



NEWS MONTHLY

News for Nebraska's Entrepreneurship Educators

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NEBRASKA CELEBRATION OF ENTREPRENEURSHIP WEEK USA... MORE THAN JUST ONE WEEK!

February 24-March 3, 2007 is the first annual celebration of EntrepreneurshipWeek USA. And



Nebraska educators at all levels are doing a fantastic job of planning events to celebrate the tremendous impact that entrepreneurs have on our local, area, and state

economies; not to mention that of the nation.

Nebraska events will start the week before, continue throughout the week, and extend on throughout the spring. On February 14th, Governor David Heineman will be signing a proclamation

in the Warner Chamber of the State Capitol that recognizes EntrepreneurshipWeek USA in Nebraska. This proclamation signing will be the official kick-off of the celebration. The ceremony will be attended by representatives of the Nebraska Entrepreneurship Task Force (NET-Force), Nebraska community colleges, Department of Education staff, the University of Nebraska, state officers of the Nebraska Career Student Organizations, and others.

Events in our state are being posted on the Nebraska Entrepreneurship Education website, www.nde.state.ne.us/entreped/. And, there is a wealth of resources on the site, including logos, ideas for events, press release templates, and much more. Check it out, plan an event, and be sure to let us know. (Continued on pages 2-3)

EXPLORE ENTREPRENEURSHIP EXPERIENCE HISTORY EMBRACE THE CHARM



November 2-6, 2007 will be the 25th Anniversary of the Entrepreneurship Education FORUM. What better place to celebrate it than in historic Charleston, South Carolina?



the food is exceptional, and Southern

You'll feel like you've stepped back in time in the beautiful downtown and market areas. The harbor is gorgeous,

charm exudes from everyone you meet! And, the Forum is always a premier opportunity for entrepreneurship educators.

Now is the time to submit your proposals to be on the FORUM 2007 program and to share the opportunity to be a speaker with those with great entrepreneurship education programs. The deadline for proposals is March 15, 2007. See the Consortium website at www.entre-ed.org/network/forum.htm for developing details.

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We're on the web!

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

NEBRASKA ENTREPRENEURSHIPWEEK USA EVENTS

February 14



***Governor's
EntrepreneurshipWeek USA
Proclamation Signing***

10:30 a.m.
Warner Chamber-State Capitol
Lincoln, NE



Competition. Our goal is to improve the chances of entrepreneurial success by exposing students to quality feedback, investment opportunities, and a chance to see some of the most competitive and innovative entrepreneurial enterprises in the world!

February 21

***Entrepreneurship Center Grand
Opening***

3:00-5:00 p.m.
Southeast Community College
Continuing Education Center
301 South 68th Street Place
Lincoln, NE

Southeast community college

February 22—Team Meeting, BP Expo, Opening reception.

February 23:—Preliminary rounds and second chance rounds.

February 24:—Final round and awards Luncheon.

February 22



***University of Nebraska
Entrepreneurship Hall of Fame
Induction Ceremony
and Dinner***

5:30p.m. to 8:30 p.m.
Embassy Suites
1040 P Street
Lincoln, Nebraska

At the University of Nebraska-Lincoln College of Business Administration, the Entrepreneurship Hall of Fame recognizes alumni from the University of Nebraska, as well as other business members throughout the state for achieving distinction and excellence as creators and builders of new business enterprises. Contact the Center for Entrepreneurship at 402.472.3335 or email the Center at entprenshp@unlnotes.unl.edu

February 27

Jumpstart the Entrepreneur in You

6:30 p.m. to 8:30 p.m.
SCC-Continuing Education Center
301 S. 68th Street Place
Lincoln, NE



Three-session series designed to move women from wishful thinking into the implementation stages of starting their dream business.

For more information about the Women's Entrepreneurial series contact: Tim Mittan, 402.437.2524; 800.642.4075, Ext. 2524

February 22-24

***20th Annual New Ventures
World Competition***

(Previously International
Plan Competition)
Embassy Suites
Lincoln, NE

Business



February 28

First Annual MarketPlace Nebraska

9:00 a.m.-5:00 p.m.
Ramada Inn-Kearney, NE

MarketPlace Nebraska will include: Networks and Information: Successful entrepreneurs and service providers will be in one location for prospective entrepreneurs to meet with for information gathering.

The Nebraska Center for Entrepreneurship announces our 20th Annual New Ventures World

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CELEBRATING INNOVATION AND CREATIVITY

(Continued from page 2)



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

Community Development:

Entrepreneurial Environment: Teachers will be offered specifically for communities to help them grow their capacity to become an entrepreneurial community.

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

February 28 *9 Lies that are Holding your Business Back...*

8:30 a.m.-4:00 p.m.
SCC-Continuing Education Center
301 S. 68th Street Place,
Lincoln, NE

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.

For additional information contact: Terri Parson, 402.323.3389; 800.828.0072, Extension 3389; tparson@southeast.edu

March 1



Mentoring by the Masters

5:30 to 7:30 p.m.

University of Nebraska-Lincoln and Nebraska Community College campuses
This interactive video conference will be held on Thursday, March 1st on the UNL campus and videocast to five of the six Nebraska Community Colleges.

It will also be web streamed for those with the appropriate technology and connections so that it can be viewed at home on a personal computer.

For more information contact: Center for Entrepreneurship, UNL, CBA 209, Lincoln, NE 68588-0487, 402.472.3353, 402.472.5855 (fax), entprensnp@unlnotes.unl.edu

March 29

*Nebraska Center for Entrepreneurship
22nd Annual Heartland Conference for Free Enterprise*
Holiday Inn Downtown

This all day conference provides opportunities for business leaders and students to learn new business trends and develop the skills needed to successfully start or expand your business. Multiple tracks focus on small business growth, new venture creation, and intellectual property development. Network with industry experts and successful entrepreneurs while developing the knowledge to make your dream a reality.



FRANCHISES FOR VETERANS



Returning veterans can get a leg up on starting and owning a franchise business, thanks to an initiative known as VetFran. This effort, an initiative of the International Franchising Association, helps veterans who want to acquire a franchise by allowing them to make a purchase with only 10% of the required down payment.

More than 200 companies, including household names like Dunkin' Donuts and Midas, participate in this effort.

Returning veterans can get a leg up on starting and

Since it was started, VetFran has assisted more than 600 veterans who have purchased franchises. This is one effective means to help ease the transition for returning veterans.

Learn more about VetFran at <http://www.vetbiz.gov/StartBusiness/Franchise.htm> or other business initiatives for veterans at <http://www.sba.gov/vets/>.

Also, IFA, the International Franchise Association, has launched a Web page dedicated to the VetFran program to enlist the participation of its members who can provide financial incentives to help veterans become franchised small business owners.

MAKING CENTS PRESENTS YOUTH MICROENTERPRISE CONFERENCE



Youth, aged 12 to 24, have reached a historical high of 1.5 billion. They are the parents, workers, leaders and entrepre-neurs of tomorrow who will be responsible for the economic and social development in the future. Despite increased access to education, youth around the globe still face persistently high rates of unemployment and turn to self-employment to create their own jobs.

Youth entrepreneurship and microenterprise development initiatives around the globe are bringing resources and expertise to bear on global development challenges— building on traditional sources of mentorship and guidance, and offering tailored services and products to emerging entrepre-neurs. They offer customized training, adapted financial services, and facilitate business opportunities that foster productive economic engagement, financial independence and positive empowerment.

The Global Youth Microenterprise Conference will bring together youth, development policy makers and

professionals along with experienced practitioners and participants in education, microenterprise development and youth entrepre-neurship programs to:

- Better understand the specific challenges of young entrepreneurs and future entrepreneurs
- Share good practices and brainstorm ideas for supporting youth microenterprise development
- Build capacity for serving youth in the 21st century
- Form partnerships for generating more resources expertise to meet global challenges facing youth

This interactive event will allow presenters and participants to explore priorities, challenges, and ideas for how to reduce poverty, vulnerability, and unemployment of youth around the world through microenterprise development. We welcome your involvement and attendance and look forward to facilitating a dynamic event that serves to improve the livelihoods of youth worldwide.



The Global Youth Microenterprise Conference is being organized by Making Cents International.

To register, submit a proposal, or obtain more information, visit the conference website at www.ymeconference.org or contact the Conference Manager at jodi@makingcents.com.

NEBRASKA ADVANTAGE HAS SUCCESSFUL FIRST YEAR

LINCOLN, NEB. (January 22, 2007)—One year ago, the Nebraska Advantage Act went into effect and has already set the stage for Nebraska's future.

In January 2006, businesses began applying for the new Nebraska Advantage Act, which emphasized capital investment and the creation of jobs and innovation, and provided training for workers to seamlessly move into those jobs. The Nebraska Advantage's five-tier system, two rural levels, and job training program led to the combined total (minus overlap of projects) of \$3.5 billion in investment and more than 15,000 jobs.

"The Nebraska Advantage package has made a competitive difference in our economic landscape. Businesses are using the Advantage credits, and investing in our communities and people. The jobs and investment that this package has helped create impacts Nebraska's rural and urban, small and large businesses alike," said Richard Baier, director of the Nebraska Department of Economic Development. "We have many great things to offer businesses – a business-friendly climate, central location, first-class infrastructure, speed to markets, unmatched work ethic, high ranking quality of life, lower overall cost of living, 100% public power system, and exceptional educational system, to name a few, and the Nebraska Advantage package further enhances our competitive advantage."

By December 31, 2006, 89 applications with a potential \$3.46 billion investment and 8,938 jobs were submitted under the investment tax and/or wage credits five-tier benefit sections of the Nebraska Advantage Act.

The 89 applications were categorized as follows: 21 Biotechnology projects, \$2.21 billion investment and 1,390 jobs; 34 Manufacturing/Processing projects, \$282.8 million investment and 1,713 jobs; 11 Financial Services projects, \$121.1 million investment and 3,403 jobs; and 23 Telecommunications/Other Services projects, \$841.1 million investment and 2,432 jobs.

Forty-six projects were located in the Omaha MSA, 13 in the Lincoln MSA, and 30 throughout Greater Nebraska.

Seventeen project applications were submitted under the Nebraska Rural Advantage's two levels of investment and job creation (\$125,000 investment and two new jobs, or \$250,000 investment and five new jobs), with a potential \$20.09 million in investment and 127 jobs.

With \$15 million available July 1, 2005, the Job Training Advantage has committed \$14.44 million for 85 projects that will create 9,187 jobs.

The Microenterprise Advantage received 456 applications, requesting more dollars than were available.



The Nebraska Advantage package includes:

- State and local sales tax exemptions of manufacturing machinery, equipment, and related services
- Research and development refundable tax credits equal to 3% of research and development expenditures
- Inventory tax exemptions

For information on the Nebraska Advantage, visit www.NebraskaAdvantage.biz, or call 402.471.3747.

INNOVATION IN RURAL AMERICA



The latest issue of Community Development Investment Review, a journal sponsored by the Federal Reserve Bank of San Francisco, focuses on issues of innovation in rural America. The special issue contains articles on rural venture capital, angel investing, and the role of state government in supporting rural innovation. If you want to learn about innovations in how finance rural entrepreneurs, this special issue is a good place to start.

Access the special 2006 issue of Community Development Investment Review/Volume 2, Issue 3; 2006 at <http://www.frbsf.org/publications/community/review/122006/index.html>.

Source: The National Dialogue on Entrepreneurship, an initiative of the Public Forum Institute made possible by a grant from the Kauffman Foundation of Kansas City. Links to the day's entrepreneurship stories from across the nation and around the world are posted each weekday at <http://www.publicforuminstitute.org/nde>,

WHY NO ONE SHOULD MISS MARKETPLACE

On Wednesday, February 28, 2007 people will have the opportunity to participate in Marketplace: Opening Doors to Success, at the Ramada Inn in Kearney, Nebraska. Marketplace is the first conference of its kind in this part of the country and will focus on how entrepreneurship and innovation can help our rural communities thrive by focusing on proven rural strategies to build assets and create economic opportunities from within.

The Center for Rural Affairs decided to host Marketplace after discussing the success of North Dakota's Marketplace with the planners of that annual event.

Exhibiting at MarketPlace provides an excellent opportunity for professionals to reach an audience seeking opportunities to start and grow their businesses. Individuals attending the conference will be afforded the opportunity to make professional contacts, network with other entrepreneurs, and locate potential customers and suppliers. With 50 booths filled with successful small businesses and service providers, attendees will meet exhibitors with a broad array of business and professional experience.

Marketplace attendees will also have the opportunity to participate in teach-ins focusing on financing, marketing, community capacity, innovative agricultural opportunities, small business development and public policy. Experts in many fields such as attorneys, accountants, web designers, etc. will be available to answer participant questions.

Entrepreneurs, farmers, ranchers, community leaders, rural developers, everyone interested in revitalizing rural communities and rural economies will find many opportunities to meet, listen to and talk with their peers and other experts about rural community development and issues impacting rural communities. For more information: www.marketplacenebraska.org



NEW READING FOR ENTREPRENEURS

With the holidays a fading memory you may have some gift cards still unused. And, with football season almost over and winter far from over, you may find yourself with extra time on your hands. It may just be time to catch up on your reading. Various sources have mentioned the following books as possible good reads.

“Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors” by Jaynie L. Smith and William G. Flanagan; Currency (\$19.95)

This manual is mentioned as a “must read” for anyone who may be thinking about opening a business.

“Mavericks at Work: Why the Most Original Minds in Business Win” by William C. Taylor and Polly G. LaBarre; HarperCollins (\$26.95)

Business ideas that have gained prominence in recent years such as lasting value, perpetual innovation and the commercial superiority of good design, are examined.

“Small is the New Big: and 183 Other Riffs, Rants, and Remarkable Business Ideas” by Seth Godin; Portfolio (\$25.95)

This is a collection of blogs from Seth Godin, the bestselling author of “Purple Cow,” “Permission Marketing,” “Big Red Fez,” “Free Prize Inside” and “Survival Is Not Enough.”

“The Long Tail: Why the Future of Business is Selling Less of More” by Chris Anderson; Hyperion (\$24.95)

Rather than mourning the death of the mass market, the author believes that businesses that capitalize on diversity, either by offering a wide array of choices or by specializing in a very narrow niche, can prosper.

These books are mentioned for reference purposes only and do not reflect a recommendation.

Targeted Teaching Topic



GAZING AT THE FUTURE

Future Trends, The Top Trends That Will Reshape the World for the Next 5, 10, and 20 Years by James Canton, Ph.D., offers fascinating, and sometimes scary views of how our world is changing. The smart entrepreneur takes advantage of changing conditions, so this book may be a good read for anyone wanting to catch the next big trend, turning it to their advantage.

Dr. Canton is a renowned global futurist, social scientist, author and business advisor. He has been analyzing and forecasting the top trends shaping business, markets, and society for more than thirty years.

One of the top trends that he foresees is the continued transition to and dominance of an Innovation Economy. In his words, "The Innovation Economy, a new convergence of economics, democracy, trade, and technology, will determine the future leadership of nations, productivity of business, and wealth of individuals."

Also, he says that the mantra of the Innovation Economy is:



- Free Minds
- Free Markets
- Free Enterprise

The key for entrepreneurs, and the ability of the United States to maintain its global economic leadership, depends on speed and adaptability. It means spotting new trends and new ideas and capitalizing them quickly, before others can. That means giving up "old think" and "this is the way we have always done it." Knowledge and creativity will be the means to success. The new capital is intellectual capital (brain power).

Current Trends to Consider

- Robots
- Nanotechnology (manipulations of matter at the atomic level, producing new drugs, fuels, materials, and machines)
- Environmentally friendly products
- Senior services like non-medical health care
- Baby boomer services such as career counseling
- Kid's services such as party planning



Future Trends Predicted

- Energy issues (declining fossil fuel reserves, need for alternative fuels)
- Health issues (genetics, DNA mapping, longer lifespans, emerging diseases)
- Climate changes (water shortages, increased storm losses, pollution)
- Nanotechnology

Sources: *Future Trends, The Top Trends That Will Reshape the World for the Next 5, 10, and 20 Years* by James Canton, Ph.D., Dutton Press, September 2006; *Trend Hunter*, <http://www.trendhunter.com/>, *Top Trends for 2007*, by Kate Maddox, BtoBOnline.com, <http://btobonline.com/article.cms?articleId=30120>.

SO, WHERE DID THE WORD 'ENTREPRENEUR' COME FROM?

Since it is hard to spell for many and hard to pronounce for others, some may wonder where this word actually originated.

By doing some Google searching, some tidbits and trivia may be useful the next time you are questioned about it.

The origin is Old French, from *entreprendre*, to undertake.

The word was brought into the English language by an Irish Economist named Richard Cantillon who lived between 1680 and 1734. He spent a large portion of his

life living in France, which is why he coined the term and entered it into the English language.

We find that probably the best way to revitalize rural America is to provide entrepreneurial training.

— Congressman Tom Osborne
Third District, Nebraska
June 7, 2006 testimony in the House of Representatives supporting the adoption of HR 699, establishing a National Entrepreneurship

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

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



Skills for Lifelong Learning, Earning, and Living.