistic," there is even a full-length press release. Some excerpts from it give you a sense that this isn't reality in any form.

Campaign Announcement Press Release Excerpts

[anonymous] Productions, a leading integrated advertising agency, was recently named agency of record for the Fruitcake Protection Institute (FPI), the \$5 billion trade association responsible for fruitcake advertising worldwide.



"It's really quite a coup for the agency," enthused Creative Director Matthew Peacock. "Yeah, we had a lot of work already. But the FPI! I mean, clients like this don't come along every day."

Work on the account began several months ago, resulting in the award-winning "The Holiday Food Everyone Can Love" campaign. "We looked at a lot of agencies," noted FPI CEO Marty Fufkin. "But when it came down to really understanding the essence of the fruitcake brand, [anonymous] was the clear choice. Not to mention their skill at driving sales. America has gone fruitcake crazy and revenues have been astronomical." In fact, sales of fruitcake have gone up as much as 275% in some markets ...and have even shut down at least one metropolitan area for almost 5 hours.

MARKETPLACE INAUGURAL EVENT HEADED TO KEARNEY



Time's running out to get in on the First Annual **MarketPlace**: Opening Doors to Success Conference presented by the Center for Rural Affairs and its partners on Wednesday, February 28, 2007 at the

Kearney Ramada Inn.

What is the **MarketPlace**? For the first year, Nebraska is offering a conference modeled after North Dakota's very successful Marketplace for Entrepreneurs. The conference will offer training, networking, and professional development opportunities for startup and existing small businesses, service providers, rural communities, and family farmers and ranchers.

Key Elements of the Conference

The **Networking Area** will feature up to 50 exhibit booths filled with successful small business men and women, service providers, and other conference sponsors. Attendees will be able to meet exhibitors in a "safe" environment throughout the day to ask questions, gather information, and make connections.

Professional Development will be enhanced through a series of teaching tracks – 30 training opportunities.

Expert Q & A - professionals will be disbursed throughout the exhibit hall to answer specific questions on legal matters, finances, marketing, technology, design, and more.

Among many other organizations within the state, you are invited to tap into marketing opportunities through a sponsorship to the **MarketPlace**. With top-notch professionals presenting and attending the conference from around the state, 500 attendees are expected at this statewide event.

Continue to check out the **Market Place** web site at <http://www.cfra.org/marketplace.htm> as it will be updated on a regular basis. Small business development drives job growth and economic development in rural areas. Don't Miss Out! Take advantage of this outstanding opportunity. Contact Joy Marshall at 308.764.2252 or jmarsha@nebnet.net with any questions you may have.

"Our success has really been based on partnerships from the very beginning." - Bill Gates

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For timely information on topics related to entrepreneurship and entrepreneurship education (K-20) at the local, state, regional, national and international levels and to share information with others, sign up for the Nebraska Entrepreneurship Education Listserv log on to:

<http://lists.k12.ne.us/mailman/listinfo/entre-ed>



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